Game meat as alternative food source for Africa: A retailer perspective

Prof E Slabbert, Prof M Saayman; Prof P van der Merwe
School of Tourism Management & TREES
North-West University
South Africa
Food (in)security is critical in several countries.

Every South African citizen has a right to sufficient food and water, and social security.

Food security refers to the ability of individuals to obtain sufficient food on a day-to-day basis.

Accessibility to (demand) & provision (supply) of nutritional food for South African households.
The total economic contribution during 2014 was ± R20 bn (Cloete)

28 000 000 ha utilised for private game ranches.

The total economic turnover of the industry has grown at more than 20% per annum over the last 15 years.

This industry uses less than 20% of the veld resources in the country

Estimated that the game ranching industry provides more that 20% of red meat consumed in SA during the six hunting months of the year

Role of this industry in food security is becoming more and more important
GAME MEAT AS ALTERNATIVE??

- Game meat offers various benefits to consumers:
  - high levels of protein; rich in iron; rich in B-vitamins.
- Variety of species to fulfil different needs and tastes.
- Health problems in SA

POTENTIAL????
Why the relative low consumption levels in South Africa??
Challenges.....

- Perceptions of fresh game meat: how to?
- Quality of the meat
- Fluctuations in the export market
- Legislation
- Local versus international market
- Supply versus demand
- Readily availability of game meat
PURPOSE OF THE RESEARCH

- To determine the magnitude of game meat production (supply) and consumption (demand) in South Africa

Supply and demand study across South Africa
Current results:
  4 Qualitative interviews with retailers of game meat
## Method: Supply Side

<table>
<thead>
<tr>
<th>Activity 1</th>
<th>Retailers, producers and processors</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Respondents</strong></td>
<td><strong>Action</strong></td>
</tr>
<tr>
<td>-</td>
<td>Compile a detailed database of retailers, producers and processors</td>
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</table>

### Activity 2
**Determine the status of game meat production in SA**

<table>
<thead>
<tr>
<th>Retailers (Checkers, Spar etc.)</th>
<th>Gather information regarding: supply of game meat, legislation, number of carcasses, obstacles in growth of industry, rand value etc.</th>
<th>6 Months</th>
<th>Qualitative research – interviews: 15</th>
<th>Opinions of game meat production from the supply side: Research report and research articles Development of questionnaire</th>
</tr>
</thead>
<tbody>
<tr>
<td>Producers and processors (Camdeboo, Mossrich etc.)</td>
<td>6 Months</td>
<td>Qualitative research - Interviews: 45</td>
<td></td>
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</table>
## METHOD: DEMAND SIDE

<table>
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<tr>
<th>Activity 1</th>
<th>Determine the consumptive patterns of consumers</th>
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<td><strong>Respondents</strong></td>
<td><strong>Action</strong></td>
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<tr>
<td>Sample of consumers of game meat in GA, KZN and WC: at selected producers &amp; retailers</td>
<td>Gather information regarding: current use of game meat, price sensitivity, opinions on the value of the product etc.</td>
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<table>
<thead>
<tr>
<th>Activity 2</th>
<th>Determine the non-consumptive patterns of consumers</th>
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</table>
RESULTS

- Current status of game meat as food source in South Africa
  - Awareness amongst consumers (Uneducated)
  - Perceptions of consumers
  - Market is still relatively small for fresh meat
  - Various hunters who are processing own meat
  - 80% processed meat and 20% fresh meat
  - Regulation of the industry is good
  - Quality is more secured
RESULTS

• Challenges of selling game meat as a retailer:
  • Perceptions of the game farmer on pricing
  • Shelf life is a challenge
  • Labelling of meat is constantly changing
  • Unreliable supply thereof
  • Fresh game meat is not popular
  • Commitment and attitude from butchers and retailers
RESULTS

- Challenges regarding the consumer:
  - Do not know how to prepare the meat
  - Want value-added products – easy living
  - Public opinions
  - Currently demand is little
  - Unsure of what is available
  - Pricing
RESULTS

- Monetary value, shelf space, advertising etc.
  - 0.5% of meat stock is venison
  - Cost of advertising in season is high when considering the return
  - Stock on hand is a problem & Out of season
  - Prefer: Kudu & Eland
CONCLUSIONS

• Future of game meat
  • What should it be named: Free Range Game Meat
  • Willing to grow this product and market
  • More in-depth research on consumers:
    • Those that consume game meat
    • Those that do not consume game meat
• Pricing
• Training and awareness
THANK YOU

- WRSA
- NWU