
From folklore to feasibility: Commercialisation of South Africa's indigenous goats

By

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Abstract

In South Africa, the development of non-commercialised goat farmers and entrepreneurs and the transformation of the currently fragmented goat industry into a formal mainstream industry have been constrained by historical, institutional, market, information, and research factors. This thesis demonstrates that the task of integrating non-commercialised goat producers into a national and international agro-industrial goat industry requires several innovations including knowledge of the indigenous resource, product development, market analysis, provision of collection, transportation and processing infrastructure, and institutional innovations.

This thesis has shown that the goat resource in the country (mainly owned by non-commercialised farmers) is large enough to ensure a consistent supply of product to the market. Furthermore, several historical perceptions, marketing systems and the institutions that governed them are of little consequence today due to changes in consumer perceptions, new trends and political changes. Interesting and innovative product development targeted at specific target markets and based on sound market analysis is key to a viable commercialisation process. International trade opportunities and globalisation have created a niche for exotic (read indigenous) niche goat products. However, to successfully enter and occupy this niche, certain enabling institutional arrangements, that are culturally acceptable to non-commercialised farmers, needed to be created, while at the same time, addressing the global challenges of quality, consistency and high standards that can be affected through traceability mechanisms. Both of these requirements have been affected by "Co-operative Contract Growing" arrangements. In this arrangement attention is paid to

formal (contracts, organisations, markets) and informal (traditions, customs) institutions, both at macro (legal) and micro (organisational form) level. Vertical co-ordination, governed through contracts, can be used to create a production and marketing supply chain. Throughout this development process strong technology transfer and information provision exercises ensure that non-commercialised farmers are kept abreast of developments and are not excluded from participating fully in the new industry.

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Declaration

I declare that this thesis that I am submitting to the University of Pretoria for the degree of Ph.D. in Agricultural Economics represents my own work and has never been submitted by me to any other tertiary institution for any degree.

Merida Roets

B

AUSAID	Australian Agency for International Development
BGBA	Boer Goat Breeder's Association
CPPP	Community Public Private Partnership (a programme of the DTI)
CSIR	Council for Scientific and Industrial Research
DM or RC	District Municipality or Regional Council
DoA	National Department of Agriculture and Land Affairs
DST	Department of Science and Technology
DTI	Department of Trade and Industry
DWAF	Department of Water Affairs and Forestry
ECAPAPA	Eastern and Central Africa Programme of Agricultural Policy Analysis
EIA	Environmental Impact Assessment
EMO's	Entrepreneur Membership Organisations
EU	European Union
FSRD	Farming Systems Research and Development
GIG	Goat Interest Group
GMO	Genetically Modified Organism
HACCP	Hazard Analysis Critical Control Point
IDP	Integrated Development Plan

IDT	Independent Development Trust
IFPRI	International Food Policy Research Institute
ISNAR	International Service for National Agricultural Research
ISRDP	Integrated Sustainable Rural Development Programme
ISTT	International School of Tanning Technology
IUCN	World Conservation Network (International Union for the Conservation of Nature)
LEDF	Local Economic Development Fund
LIRI	Leather Industries Research Institute
LRAD	Land Redistribution and Development
LSM	Living Standards Measurement
MEC	Member of the Executive Committee
MEDUNSA	Medical University of South Africa
MQA	Mineworker's Qualifications Authority
NAFU	National African Farmer's Union
NDA	National Development Agency
NEPAD	New Partnership for Africa's Development
NGO	Non-Government Organisation
NIE	New Institutional Economics
NSF	National Skills Fund
Ntsika	A micro-finance and SMME support agency of DTI

PAETA	Primary Agriculture Education and Training Authority
PDI	Previously Disadvantaged Individual
SADC	Southern African Development Community
SAMIC	South African Meat Industry Company
SBDU	Small Business Development Unit
SBSC	Small Business Service Centre
SETA	Sector Education and Training Authority
SMME	Small, medium and micro enterprise
UAE	United Arab Emirates
UNOPS	United Nations Office of Project Services
USAID	United States Agency for International Development
USDA	United States Department of Agriculture
USDA-ARS	United States Department of Agriculture – Agricultural Research Services
