



Empowering Sustainable Farming
& Rejuvenating Rangelands in
Africa

WHO IS MEAT NATURALLY?

- A Social Enterprise established in 2016 which has designated full profit sharing to a Meat Naturally Shareholder Trust—CSA 40%, Farmer Associations 60%
- 5 staff, a board of directors, and four contract staff
- With a mission to ***Restore Africa's Communal Rangelands*** through the provision of livestock production support and mobile market access solutions

Africa is full of

Unique and special places...





Degradation of landscapes = Poverty



Poverty = Degradation



Protection ≠ Protection



Protection = Poverty



HOW DOES IT WORK...



What we do



HERDING 4 HEALTH MODEL

Herder = Ecosystem Recovery





“ECO RANGERS / ECO HERDERS”



IMPLEMENTING AGENTS = CONSERVATION AGREEMENTS



Market access as a reward but many more before entering meat market



Green Job
Creation



Restoration of
Rangelands

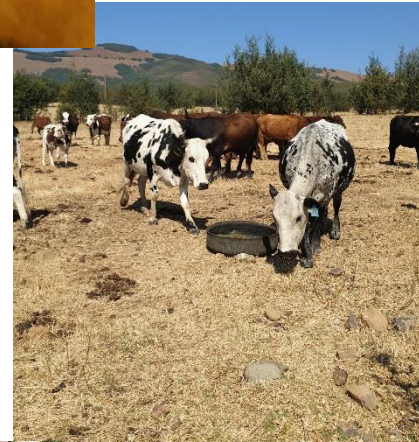


Sustainable
food &
economic
development

Building resilience to climate change



INVASIVE BUSH ENCOURAGEMENT BECOMES A SUPPORT SERVICE (FODDER) & BUSINESS (WOOD)



Reward = Market Access



MOBILE SHEEP SHEARING, EAR TAGGING RENT A BULL / RAM GENETICS MOBILE PREDATOR PROOF KRAALS





ADDITIONAL SUPPORT / MARKET ACCESS SUPPORT SERVICES

- Mobile Sheep Shearing
- Ear tagging for traceability (commodity based trade)
- Rent a Bull for improved genetics





Professionalize the
Auctions for Rural
Communities through
Partnerships & Training
– How to be a Meat
Naturally Auctioneer &
registering with
Professional Body

Auction Skills

Meat Naturally

R19 Million Livestock Sales = Sustainability



MOBILE ABATTOIR – UNLOCKING FOOT & MOUTH DISEASE AREA TRADE EXCLUSIONS





Abattoir Training *School for Culling*

- A training centre where hunters, field & abattoir cullers and staff are trained working with Red Meat Abattoir Association/ AgriSA/ and other interested parties

Internationally accredited 1 or 2 year programme
aimed to develop from butchers to butchery
owners

Butcher School
Meat Naturally



Small & Micro Business Meat & Related Products

Identify, incubate and create small & micro businesses around meat & meat products

Business Incubation Hub

- Tanning & Leather Products - clothing to furniture to unique items (skull art & cutlery from bones) ALL with the endorsement of MEAT NATURALLY telling the story
- #EatAfrica Product - with emerging producers of pet food (from wild game to traditional animals bones & offal processed into treats and chews)
- Biodiesel - entrepreneur running “Wild Diesel Business”
- Biltong & Dry Wors - with traceability under Meat Naturally endorsed label
- Sausages , Burgers, Pies, etc – making unique flavoured wors, burgers, etc all with herbs & flavours from the community
- Mobile Butcheries / Meat Wholesalers







CLOSE

**“MEAT WITH A STORY” TO FEED
THE 21ST CENTURY BY INCLUDING
CURRENT AND FUTURE AFRICAN
FARMERS**

