

A project by



## Fair Game Specifications

---

Contact person: Dr Bool Smuts

Email: [bool@landmarkfoundation.org.za](mailto:bool@landmarkfoundation.org.za)/[admin@fairgame.gov.za](mailto:admin@fairgame.gov.za)

Fax: 0865221934

Cellular: 0833243344

Website: [www.fairgame.org.za](http://www.fairgame.org.za)

Facebook: [www.facebook.com/FAIRGAMEbrand](https://www.facebook.com/FAIRGAMEbrand)

---

Fair Game Wildlife Friendly Products© is an ethical brand that seeks to assure consumers that the production of rangeland red meats abides by specific wildlife conserving and social responsibility standards. The producers and the Fair Game brand claims that their products are:

- Wildlife friendly rangeland meat and animal fibers;
- Produced with ecological sensitive management practices;
- It promotes ethical care of both wild and domestic animals; and
- Socially responsible labour practices

This assurance is predicated on:

1. Voluntary membership of the producer to the Fair Game Secretariat;
2. Formal agreement to abide by the production standards and requirements of the Fair Game brand;
3. Detailed annual brand audit; and
4. SAMIC compliance audits for meat products;

## Annual Membership & Audit Fee

Annual Membership will be by application, and will be subject to a members and annual audit fee. (In the development stage the Landmark Foundation will pay all audit costs.)

**Membership fees** will be based on a pro-rata rate of a combination of livestock numbers and enterprise turnover (assessed through sales of the preceding 2 years). This is to make it fair to smaller and bigger producers. The commencement of these fees will coincide with the establishment of brand premiums at a sustainable rate.

Membership fees will be used on running the secretariat of the Not for Profit entity that will be responsible for:

- Administration of the brand
- Membership management
- Communications & Secretariat
- General brand marketing and promotion
  - Market promotion and development
  - Collective logistics and sales
  - Development of collective marketing mechanisms
- Extension Functions
  - Development of Ecological & Veterinary Management Plans
  - Assistance with predator management practices and problem situations
  - Research and development of brand
- Engagement with regulatory and government entities
- Review of relevant production standards, membership criterion development, audit rules reviews,
- Inspector Training
- Annual audit standards reviews

The audit fees will be for the direct costs relating to the annual audits that will be conducted by an independent and accredited environmental brands auditing firm, and will include the cost of a fourth party reviewer.

## Membership through Annual Audit

Membership after application can only be maintained (after the initial registration) through successful audits based on the production standards of the brand. This audit must be conducted at least annually. A certain percentage of members (or where concern indicates/reports indicate a need) will be subject to random spot checks and audits. Members agree to such checks without notice; failure of which will lead to immediate suspension of membership.

The secretariat, with the independent auditors, will on an annual basis decide on the percentage of members to be randomly audited, and allocate such random audit targets, and the regular audit schedule.

The audits will be conducted by independent third party auditors, whose audit reports will be subject to a fourth party review assessment and verification, prior to the final audit and brand certification being issued.

The audit conditions will be continually reviewed and annually updated.

## **Accreditation & Certification**

Audits will be verified through a fourth party reviewer. This review will accredit the member to be certified by the secretariat as a qualifying member to the brand for that year of audit.

Membership may only use certification achieved through this audit verification and accreditation process that will earn them the Fair Game™ membership certificate for that year. The certification only applies to the qualified produce audited under the standards agreed, and only for that year.

This membership qualification will be accompanied by a registration number that will be used in tracing the source of any produce.

## **Appeals**

All appeals must be submitted to the secretariat within 30 calendar days of the certification decision being communicated with the member. This should be done in writing and be submitted as registered post (and electronically). The appeals will be dealt with by the fourth party reviewer, whose decision will ultimately be final and binding on members. This review decision must be made within 30 calendar days of the appeal being received.

## **Minimum Premium to qualify for the brand**

This brand has three primary objectives, namely:

1. To promote the biodiversity patterns and processes on productive landscapes,
2. To promote ethical production, and
3. To promote the additional financial gain of those producers who abide and promote the former,

All members will abide and subject themselves to the endeavor to sell their produce at least at a 10% premium (minimum) to prevailing market rates, as determined by the nearest commercial slaughter facility (meats) or markets (wool). Should this not be maintained, all members will agree, that although they hold Fair Game™ registration, they will not market their produce under this brand. The objective hereof is to maintain the brand identity and value adding objective, and to avoid any undermining of this objective. This is the basis of the Payment for Ecosystem Services (PES) which underpins the brand development.

## **The Fair Game producers obligated to:**

- Sign an undertaking to participate in ecologically and wildlife friendly production practices;
- Practice nonlethal predator management on their farms;
- Implement ecological and humanely responsible livestock, veldt and pasture management practices;
- Provide full traceability of their produce sold to Fair Game;
- Practice responsible veterinary management inclusive of the avoidance of routine and prophylactic antibiotics, growth stimulants and hormones; and
- Develop ecological and veterinary management plans for their farms and implement them.

## **The Fair Game producers will continually improve their ethical performance:**

In addition, they will commit to a continual improvement of their performance of the following activities:

1. Keeping good records of their farming operations and activities;
2. Ensuring traceability of their products from production to sale to the consumer;
3. Ecological sound management practices are maintained to ensure the ecological integrity of their farms and the protection of biodiversity is ensured;
4. That the soils on their farms are conserved and erosion mitigated and prevented;
5. Water conservation is practiced;
6. Efforts to mitigate negative impacts on biodiversity is undertaken;
7. Energy conservation and a conversion to renewable energies is implemented;
8. Responsible waste management practices are undertaken and attempts to reduce, reuse and recycling are implemented;
9. Alien plant management is instituted;
10. Responsible fire management is implemented and emergency response procedures are in place;
11. Responsible management of chemicals, biocides and hormones are practiced;
12. The impact of fencing on wildlife is reduced;
13. Humane animal husbandry is practiced;
14. Animals are provided with free range natural veldt nutrition and supplementation is only used in stressed periods and excludes grain supplements;
15. Livestock and wildlife is given ample clean water;
16. Herd health is monitored and managed;
17. Low stress and humane practices are employed in handling animals;
18. Animals are transported humanely;
19. Professional and humane veterinary and surgical practices are employed;
20. Humane slaughtering practices are employed;
21. Good food hygiene is practiced;
22. Employee rights and considerate and supportive labour practices are implemented;

23. Human capital development is encouraged;
24. Environmental and Occupational Health and Safety is promoted; and
25. Healthy human lifestyles are promoted.

Review the full compulsory and continual improvement standard and audit standards on:

- SAMIC website: <http://samic.co.za/about/trademarks/>
- Fair Game website: [www.fairgame.org.za](http://www.fairgame.org.za)
- Or contact the administrator

