

MEAT NATURALLY INITIATIVE: EMBEDDING SUSTAINABILITY IN SOUTH AFRICA'S EMERGING RED MEAT SECTOR

BACKGROUND

South Africa contains some of the most biologically rich range lands in the world, and a full 70% of the country is able to be used for sustainable grazing. South Africa's rangelands are also home to 76% of the poorest people in the country, many of whom are dependent on livestock-based livelihoods. In fact, 50% of the country's total livestock are owned by subsistence or emerging (farmers who are starting to sell commercial markets) farmers. Increasingly, these farmers are women who have inherited herds.

The project seeks to tip corporate and government policies to support social equity and environmentally sustainable management of communal rangelands by addressing implementation (landscape demonstrations), sustainability (industry and market engagement), and amplification (informing national policy and programmes) as part of a single green economic development project.

OBJECTIVES

The project will support 5 farming groups to formalise their efforts towards conservation and restoration of more than 100,000 hectares of critical, communal rangelands restored and under improved livestock management. With secure co-finance from the National Department of Environmental Affairs, CSA will involve at least 450 male and female participating farmers and, employ at least 150 unemployed but motivated individuals in new roles as environmentally trained livestock managers or "eco-rangers". Throughout the project the eco-rangers and local farmers will be supported to understand, implement, and verify good grazing practices to provide the traceability that will lead to better business deals

ACTIONS

- » Building market readiness for traceable sustainable red meat production in climate vulnerable communal rangelands in South Africa;
- » Engaging market players and consumers to support traceable, sustainable livestock production from communal farmers through sourcing policies, pricing, and marketing;
- » Promoting national policies and programmes that can enable sustainable, pro-poor red meat value-chains.
- » Compilation and dissemination of results on national workshops to recognize MSMEs that will have excelled in adopting energy efficient measures.

KHUSEL'INDALO SOUTH AFRICA (CONSERVATION SOUTH AFRICA)

LOCATION:

South Africa: Namaqualand, (Northern Cape), Mzimvubu (Eastern Cape), Kruger Buffer (Mpumalanga Provinces)

Budget



\$250,000.00

Timeline



30 Months