

MEDIA RELEASE

(for immediate release)

PRODUCER PRICES OF BEEF AND MUTTON DECREASE

Producer prices of lamb are currently 15,3 % lower than a year ago and stand at R68,86 (plus VAT) per kilogram for Class A lamb. Beef producer prices are 0,5 % lower at R45,97 (plus VAT) per kilogram for Class A beef.

This is extremely good news for consumers as lamb, mutton and beef prices have fallen over the period. This is in contrast to what has happened to food inflation over the past year. For example, bread and cereal prices rose by 8,6 %, fish by 7,5 % and fruits and vegetables by 4,3 %.

"Beef and lamb prices in South Africa are 30 % lower than the world standard and we have the best quality in the world. Consumers must seize the opportunity," said Mr Koos van der Ryst, Chairman of the Red Meat Producers' Organisation.

"We want to appeal to the trade to pass on the benefit of the lower producer prices to consumers and thank the traders who already have done so. To braai during the Rugby World Cup tournament was never this cheap", said Mr Van der Ryst.

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Research has proven that a balanced diet is the best diet. Animal protein such as lamb, mutton and beef can be eaten daily and the nutritional value obtained from South African lamb and beef is essential in a balanced diet. Animal protein is not the enemy, being overweight is - therefore animal protein must be consumed daily in the correct portion sizes. The whole carcass of South African lamb, mutton and beef can be used in a variety of delicious and nutritious meat dishes.

Research has further shown that livestock production is not as big an enemy of greenhouse emissions as environmental activists are propagating - on the contrary, animal protein is not only healthy to eat, it is also environmentally friendly as it gives much more back to nature than it extracts.

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Date : 23 September 2019

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