



(Pty) Ltd / (Edms) Bpk

Feed Lot Operators / Voerkraalondernemers

Reg No: 69/03249/07

2016.12.14

MR NEELS NEL
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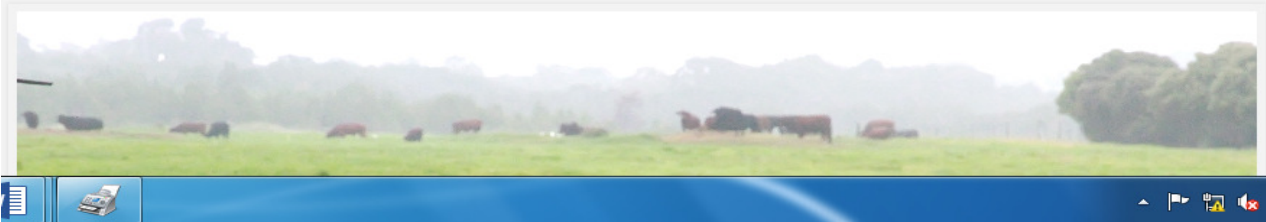
USE OF UNSUBSTANTIATED AND/OR PROHIBITED QUALITY INDICATIONS ON MEAT

1. Succulent, tender and tasty
 - 1.1. Refer to study from the A.R.C Effect of different levels and duration of Zilmax on growth performance, carcass yield, meat yield and meat quality of feedlot cattle.
 - 1.2. Refer to letter from Dr Phillip Strydom from the A.R.C which refers to the study above.
2. Pasture reared
 - 2.1. Refer to substantiation from our website as below

PASTURE REARED

Chalmar Beef has the capacity to house 10 000 cattle on pasture. All young calves under 200kg's go onto pasture and are pasture reared for 3 to 5 months before entering the feedlot. These calves receive supplemental feeding which contains the nutrients required to build a healthy and strong immune system.

The supply of cattle to feedlots is very seasonal in South Africa. This leads to shortages of beef during certain times of the year. By rearing young cattle on pasture we ensure a consistent supply of cattle to the feedlot and ultimately beef throughout the year.



Portion / Gedeelte 78
Tweefontein 413 JR
Bronkhorstspuit

• Po Box / Posbus 9141144
Wingate Park
0153

• T (011) 964 1049
F (011) 964 1514

• **Abattoir and Deboning Plant**
Orders (011) 964 1882
Offices (011) 964 1880
Fax (011) 964 1886

CEO: Willem Wethmar Directors: Murray Pienaar, Patricia Wethmar, Sarah Wethmar

Founder: WFK Wethmar (1948-2014)



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3. Grain Finished

3.1. Refer to substantiation from our website as below

GRAIN FINISHED

Before the commercial feedlot industry came into being most of the beef in South Africa was produced off grass. This meant that beef was freely available only seasonally, quantities were limited and therefore very expensive and the eating quality was very inconsistent. The reason for the seasonal supply of beef off pastures is because of the characteristics of our native grasses and our climate. Our native grasses can broadly be classified as sour veld and sweet veld.

Sour veld is very nutritious during the summer and cattle can grow well with little or no supplementation. As soon as the season changes from summer to autumn the grass withdraws the nutrition out of the leaves and stores it in the root system of the plant ready to grow once spring arrives again. What is left for the cattle to eat is a very low quality fibre. If you do not supplement the animals diet with protein and energy it may lose up to 20% of its body mass over winter. Therefore cattle produced on grass are typically harvested during the end of summer and autumn as they tend to lose condition during the winter months making them unsuitable for harvesting.

Sweet veld on the other hand retains its nutrition in the leaves of the plant during the winter. However the sweet veld grass does not grow during the winter and therefore does not regenerate. Sweet veld is also typically more sensitive to overgrazing and this limits the amount of cattle that can be stocked on sweet veld in the winter.

Grain feeding of cattle did not only solve the problem of seasonal supply, it also assisted with improving the quality of beef. Beef quality can be defined as a combination of colour, texture, taste, juiciness and tenderness. According to research the South African consumer rates tenderness as the most important characteristic followed by juiciness.

Cattle produced off grass are typically between 24 to 28 months of age vs. feedlot cattle which are harvested at 10 to 18 months of age. As the animal ages the connective tissue gets "stronger" and therefore the rule of thumb is the older the animal the less tender and juicy the beef.

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4. Mild growth enhancers

4.1. The implants used at the Chalmar Beef Feedlot are Ralgro and Revalor S.

4.2. The Ralgro implant contains Zeranol as an active which is very mild.

4.3. The Revalor S is a TBA (Trenbolone acetate) – oestradiol combination implant that contains 140mg TBA.

4.4. This implant is only given to the cattle once off.

4.5. This is compared to the industry standard dose of at least 200mg TBA.

4.6. Some feedlots double up on the dosage during re-implanting programs.

4.7. Chalmar Beef does not use any Beta-agonists which are aggressive growth enhancers.

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