



**BUSINESS PLAN FOR THE PERIOD
5 NOVEMBER 2014 TO 4 NOVEMBER 2018**

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BACKGROUND INFORMATION

The Livestock Welfare Coordinating Committee (LWCC) was formed in 1978 by the then Meat Board, after pressure from certain welfare groups. All its functions and costs were carried by the Meat Board and its successors in an informal arrangement until 1999, after which a business plan, constitutions and budget were submitted to RMI for the levy period 2010 – 2014. After acceptance by the RMIF the LWCC became a service provider. The need for such a service by the red meat industry is amply demonstrated by the huge amount of work done by LWCC over the past 35 years. The RMI vision has been summarised by the following: “The consistent supply of more meat of good quality to meet the lifestyle, health and financial situation of consumers”. Inherent in this vision is the assurance that red meat livestock are humanely treated from birth to death, including slaughter. Since LWCC concentrated particularly on abattoir processing and slaughter in its early years, its past success and necessity can be judged on this basis in particular. South Africa’s official abattoirs are judged as one of the best run in the world, and most of the animal welfare issues have been satisfactorily resolved – an opinion held by livestock welfare organisations involved. The red meat sector however must take note that concerns from the public (thus consumers) will not diminish, and are much more likely to grow. The LWCC acts as a neutral forum for all national organisations involved in the industry to identify, discuss and resolve all issues that affect the welfare of livestock. Its track record demonstrates its usefulness to the RMI and the need for continued support should be clear.

COMPARATIVE SITUATIONS AND ORGANISATIONS

There is no other organisation in South Africa that performs a similar function. In many other countries there are government – funded organisations that serve purposes similar to that of the LWCC, with several full-time staff and comparatively large budgets running into millions of rands. Examples are the Farm Animal Welfare Council (FAWC) in Britain, and the National Animal Welfare Advisory Committee (NAWAC) in New Zealand. It is essential, from the perspective of credibility and support, that LWCC must maintain an independent position from the RMIF, even though financial assistance is given. The additional indirect financial support given to LWCC by its member organisations must be recognised and acknowledged. All members attend meetings and make significant contributions in terms of their time and inputs; although impossible to quantify with any degree of accuracy it is probable that if converted to money equivalent then individuals and member organisations contribute more to LWCC activities than even the generous contribution from RMIF.

The recent inspection by an OIE group highlighted the very poor contribution to animal welfare by the Department of Agriculture, Forestry and Fisheries, and provincial structures. This will take years to rectify and until that happens it is absolutely essential that the industry continues its support for LWCC.

INFORMATION ON LWCC

In the early years, the structure was rather informal, with a very brief and incomplete constitution and *ad hoc* unorganised funding of activities. Currently it has an adequate constitution, rules, budget, banking, authorisation; auditing and reporting systems (see attachments). LWCC is run by a Chair and deputy, Administrator and minutes secretary elected annually. The membership of organisations is currently 23: nine producers (MPO, NERPO, NWGA, RPO, SAFA, SAMGA, SAOBC, SAPPO, SASB); four government (DAFF, GDARD, SABS, SAPS); four industry (IMQAS, NFMT, RMAA, SAFLA); four professional (DAWS – UP, FVS – UP, SAVA, LHPG) and two welfare (LAWA, NSPCA).

Together they represent virtually all sectors involved in the red meat livestock industry up to slaughter, and constitute an authoritative team that can address issues relating to livestock welfare, if necessary by involving others on an *ad hoc* basis. The principle used in coming to decisions is mainly consensus, voting is only resorted to rarely. This results in far greater acceptance of decisions, codes and statements. LWCC Meetings are held quarterly with a large number of other meetings and electronic communications to expedite decisions and progress.

LWCC uses the address of the current Administrator but uses facilities at the Faculty of Veterinary Science to fulfil most administrative functions.

SUMMARY OF OBJECTIVES

1. Promote humane treatment of livestock at every phase
2. Identify organisations active in this process
3. Encourage these organisations to participate
4. Define terminology
5. Develop standards, norms & codes
6. Promote effective legislation
7. Get acceptance of livestock welfare
8. Involvement in activities that promote livestock welfare

See the attached Constitution for more information. These objectives all have relevance for the red meat industry, which must be perceived and recognised as a supplier of meat products that originate from livestock that have been well cared for from birth to slaughter.

PROJECTS AND ACTIVITIES TO ACHIEVE OBJECTIVES

1. Revision and updating of existing codes of practice for livestock
2. Conversion of codes into SABS standards where requested
3. Identify needs for additional codes then draft and approve these (if acceptable)
4. Review, improve by request from producer organisations
5. Investigate and if feasible, implement systems for recognising sustained, high quality promotion of livestock welfare by organisations or individuals like farmers, feedlotter, transporters and abattoirs. This would require extensive liaison with other organisations, most of which are represented on LWCC
6. Create a national database for information on training material that is already available from a range of organisations
7. Negotiate with organisations to make these products available to assist with empowering especially the new entrants to the red meat industry
8. Identify gaps in training material and work with other organisations to supply missing training material
9. Formulate Policy Statements on specific issues relating to livestock welfare
10. Supply opinion and factual matter regarding emerging or current livestock welfare issues
11. Identify topics on livestock welfare that require research and refer these to RMRD SA
12. Make sustained representations to national government to contribute substantially to livestock welfare by allocating specific staff and structures to this aspect of DAFF activities, with a view to creating a national government – funded Council, with a particular emphasis on livestock
13. Liaison at a national level, with organisations involved in particular issues. Attend meetings as requested and give presentations. Contribute articles or other items to organisations or the media requesting them.
14. International liaison is crucial to keeping abreast with current animal welfare issues, knowing what codes other items are available, building contacts with key role players, and ensuring that South Africa remains in the forefront of ensuring the welfare of livestock
15. Scan proposed legislation brought to our attention for possible impact on animal welfare and react to these proposals

RELATIONSHIP OF ACTIVITIES WITH LEVY FUNCTIONS

Many LWCC activities are linked to more than one levy function, however the major categories can be summarised as follows:

<u>Listed Levy Function</u>	<u>LWCC Activity</u>
Consumer Assurance	1, 2, 3, 4, 5, 9, 10, 13
Education & Training	1, 2, 3, 4, 6, 7, 8, 13
Information & Communication	1 - 10
Liaison	13, 14
Legislation	2, 5, 9, 12, 14, 15
Transformation	3, 4, 5, 6, 7, 8
Research	11
Administration	All

BUDGET ESTIMATES 2014/15 TO 2017/18

The budget calculated is from the year 2014/15.

The budgetary items and allocations presented here are made chiefly per Levy Fund function as presently approved. The proposed amendments to the Act that governs the levy were not included since these are still subject to debate and significant change or even deletion. Should it become necessary, LWCC activity budgetary allocations can be adapted to the system and nomenclature approved.

These estimates are supplied by levy function, but will be paid out according to invoices for specific activities, and duly audited. A zero based approach was used in drawing up the budget.

Project / Activity / Item	5-4 Nov 2015	5-4 Nov 2016	5-4 Nov 2017	5-4 Nov 2018
Transformation activities	42888	47177	51894	57084
Training / Education / Information	36116	39728	43700	48071
Liaison / Communication	40631	44694	49163	54079
Legislation initiation and compliance	31602	34762	38238	42062
Other Levy Function – related activities	24830	27313	30044	33048
Secretarial costs	22573	24830	27313	30044
Meetings to achieve objectives	18058	19864	21850	24035
Financial / Bank costs / Audit	9029	9932	10925	12018
TOTAL:	225726	248298	273128	300441

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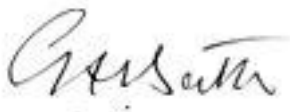
DEFINITION OF FUNCTIONS

This requires consensus between funder and service provider. LWCC will be able to report delivery on the items listed above but changes can be made to suit RMIF requirements. Prioritisation also requires consensus between the affected parties.

OTHER ORGANISATIONS WANTING MEMBERSHIP OF LWCC

We currently have just one producer organisation that does not contribute to the Red Meat Levy: SAOBC. We have approached them for separate funding which will fall outside of the RMIF funding system. The same will apply to any other producer organisation not producing red meat from cattle, sheep or goats. Thus, apart from pigs (SAPPO – which, has already contributed for 2013) and ostriches, this would include poultry, fish, crocodiles etc.

This part of LWCC activities would have to be self-supporting and run independently of those activities supported by RMIF.



Prof Gareth Bath

Chairman: LWCC

Attachments