

Media Release

**A Tender Game -  
Excellence in Meat Management Conference  
Africa's Big Seven 19 to 21 July 2009  
Gallagher Convention Centre, Midrand, Gauteng, South Africa**

**For Immediate Release  
30 March 2009**

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How does one successfully trade in the globalised meat market, manage the ever-changing needs of the consumer, whilst operating profitably? What are the implications of the draft regulations of game meat? Will the hosting of the 2010 FIFA Soccer World Cup in South Africa affect the meat industry? How are the recent meat scares affecting the industry? Are South African consumers ready for organic meat? These and other challenges currently facing the meat industry will fall under the spotlight at the third annual "Excellence in Meat Management Conference (MMC)" which takes place during IFMA, the International Fair for the Meat Industries of Africa at Gallagher Convention Centre, Midrand, Gauteng, South Africa from 20 to 22 July 2009.

Meat companies around the globe face increasing pressures. Global demand for meat is at an all-time high, but the industry is complex. Not only are profit margins slim, but so are the margins for error. The aim of the three-day conference is to equip delegates with the knowledge they need to continue operating in an increasingly competitive environment, whilst striving for excellence and higher standards. Topics on the Conference Agenda include:

- 1) **Analysis of the draft regulation on game and crocodile meat** by Dr Tersius Berg - Assistant Director, Meat Inspection: Department of Agriculture).
- 2) **Meat quality and safety – what steps can South Africa take to achieve high levels of quality and safety?** By Linda Jackson – Facilitator: Von Holy Consulting.
- 3) **Examining the recent meat scares – how they are affecting the industry** by Dr Graham Campbell – Director: Academy of Good and Quality Management.
- 4) **The future of organic farming in South Africa and how it will affect the industry** by Tim Jackson – Manager: Bio-Dynamic and Organic Certification Authority.
- 5) **How ready South Africa is for the meat demands facing the FIFA 2010 Soccer World Cup** by Paul Harris – Technical Manager: QK Meat South Africa.
- 6) **International consumer trends and how they affect the industry** by Dirk de Monte – Manager: Shoprite.

A new addition to this year's programme is a Panel Discussion exploring how the formation of a single body to control the safety of meat will impact on the industry. Participants include Dr Tersius Berg - Assistant Director, Meat Inspection: Department of Agriculture; Dr Gerhard Neethling – Manager: Red Meat Abattoir Association; and, Andries Pretorius - Chief Director: Department of Health.

The three-day conference also includes a tour of IFMA as well as the other components of the Africa's Big Seven expo.

A biennial event, IFMA Africa 2009 is the sixth in the series and covers all aspects of the meat industry - from abattoir design, right through to retail ready products. Many elements of IFMA complement the FoodTech Africa exhibit profile and *vice versa*, with packaging being a particularly important component of both. The Fair is well supported by both international and local exhibitors keen to network with industry executives from across the African continent.

The only event of its kind on the continent, AB7 presents a composite of seven separate but co-located events that define the various stages and specific technologies required to move produce from the field, through the processing, packaging and marketing phases, eventually culminating in retail sales.

For more information on the conference please contact Charmaine Shangase Project Manager: Conferences IIR BV South Africa  
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For more information on the (AB7), contact Lineke Fleischer, Exhibition Manager of Africa's Big Seven (AB7): Exhibition Management Services Pty Ltd (EMS).  
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# Consumer demands

