SOUTHERN AFRICA

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Sustainable Beef - Secretariat
SADC CATTLE POPULATION - 2013

- Mozambique – 2.3mil
- Malawi – 1.2 mil
- Eswati – 0.6 mil
- Namibia – 2.3 mil
- South Africa - 13 mil
- Zambia – 3.1 mil
- Zimbabwe – 5.1 mil

SADC total is 67,516,776 – 15 countries

Potential = 270,067,104
WHY SARRSB

WE NEED SUSTAINABLE DEVELOPMENT OF THE BEEF SECTOR BY PROTECTING:

✧ THE ENVIRONMENT,

✧ THE ANIMAL AND

✧ THE PEOPLE
HOW?

❖ MARKETING
❖ PRODUCTS
❖ PRODUCTION AND PRODUCTIVITY
❖ GENETIC CONSERVATION AND IDENTIFICATION

WITH
❖ FARMERS
❖ PROCESSORS
❖ CONSUMERS
❖ RESEARCHERS
IT’S A REGIONAL STORY
UBUNTU

“I am because we are”

We share the same resources, water basins, animals and people
CHANGE THAT MATTERS