

THE NATIONAL 'VELD-RAISED' MEAT STANDARD: *A CALL FOR INPUT*

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How did we get here?

2005

- Part of the SANBI Grasslands Programme to get biodiversity mainstreamed into agriculture

2008-2013

- Funded WWF and consultants to work on value chain analyses , veld guidelines, veld assessment methods
- Developed the Agricultural Task Team
- Pilot sites testing 4+1 & 20-point farm management systems

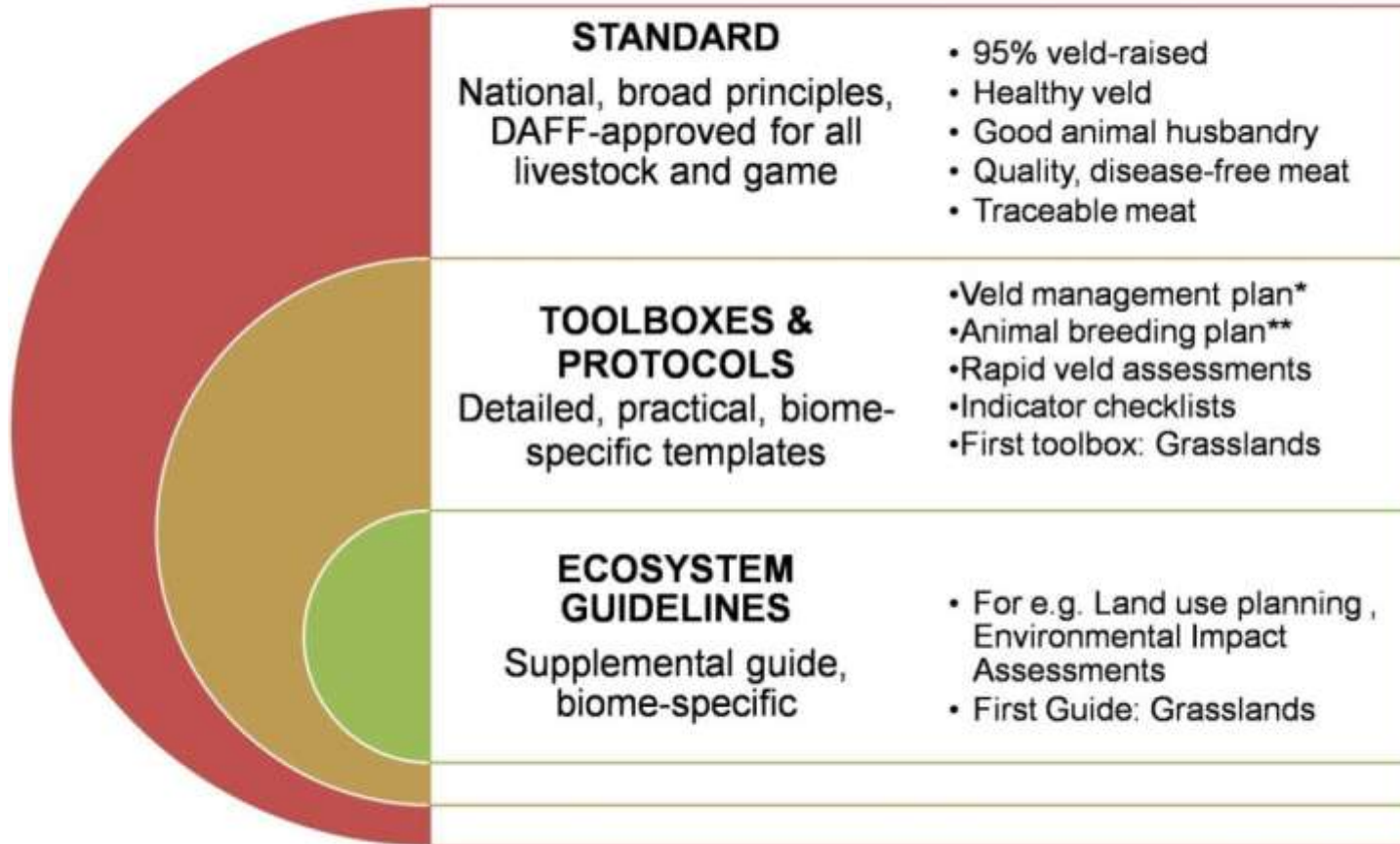
2013

- Funded Conservation South Africa to collate research, data and guidelines into a NATIONAL STANDARD
- Develop a market based mechanism that includes biodiversity conservation

We asked: Does SA need a *veld-raised* standard?

- *Conservation sector concern is that rangelands are important biomes and asset in livestock economy but better management needed to maintain grazing, biodiversity, and ecological infrastructure*
- Most livestock is at least 70% veld raised anyway, sometimes more, but grading system disadvantages older, less fat animals
- *Many farmers of indigenous and other breeds interested in gaining advantage from practices, but poorly organized ([Veld Raised Association](#))*
- Tenderness, taste and grade of exclusively veld-raised meat meets demands of retailers, they are becoming less focused on grades
- *Retailers, specialist butchers, CGCSA interested ([Liaison](#))*
- A decade ago no demand for an 'eco-label' but now? ([Market study](#))
- Idea supported by Red Meat Producers Organization

What is the standard?



*Rotation, rest, fire, alien plant management, wetland and forest protection.

**Indigenous breeds encouraged, supplemental feed /pastures but no feedlots, no routine antibiotics, no growth hormones.

**Input from rangeland science
and farming community on the
draft standard..**



Inputs, feedback and willingness to review

- Stakeholder meeting 22nd August
- Final National Standard and Grassland Standard protocol by Dec 31st 2013

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