

Quality Benchmarking of South African Beef – The Halaal Option

Matthew Karan



NOW QUALITY HAS A NAME!

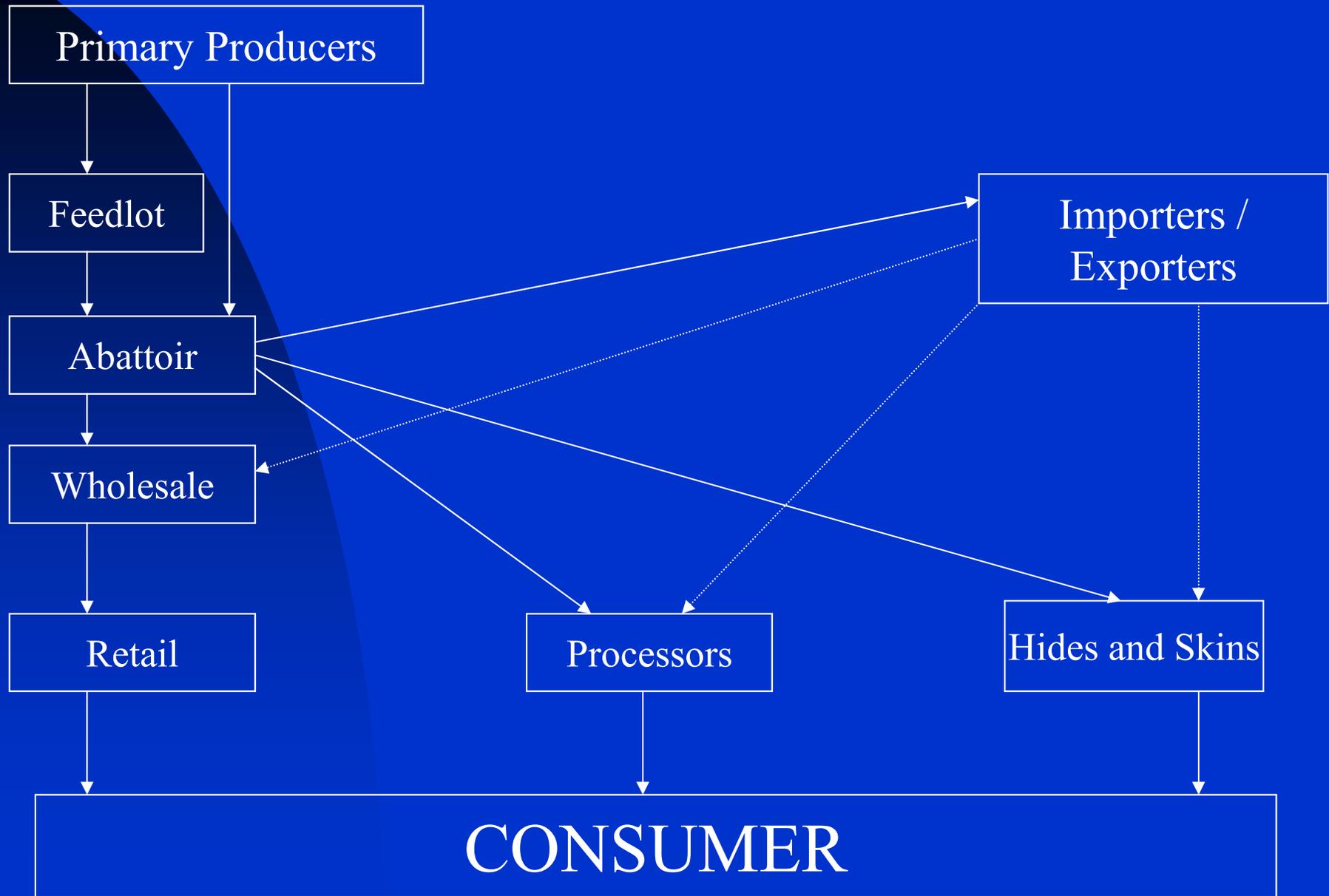
Topics of Discussion

- Overview of Livestock situation in SA
- Meat Industry structure
 1. Feedlots
 2. Abattoirs
- Quality Control Systems
- Why choose South African Halaal Beef

South African Livestock Situation

- Agriculture contribution to the GDP of SA is 4,5%
- South Africa climate is ideally suited for livestock farming
- 70 % of SA's 122,3 million hectares of land is suitable for raising livestock
- 43% of total agricultural production comes from animal production

MEAT INDUSTRY STRUCTURE



Feedlots

- Definition

A feedlot is an intensive animal production system that subjects an otherwise unmarketable calf to a process of intensive feeding and care, thus transforming it into a high quality beef product

SA Feedlot Industry

- Current standing capacity 420 000 head
- Throughput 1,5 million head/year
- 60 commercial feedlots in SA
- Very dependant on the primary producer
- Very capital intensive
- Main market is the domestic market

Basic Feedlot System

- Weaner calves are purchased from commercial breeders
- Average age of weaners are 8 months average weight 200kg
- Put through the intensive feeding schedule for an average of 100 days
- Main feed components are grain based
- Very scientific feed formulations
- Average weight of slaughter ready cattle is 450kg

Abattoirs

- Currently 482 registered abattoirs
- 2007 statistic's shows a national total of 2,3 million cattle slaughtered
- Abattoir's categorised as low or high throughput facilities

Quality Control Systems within an Abattoir - HACCP

- Hazard Analysis and Critical Control Points (HACCP) is a systematic preventative approach to food safety that addresses physical, chemical and biological hazards as a means of prevention, rather than finished product inspection

The 7 principles of HACCP

1. Conduct a Hazard Analysis
2. Identify critical control points (CCP)
3. Establish critical limits for each CCP
4. Establish CCP monitoring requirements
5. Establish corrective actions
6. Establish record keeping procedures
7. Establish procedures for ensuring that the HACCP system is working as intended

The Halaal Option

- Our mission is to provide consistently sufficient quantities of beef products that meets the quality, price, health and lifestyle expectations of our Halaal consumers.....Everytime

Why choose South African Halaal Beef

- Young animals alleviates BSE concern
- Young beef tends to be more tender
- Permanent Halaal supervision on sites
- Karan Beef is proud to introduce the latest in non penetrative stunning processes

Halaal Slaughter

- Allah calls for mercy in everything, so be merciful when you kill and when you slaughter
- Halaal slaughter requires the animal to be alive

Non Penetrative stunning

- Stunning is the process of ensuring that the animal is slaughtered humanely. The animal is incapacitated before cutting bleeding
- 2 types of stunning: penetrative and non penetrative
- Penetrative stunning may under certain instances kill the animal therefore very strict and intensive Muslim supervision is needed
- Non Penetrative stunning alleviates this concern as the head is still intact and the animal is just rendered unconscious

Visual Clip

Thabiha

- Thabiha refers to the method used to slaughter animals. The method involves cutting through the large arteries in the neck, in one single stroke with a non serrated blade. The blood and all impurities are allowed to drain.

Conclusion

- Quality through control ensures that the South African beef industry rates as one of the best in the world and we are fast becoming known for our products on the export market
- Our commitment to the Halaal community is that we will always put out the best quality for their enjoyment
- Shukran