

GENERAL PROVISIONS OF SOUTH AFRICAN FARMED ASSURED BEEF AND LAMB PROTOCOL

1. All animals farmed under this protocol must be from free-range farms within the borders of RSA. For the purposes of this protocol free range is interpreted as a livestock animal (beef or lamb), which has been raised on either natural veldt specific to the locality, or planted pasture.
2. All livestock must spend a minimum of 80% of its life with unrestricted access to the veldt. The 20% restricted access may only be used during; movement of animals, for veterinary or health procedures and for the welfare benefit of the livestock in question, such as during lambing and calving. Free access to pasture must be returned to the animal without undue delay.
3. Livestock may be provided with feed to maintain health and vigor. The feed must be of a purely vegetarian source, with no animal by-products used. The feed must be given to the livestock on the veldt, and never in landless feeding camps. Feed should only be provided when the natural grazing is insufficient to maintain a healthy body condition.
4. No use of growth hormones is permitted. No routine or prophylactic use of antibiotics.
5. The farms must consider the following aspects of animal welfare when farming for this protocol:

GOOD FEEDING

Animals should not suffer from prolonged hunger, as they should be provided with a sufficient and appropriate diet. Animals should not suffer from prolonged thirst, as they should sufficient and free access to a water supply.

GOOD HOUSING

Animals should have comfort around resting. Animals should have thermal comfort; they should be neither too hot nor too cold. Animals should have enough space to be able to move around freely.

GOOD HEALTH

Animals should be free of physical injuries. (Injuries should be treated without delay). Animals should be free of disease; high standards of hygiene and care should be maintained. Animals should not suffer pain induced by inappropriate management, handling, slaughter or surgical procedures.

APPROPRIATE BEHAVIOUR

Animals should be able to express normal, non-harmful, social behaviours, e.g. grooming. Animals should be able to express other species-specific normal behaviours, e.g. foraging. Animals should be handle well in all situations that promote good human-animal behaviours. Negative emotions such as fear, distress, frustration or apathy should be avoided whereas positive emotions such as security or contentment should be promoted.

6. Meat sold to the end consumer under this protocol must be labeled / presented / displayed with the following:
 - Name of Farmer
 - Region it was farmed in
 - Date and place of slaughter
7. Retail premises must not under any circumstances display the above information in a way that it may mislead the end consumer and 'pass-off' meat from other sources as that which belongs to this protocol

GENERAL CONDITIONS WITH RESPECT TO THE MEANING OF THE TRADE NAME

1. Trade Name / Quality Indication

- South African Farm Assured Beef
- South African Farm Assured Lamb

2. Quality Indication as Displayed with Products

- South African Farm Assured

3. Meaning of the Trade Name / Quality Mark for the Consumer

- The term South African Farm Assured is intended to assure and provide a guarantee to the local consumer that all meat sold under the Mark is farmed, reared and slaughtered within the borders of the Republic of South Africa using the Free Range principles as described in this attached protocol.
- A secondary guarantee provided to the consumer is that at the point of purchase they will be provided with the name of farmer, region it was farmed in and date / place of slaughter, if they request such information.

CONTACT INFORMATION WITH RESPECT TO THIS PROTOCOL

SOUTH AFRICAN FARM ASSURED MEAT GROUP
PO BOX 895
ROBERTSON
6705

EMAIL: pro@robab.co.za
TELEPHONE: +27 (0)236266320