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
HOW DOES IT WORK...

Farmers

Develop an Ecologically-Appropriate Grazing Plan and Negotiate Conservation Agreement

NGOs

Implement Conservation and Production Support Actions (Rotational Rest or Other)

Farmers

Support and Monitor Compliance (Rotational Rest or Other) According to Agreement

NGOs

Market Access
What we do

Grazing Plans

Herder Training

Livestock Production Support

Verification & Monitoring

Market Access

MEAT NATURALLY • AFRICA •
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