



**GRASSFED**

ASSOCIATION OF SOUTH AFRICA

# LOOKING AT THE CLASIFICATION SYSTEM



# WHAT IS GFASA'S OBJECTIVES?

TO GET OUR MEAT TO MARKET THROUGH A LEGAL, HEALTHY AND SAFE SYSTEM AND GET FAIR VALUE FOR THE PRODUCT THAT WE PRODUCE!



# ARE THE OBJECTIVE ACHIVABLE?

The Current Classification system does make allowance for a unique product to be taken to market providing claims are:

- Fair – (it can be proved)
- True
- Valid
- Factual
- Correct
- Scientific



# HOW DO WE ACHEIVE OUR OBJECTIVES?

The system allows us full traceability from the farm to the end consumer through a independent 3<sup>rd</sup> party auditor, with us having a registered protocol.



# THAT PAVE THE ROAD TO VALUE



# WORK WITH THE SYSTEM

By having a protocol and a full traceability system in place and be allowed to make certain claims, we can work around the short fall of the classification system.



# HAVE THE OBJECTIVES BEEN MET?

Yes!!!





# CONVENTIONALLY PRODUCED

**GFASA is of opinion that the system however does not reflect true value on all aspects of product produced**

- carcass maturity
- subcutaneous fat depth
- fat colour
- carcass conformation
- marbling
- ph level
- production system – reflects on product health and nutritional value



# CURRENT SYSTEM

- carcass maturity – UNFAIRLY PENALISED
- subcutaneous fat depth – VALUE ATTACHED COULD BETTER BE UTILISED
- fat colour – UNFAIRLY PENALISED
- carcass conformation - JUDGED BUT NOT VALUED



# ASPECTS INCORPORATED INTO A PROTOCOL

- marbling
- pH level
- production system – reflects on product health and nutritional value
- breed
- place of origin – if of significance
- flavour



# WAY FORWARD

- carcass maturity – more research needed on all variables
- subcutaneous fat depth – exploit value
- fat colour – revisit reason why
- carcass conformation – add fair value



# CARCASS MATURITY

- INCORPORATE A SYSTEM THAT IS ALSO FINANCIALLY BENEFICIAL FOR COMMERCIAL AND COMMUNAL FARMERS COLLECTIVELY
- A SYSTEM THAT INCREASES ANNUAL MEAT PRODUCTION
- A SYSTEM THAT IMPROVES FERTILITY OF NATIONAL HERD



# SUBCUTANEOUS FAT DEPTH

- THE SYSTEM IS CREATED, IT MIGHT AS WELL BE FULLY UTILISED AS A MARKETING OPPORTUNITY.



# FAT COLOUR

- I CAN'T SEE ANY SCIENTIFIC REASON WHY THERE IS A DISCRIMINATION AGAINST YELLOW FAT?
- I DO HOWEVER UNDERSTAND IT MIGHT BE BECAUSE OF MARKET PERCEPTIONS.



# CARCAS CONFORMATION

- OPPORTUNITY TO ADD MARKETING VALUE.





# THE END

THANKS FOR LISTENING

