



ROOIVLEIS PRODUSENTE-ORGANISASIE RED MEAT PRODUCERS' ORGANISATION

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NEW BRAND NAMES WELCOMED

The National Red Meat Producers' Organisation (RPO) welcomes any brand name in the red meat industry, as it gives consumers a wider choice of products.

However, it is important that the producers are financially rewarded for specific red meat products that are claimed to have certain characteristics.

Mr Lardus van Zyl, Chairman of the national RPO said in reaction on a press release by Woolworths that this chain group are going to release mutton which are branded as "friendly towards wild animals", that there are various other examples of specific brands where certain claims are made.

Definitions for such claims are defined within the industry and managed in terms of the Agricultural Products Standards Act. This specific brand name of Woolworths should be managed in the same way and the auditing of the system should be managed by SAMIC, the South African Meat Industry Corporation.

Van Zyl said the RPO is unhappy with the statement made by Mr Justin Smith of Woolworths that the majority of black backed jackals are managed with the aid of poison, traps and holdings pens.

"The RPO updated its Code of Best Practice last year and in the part dealing with predation management, farmers are encouraged to make use of non-lethal control measures. The illegal use of poison is also a practice that the RPO condemns in the strongest possibly way."

The public must furthermore take note of the fact that approximately one million lambs are annually attacked and consumed by predators while they are still alive. The problem is that the natural enemy of black backed jackals and caracal has become extinct.

ENQUIRIES:

Mr Lardus van Zyl

Chairman – National RPO

Cel: 082 944 7099

Mr Gerhard Schutte

CEO – National RPO

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28 APRIL 2015



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NUWE HANDELSMERKE VERWELKOM

Die nasionale Rooivleisprodusente-organisasie (RPO) verwelkom enige handelsmerk in die rooivleisbedryf, aangesien dit die verbruiker meer keuses bied.

Dit is egter belangrik dat produsente finansiële vergoed word vir spesifieke rooivleisprodukte waarop sekere aansprake gemaak word.

Mnr Lardus van Zyl, Voorsitter van die nasionale RPO het in reaksie op Woolworths se verklaring dat die kettinggroep skaapvleis met 'n "vriendelik teenoor wild"-etiket beskikbaar gaan stel, gesê daar is in die rooivleisbedryf verskeie ander voorbeelde van spesifieke handelsmerke waar sekere aansprake ook gemaak word.

Definisies vir die aansprake word binne die bedryf omskryf en binne die Wet op Landbouproduktstandaarde bestuur. Die spesifieke handelsmerk van Woolworths behoort op dieselfde manier bestuur te word en die ouditering van die stelsel behoort deur SAMIC, die Suid-Afrikaanse Vleisbedryfsmaatskappy, bestuur te word.

Mnr Van Zyl het verder gesê die RPO is ongelukkig met die stelling wat deur mnr Justin Smith van Woolworths gemaak word dat die grootste hoeveelheid jakkalse met gif, slagysters en vanghokke beheer word.

“Die RPO het verlede jaar weer sy Kode vir Beste Praktiek opgradeer en in die gedeelte rondom roofdierbestuur word boere aangemoedig om die nie-dodelike beheermetodes te gebruik. Die onwettige gebruik van gif word ook ten sterkste deur die RPO afgekeur.”

Die publiek moet verder kennis neem dat ongeveer 'n miljoen lammers per jaar deur jakkalse en rooikatte vermink en lewendig opgevrete word. Die probleem is dat die natuurlike vyand van jakkalse en rooikatte uitgewis is.

NAVRAE:

Mnr Lardus van Zyl

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