

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

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