

AFMA MEMBER UPDATE

For additional information regarding the projects and actions mentioned in the AFMA Member Update, please reach out to the AFMA office at +27 (0)12 663 9097 or email admin@afma.co.za.

AFMA 2025: A year to remember

Dear AFMA Members

This year promises to be an exciting one. We're welcoming new members, progressing with key industry initiatives, and preparing for some fantastic events to come. From training opportunities to initiating occasions for collaboration, AFMA remains committed to supporting and representing the industry in meaningful ways.

2025 is set to be a milestone year for AFMA – our 80th anniversary is coming up! This is a moment to celebrate how far we've come, reflect on the journey, and look forward to what lies ahead. And what better way to mark the occasion than with a special AFMA AGM at The Capital Zimbali in September. This year's AGM promises valuable networking opportunities and for the first time, combining the AFMA Golf Day to kickstart the event and bring everyone together in a more relaxed scenery.

We're privileged to welcome new members to the AFMA family since the beginning of the year. It's always satisfying to see more companies recognising the value of being part of a strong, united industry body. Their expertise and fresh perspectives will only enhance our network, and we eagerly look forward to collaborating with them, supporting their journey, and growing together.

On the trade environment, progress has been made on key projects, including ongoing efforts to review the soybean oilcake import duty and the much-anticipated soybean oilcake contract listing on the JSE. Meanwhile, AFMA, ITAC and the DTIC have been engaging in ongoing discussions about establishing a rebate facility for copper sulphate. All of this underscores our continued focus on addressing the challenges that affect our members.

We are also proud of the strides made on the regulatory and technical front. From the comprehensive nutrient guideline revisions to AFMA's proactive engagement with regulators on feed legislation, we continue to push for clear, practical, and science-based regulations that safeguard feed quality and promote sector growth. These efforts may not always be visible at first glance, but their long-term impact is foundational to the sustainability of our industry.

AFMA has always prioritised training and skills development, and that's why it's so rewarding to observe learners from the Feed Mill Operator Blended Learning Programme earn their certificates and step into their roles with renewed confidence. Another significant highlight this year is the Feed Miller Short Course, which is particularly special as it marks the final year of Ernst Neff's presentations. It's no surprise that the course filled up quickly. This speaks volumes about the impact he has made, and we're proud to be part of this last chapter in his remarkable journey of training.

It's also important to remain mindful of the broader challenges facing our industry such as rising disease threats and tight raw material stocks for key feed ingredients. Now more than ever, it's essential to prioritise strong biosecurity measures and responsible procurement practices. AFMA remains actively engaged in industry dialogues to help strengthen resilience, mitigate risks, and support long-term feed security in South Africa.

Thank you for your ongoing support and contribution to AFMA's mission. Here's to a memorable year.



Liesl Breytenbach
Executive Director: AFMA

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AFMA MEMBERSHIP AND CODE OF CONDUCT

AFMA welcomes new members in 2025

AFMA is pleased to announce the addition of several new members. As the voice of the South African animal feed industry, we are delighted to strengthen our network with companies committed to quality and compliance. An updated membership list is available on the website (www.afma.co.za) and includes a status of compliance for each facility. We welcome the following new members:

Full Members



Associate Members



Affiliate Members



AFMA membership: Current status

AFMA currently has **162 members**, including **64 Full members**, **79 Associate members**, and **19 Affiliate members**. The organization continues to receive frequent membership requests through its online application process (www.afma.co.za/application-form), highlighting its significance as a key representative body in the agricultural sector and a leading voice for the animal feed industry.

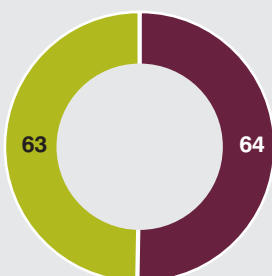
Adherence to the AFMA Code of Conduct is compulsory for Full and Associate members, with compliance assessed bi-annually by an independent auditor appointed by AFMA. Since June 2023, the membership activities have been recorded, as shown in the graphs below.

Non-compliance issues: During this period non-compliances were recorded at 16.6% of audited facilities. The main issues were related to labelling, health and safety, and legal entity risks.

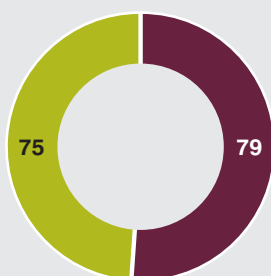
AFMA membership breakdown

December 2024 March 2025

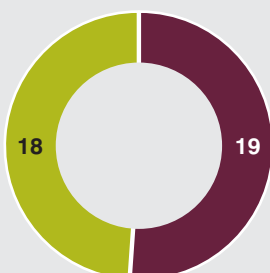
AFMA Full Members



AFMA Associate Members



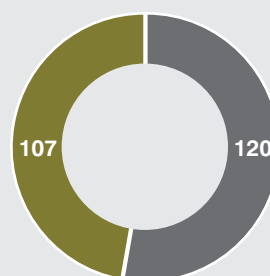
AFMA Affiliate Members



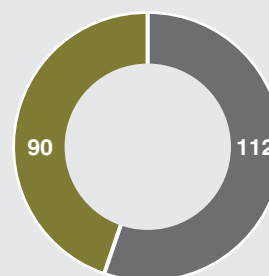
AFMA CoC tracking since June 2023

December 2024 March 2025

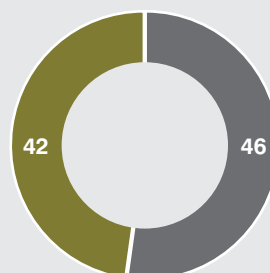
Facility audits conducted



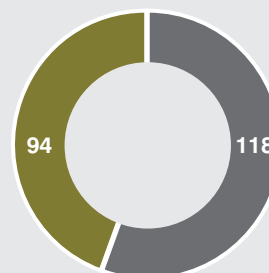
CoC certificates issued



New membership applications received



Renewal applications received



AFMA's Code of Conduct modernization

Since 2008, AFMA members have shown continuous compliance to all ethical-, good manufacturing-, good warehousing-, and transporting practices and have been promoting the provision of “Safe feed for Safe food” with the AFMA Code of Conduct certificate.

The value of such an industry code is vital in upholding integrity and establishing an identity for trust and confidence. During the last year, our ongoing survey amongst more than 50 members renewing their Code of Conduct compliance certificate, showed that 83% selected the value of the Code of Conduct as the top-ranked benefit of AFMA membership. The successful implementation and continuous operation of the AFMA Code of Conduct across all members is a testament to the vision of the AFMA Board in establishing an AFMA brand of trust, compliance and quality.

To keep pace with evolving regulatory changes and industry needs, AFMA recognized the need to modernize its self-regulating mechanism and embarked on a series of improvements since 2017. The **first phase** focussed on establishing an independent and transparent third-party auditing system in full control of AFMA management. The system is now aligned with the requirements of the registrar and

includes standardized audit forms and checklists, a documented process flow, database management, and a public appeals process linked to membership. This will enable the AFMA Code of Conduct program to be acknowledged in new feed legislation dealing with facility approval and enhance export initiatives.

The **second phase** focussed on the modernization of the audit scope and reclassification according to the type of activity performed at a site, and not per membership category as previously. Audit criteria and requirements was developed for each type of facility in conjunction with the AFMA Advisory Committee on the Code of Conduct, and new elements of the FSSC22000 was included as part of the feed and food safety management system requirements.

The **third and final phase** has commenced this year, and includes the testing of the new audit scopes; the appointment of additional assessment service providers; and implementation across all members. AFMA will specifically assess the impact of the new scope on audit duration, and recommend implementation to the Board once it has been tested at various facilities and adopted by the Advisory Committee. The roll-out and implementation will include the addition of other approved assessment bodies and provide AFMA

members with a choice of approved service providers. AFMA endeavours to maintain a national standard across all Code of Conduct audits to ensure that fair and equal assessments are conducted at all members by the various auditors and that the integrity and value of the industry code remains at the highest level.

The modernization of the Code of Conduct is long overdue and amidst today's increased challenges in biosecurity, it is critical that the industry code sufficiently addresses the modern risks in the animal feed sector and contributes effectively towards the assurance that safe feed is produced for safe food under the Code of Conduct logo.

The modernization project will provide:

- ✓ An independent and transparent third-party auditing system;
- ✓ acknowledgement by the registrar for regulatory and manufacturing compliance via an industry self-regulating program;
- ✓ a choice of at least 3 approved assessment bodies to conduct facility audits; and
- ✓ updated best practice, feed safety and compliance standards.

AFMA remains committed to supporting members through this transition and encourage active participation and feedback during the testing phase.

AFMA implements remote audits

AFMA's Board of Directors has approved the implementation of remote audits, reinforcing a high industry standard through a risk-based approach while ensuring a practical and cost-effective compliance verification method. Remote audits use digital tools to review documentation, evaluate records, and conduct interviews. These audits can provide the same outcomes as on-site audits at companies where feed products are not manufactured or stored.

After a thorough risk assessment, AFMA recommended that remote audits be approved for the following membership categories in the table to the right.

All new members will, however, still be required to undergo an initial on-site audit before becoming eligible for remote assessments. Existing traders may qualify for remote audits in their next renewal cycle, subject to AFMA approval. AFMA remains committed to strengthening industry risk management through the Code of Conduct while ensuring responsible practices.

For more details contact Wimpie Groenewald at

admin@afma.co.za. A full article on remote audits is available in the [April 2025 AFMA Matrix](#).

Membership categories and criteria necessary to determine eligibility:

Membership category	Criteria	Audit frequency*
Traders	Direct delivery of products from ship to client without storage at a warehouse.	<ul style="list-style-type: none"> ✓ First audit = on-site ✓ Subsequent audits = remote
SADC feed manufacturers	Manufactured feed products are not exported to/traded in South Africa.	<ul style="list-style-type: none"> ✓ First audit = on-site ✓ Second audit = remote ✓ Every alternate audit must be on-site

AFMA MEMBERSHIP AND CODE OF CONDUCT (CONT.)

Compliance: Farm Feed at industry events

Ensuring compliance with industry regulations is essential when exhibiting and marketing farm feeds. A full article is available in the [April 2025 AFMA Matrix](#) but please note below some crucial requirements to keep in mind:

Product Registration & Labelling

- Only registered farm feeds may be exhibited/marketed.
- Labels must comply with Act 36 of 1947.

Farm Feed Registration Certificate

- Registration certificate must always be readily available.
- Reasonable copy must be accessible upon request by an inspector.
- Refer to Section 4 of the Act.

Advertising Approval

- Ads for registered farm feeds be pre-approved at least 14 days before use.

Ads must include:

- Trade name, product name & trademark.
- Registration number (Reg. No. ... Act 36/1947).
- Generic company ads (e.g., "We produce poultry feed") do not require approval.

Inspections & Compliance

- Inspectors may check products, labels, and advertising materials under Section 15 of the Act.
- Non-compliance may result in product seizure.
- If approval is delayed, provide inspectors with proof of submission.

Animal Feeding Advice

- SACNASP-registered professional be present when providing feeding advice.

Avoid Misleading Ads!

- Follow the Advertising Standards Authority of South Africa guidelines.
- Ensure accurate claims and full legal compliance.
- By following these regulations, you help maintain industry standards and consumer trust.

Use of AFMA Code of Conduct logo

The AFMA Code of Conduct logo represents compliance with industry standards and is exclusively for use by AFMA member companies that have formally adopted the AFMA Code of Conduct. Only approved members may use the logo, ensuring it is displayed correctly and not altered or misrepresented in a way

that could lead to disrepute. The AFMA Code of Conduct logo can be applied to packaging of feed products, transport vehicles, stationary and company marketing & promotional material.

For any enquiries regarding logo usage, contact admin@afma.co.za.



Dispute and sampling protocol project open for industry comments



The Southern African Grain Laboratory (SAGL) has been commissioned by Agbiz Grain to evaluate the sampling devices intended for use in dispute resolution related to the grading of bulk quantities of grains and oilseeds. The objective of the project was to determine whether three (3) different manual sampling probes, along with the Vac-A sampler, are capable of collecting representative samples from a consignment in order to accurately assign grades to the grain and oilseed consignments during arbitration.

The results of the evaluation revealed that the Vac-A sampler demonstrated the best performance in sampling the percentage of screenings in soybeans, maize, sunflower, wheat, and sorghum. Agbiz Grain encouraged stakeholders, including members of AFMA to provide feedback on the proposed dispute protocol and sampling device, which will be tested according to specified criteria. Further details on this will be communicated.



DNA Economics

Economic study on soymeal duty

DNA Economics has commenced its economic study on the impact of the soymeal import duty removal across the value chain, following their appointment by AFMA on February 7, 2025.

The study is designed to comprehensively assess the effects of this policy change by reviewing and synthesising existing research and reports, as well as collecting and analysing new data. The study will include follow-up interviews with various industry stakeholders to gather insights and perspectives that will enrich the analysis.

DNA Economics is anticipating finalizing its findings and report by May 2025, which will provide valuable insights into the implications of duty removal on the soymeal market and related sectors. The report will serve as the foundation for AFMA's arguments in the preparation and submission of an application to ITAC for the review of the soymeal import duty.



ITAC copper sulphate rebate

Since discussions began between AFMA and the International Trade Administration Commission (ITAC) on the potential creation of a rebate facility for copper sulphate used in animal feed, significant progress has been made. ITAC has published a notice inviting public comments on the investigation into the rebate creation. In response, AFMA has coordinated with its members to gather insights and provide constructive feedback. This involved responding to three detailed questionnaires issued by ITAC, aimed at collecting essential industry information to support the rebate creation.

AFMA submitted its member feedback to ITAC, including some additional comments to address concerns raised by Kingleigh Chemicals. Currently, the Department of Trade, Industry and Competition (DTIC) is facilitating a meeting between AFMA and Kingleigh Chemicals to resolve the matter. Outcomes from the meeting is expected to determine the foundation for ITAC's recommendation to the Commissioner regarding the establishment of a rebate facility for copper sulphate for use in animal feed. AFMA will continue to monitor developments and provide updates as the situation evolves.

Outstanding storage commitment: JSE soymeal futures listing

The Johannesburg Stock Exchange (JSE) is actively seeking outstanding storage commitments for the soymeal futures contract listing. This remains a priority project for the JSE, which has allocated additional resources to expedite the process, aiming for a successful launch by the end of the year.

The AFMA continues to play a crucial facilitatory role, bridging communication and coordination between crushers and the JSE. AFMA encourages all crushers interested in participating in the soymeal futures market to formally declare their storage commitments.

This declaration is vital for ensuring sufficient capacity and liquidity for the contract, ultimately contributing to a successful listing.

Stakeholders are urged to engage promptly with AFMA to facilitate this process, as timely commitments will significantly enhance the prospects of the soymeal futures contract being successfully introduced to the market within the targeted timeline.



Nutrient Guidelines update

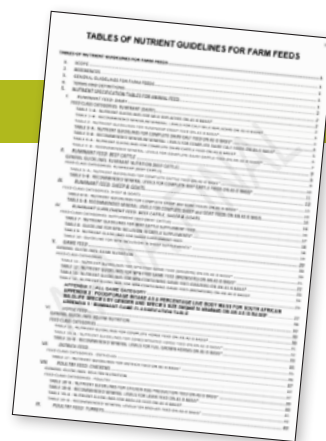
AFMA is making good progress in updating the Nutrient Guidelines, ensuring they reflect the latest scientific research and international best practices. Over the years, ten expert working groups under the Technical Committee have extensively revised nutrient guidelines for pigs, poultry, ruminants, horses, ostriches, and other species. Starting with ruminant minerals, the updates expanded to all livestock feeds in the Act36 Farm Feed Guidelines, and also added a new classification system and nutrient guideline for game animals.

In early 2024, AFMA submitted a comprehensive set of updated nutrient tables to Act 36, following extensive consultation and scientific review. This led to ongoing engagement with Act 36 to finalise the updates. Key updates include aligning farm feed animal classes in the Guidelines (Nutrient Specification Tables) with the corresponding feed categories in the regulations (Table 2). AFMA also provided feedback on broiler breeder classifications and proposed updates to ensure accurate terminology and nutrient

specifications for livestock species. Requests for additional specifications for ducks, geese, crocodiles, and rabbits will be considered in a future phase.

AFMA recommended managing copper, zinc, and nickel through MTL-based guidance values rather than classifying them as undesirable substances. The International Feed Industry Federation (IFIF) is reviewing a similar proposal to separate feed contaminants such as dioxins, pesticides, and heavy metals from controlled substances like copper, zinc, and anticoccidials, supporting AFMA's approach.

The next step is for Act 36 to finalize the revised guidelines. Once confirmed, AFMA will publish a practical, user-friendly Farm feed nutrient Guideline on our website, ensuring members have easy access to the latest standards for animal nutrition.

A thumbnail image of a document titled 'TABLES OF NUTRIENT GUIDELINES FOR FARM FEEDS'. The document is a multi-page table with various columns and rows, likely detailing nutrient requirements for different types of farm feeds.

AMR: Strengthening industry collaboration

Building on the 2024 AFMA-SAAHA Antimicrobial Resistance (AMR) Workshop, key stakeholders from the animal health, animal production and animal feed sectors gathered on 3 February 2025 for the first AMR Alliance meeting, facilitated by SAAHA Executive Director Margaret Churchill. This initiative strengthens industry collaboration on responsible antimicrobial use, regulatory engagement, and data transparency. The AMR collaborative platform was introduced as a central hub for industry coordination, focusing on:

- ✓ A unified industry voice to engage policymakers SAHPRA,

DALRRD, and the Ministerial Advisory Committee (MAC) on AMR

- ✓ Collaborative data collection & reporting on antimicrobial use
- ✓ Development of science-based treatment protocols.

Moving forward, the AMR Alliance will engage with the MAC as an industry voice, defining leadership roles and outcomes, and advance collaborative AMR strategies. A full article on the AMR collaboration is available in the [April 2025 AFMA Matrix](#).

Enhancing biosecurity in livestock & feed

Biosecurity remains a key focus in the livestock industry, and AFMA is actively engaging across various platforms to enhance collaboration on disease control and risk mitigation. Recently, AFMA joined the Livestock Value Chain Round Table this year and is a member of the Biosecurity Working Group, amongst others, working to strengthen industry-wide biosecurity initiatives.

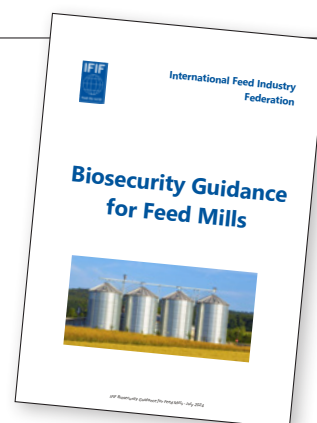
In February, AFMA attended a meeting led by Dr. Maja from the Department of Animal Health, in collaboration with the Biosecurity Hub, bringing together key stakeholders to tackle disease challenges and develop practical solutions. Discussions highlighted the impact of disease outbreaks on small-scale farms, the need for improved market access, and the importance of policies to be developed from grassroots-level. A strong focus was placed on collaboration, avoiding duplication of efforts, and leveraging industry resources. Training initiatives were proposed for farmers and veterinary professionals to enhance biosecurity practices.

The International Feed Industry Federation (IFIF) released its Biosecurity Guidance for Feed Mills, outlining four key steps

to improve biosecurity in feed manufacturing and delivery. The document is available on the AFMA's website at www.afma.co.za/ifif-biosecurity-guidance-for-feed-mills

Additionally, the Stock Feed Manufacturer's Council of Australia (SFMCA) compiled a Biosecurity Checklist for feed mill operators, offering practical guidance to reduce biosecurity risks and strengthen disease prevention. The document can be [downloaded here](#).

AFMA remains committed to advocating for strong biosecurity measures, engaging members, and sharing best practices. With winter approaching, members are urged to enhance precautions by reviewing their biosecurity protocols, identifying gaps, and implementing necessary improvements using available guidance documents.



Feeds & Pet Food Bill update

The task team convened at the end of January to map out the next steps in the legislative process to introduce a new Feeds and Pet Food bill. The meeting focused on identifying outstanding actions for a successful submission to parliament and defining it in a project plan with associated milestones, timeline and budget. During the next task team meeting, scheduled for the end of March, the task team members will approve the project plan and commit to its outcomes, roles & responsibilities.

The task team is an example of collaboration between government (Department of Agriculture's division of Agricultural Inputs Control) and industry (AFMA & PFI) showing commitment towards achieving a common goal – the implementation of a new regulatory framework for animal feed that supports innovation and economic growth, that fosters a discipline of traceability and safety across the feed and food value chain, and hence strengthen export opportunities.

It is expected that the registrar will consult with other stakeholders in the primary animal production and intensive feedlot sectors in the coming months on the principals of the draft bill to ensure alignment amongst major stakeholders in animal feed manufacturing. AFMA and PFI will continue to support these efforts as part of the project plan and assist the team with the development of the necessary guidance documents for discussion purposes.

AFMA submits recommendations on the regulation of Farm Feed under Act 36

AFMA submitted comprehensive comments and recommendations on the proposed amendments to South Africa's farm feed regulations under Act 36. The submission aims to ensure that local regulation includes the latest nutrition, feeding and manufacturing standards and aligns with international best practices.

With the publication of the new regulations in 2025, AFMA is positive to see some of their recommendations adopted into law, and is especially keen to see the positive impact on industry regarding **advertising** of farm feed, **minor administrative amendments** of registered products, and the **updated guaranteed analysis** approved for most farm feeds. Some of the other major changes that could be introduced with the new regulations include:

- **Mycotoxins:** only Aflatoxin to be regulated as an undesirable substance by law, while other mycotoxins such as Deoxynivalenol, Fumonisin B1 + B2, Ochratoxin A, Zearalenone, and Trichothecene (T2 + HT2) be managed through industry standards and risk mitigation. This aligns with global best practice. Total mould count must also be removed from the undesirable substances list.
- **Copper, Zinc, and Nickel:** are essential for animal health and maximum levels should be regulated through nutrient guidelines, and not classified as contaminants or undesirable substances. Excessive levels are to be managed through maximum tolerable levels (MTLs), ensuring feed safety. This aligns with global best practice

- **Carry-over levels of authorised veterinary medicine in non-target feed:** will now be regulated for the first time and manufacturers of animal feed will be required to verify compliance and management of cross contamination during manufacturing.
- **Labelling requirements:** of all farm feeds must now include a 'best before' date, and feed additive labels must explicitly indicate the functional groups and use only *Guaranteed Analysis*, removing ambiguous terms like "typical" or "average" analysis.
- **CMR substances of concern:** for farm feed to be clearly defined as per the HCA Regulations, 2021 and a phase-out process identified in accordance with a sector-specific strategy to deal with the relevant risk.
- **Laboratory samples:** must not trigger an import permit requirement since these samples do not pose a safety risk, are economically insignificant, are not for resale, and are destroyed after laboratory analysis.

Lastly, AFMA submitted strong comments about the **verification of nutritional adequacy** for registered products, and recommended that final verification must be conducted by qualified animal scientists with expertise in feed formulation, composition, and nutritional contraindications. The role of a veterinarian and/or pharmacist is acknowledged as part of product research and development, but a declaration of nutritional adequacy must be signed exclusively by a qualified person, specifically: *"A person registered under the Natural Scientific Professions Act, 2003 (Act No. 27 of 2003) as a professional animal scientist or an equivalent internationally recognized body."*

AFMA continues to advocate for a regulatory framework for farm feed that fosters transparency, efficiency, and alignment with global best practices and will closely monitor the publication of the new regulations to ensure it meets expectations and contributes towards a more productive industry.



AFMA REGULATORY COMMITTEE (CONT.)

Farm Feed Registrations & Renewals – progress and modernisation

Between November 2024 and January 2025, the Farm Feed Division received 635 new applications and amendments, and completed 384. As of the end of January, 1,256 applications remain in the system, with current assessments focusing on September 2024 submissions. Renewals for the 2025–2028 cycle are progressing, with 2,713 submitted and 1,935 completed. However, total submissions remain below expected volumes. Members are reminded to submit as soon as possible and preferably before end March 2025 to ensure

timely processing of a renewal certificate.

DALRRD Website Update: a more user-friendly website with enhanced accessibility and navigation was developed and is finally available to the public. The new webpage for the Agricultural Inputs Control division will also host the Frequently Asked Questions (FAQs) and new fees schedule for registrations.

E-submission and assessment of registration applications: will remain the biggest priority once the feed legislation is in place and will significantly influence the

efficiency of registrations. Unfortunately, the system is not yet fully launched to the public for agric. remedies, and key challenges remain, including historical data integration, merging manual and electronic submissions, and the lack of a pre-screening function to ensure complete applications. AFMA promotes the electronic pre-screening for farm feed, and supports an industry program that is designed to improve and standardize the assessment of registrations, and offer full traceability of applications throughout the system.

AFMA TRAINING AND SKILLS DEVELOPMENT COMMITTEE

Feed Mill Operator (FMO) Blended Learning Program

AFMA's Blended Learning Program equips feed mill operators with essential skills through a combination of e-learning and hands-on, work-based training. This flexible course balances theoretical concepts with practical, experience-based learning in real feed production environments, ensuring a well-rounded approach to skills development.

To enhance awareness and engagement, we are actively promoting the program across various social media platforms. Below are some of our recent posts showcasing key aspects of the FMO Blended Learning Program. AFMA encourages companies to invest in this program to develop skilled operators capable of leading and improving operational efficiency.



For more information or to register, visit www.afma.co.za/livestock-feed-milling-operator-e-learning-program or contact admin@afma.co.za or 012 663 9097.

MYTH

VS

FACT

Enrolling feed mill operators in the blended learning program means sharing company secrets, intellectual property, or internal strategies.

The Feed Mill Operator program is designed to upskill your workforce and strengthen your team's skill set – without compromising and sharing internal strategies.

The training focuses on operational efficiency, quality control, and safety standards, ensuring that operators gain industry-relevant skills while aligning with your company's needs.

By investing in your employees' development, you're not just enhancing their capabilities – you're boosting productivity and ensuring long-term success for your OWN company.

(Next page)

AFMA TRAINING AND SKILLS DEVELOPMENT COMMITTEE (CONT.)

Feed Mill Operator (FMO) Blended Learning Program

(From previous page)

BUILD YOUR FUTURE IN FEED MILLING



What Does a Feed Mill Operator Do?

1. Feed Mill Operators play a crucial role in ensuring high-quality animal feed production.
2. The AFMA-endorsed blended learning program will give you knowledge and hands-on skills to excel in this industry! The Feed Mill Operator Blended Learning Program is a fantastic, learning opportunity that turns your OWN workplace into a training facility..

By the end of the program, learners will:

- ✓ Understand the animal feed industry & safe work practices.
- ✓ Master material handling & feed mill equipment.
- ✓ Learn bulk & bagged material receiving, storage, & release.
- ✓ Operate batching, mixing, and ingredient addition processes.
- ✓ Gain hands-on experience in pelleting, crumbling & post-processing.

EXCITING NEWS FOR THE FEED INDUSTRY!

Enrolment open for the Feed Mill Operator (FMO) Blended Learning Program!

This 6-month interactive training combines theory with practical experience at your feed mill, equipping operators with essential skills for a successful career in feed milling.

- ✓ Industry-Endorsed by AFMA
- ✓ Self-Paced & Work-Integrated Learning
- ✓ Comprehensive Modules: Feed Processing, Material Handling, Team Leadership & more!

Feed Mill Operator graduates

AFMA congratulates some of the learners who have completed the Feed Mill Operator (FMO) Blended Learning Course. Their dedication and perseverance in mastering the technical and operational aspects of feed milling reflect their commitment to excellence in the industry.

Congratulations to all the learners from De Heus, Nutri Feeds and National Foods – Zimbabwe for achieving this milestone! Your hard work and newly acquired skills will undoubtedly contribute to the continued success of the feed manufacturing sector.

(More photos on next page)



Hain Christopher Lombaard, De Heus Plant Operator



Akhona Cekiso, De Heus Pelleting Operator



Benito Patrick, De Heus FMO Operator, Full Course

AFMA TRAINING AND SKILLS DEVELOPMENT COMMITTEE (CONT.)

Feed Mill Operator graduates

(From previous page)



Fred Guri and Faston Kadzviti (National Foods Zimbabwe) FMO Operator, Full Course



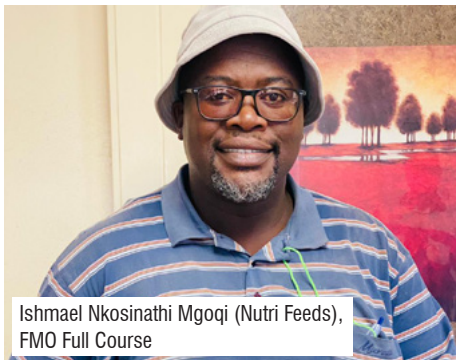
Johannes Dithake (Nutri Feeds), FMO Full Course



Shadrack Mosehle (Nutri Feeds), FMO Full Course



Alie Mphage Bogoshi (Nutri Feeds), FMO Full Course



Ishmael Nkosinathi Mgoqi (Nutri Feeds), FMO Full Course



Johannes Mpheu Molibeli (Nutri Feeds), FMO Full Course

AFMA Feed Miller Short Course 2025

A total of 55 delegates from 29 companies have successfully registered for the AFMA Feed Miller Short Course 2025! This outstanding response highlights the industry's commitment to continuous learning and the pursuit of excellence in feed milling.

Course venue & dates

The course will take place at Riverstone Lodge, Muldersdrift, from 31 March – 11 April 2025. Attendees can expect an intensive and engaging program aimed at enhancing technical expertise and operational efficiency in feed milling.

Special thanks to our sponsors

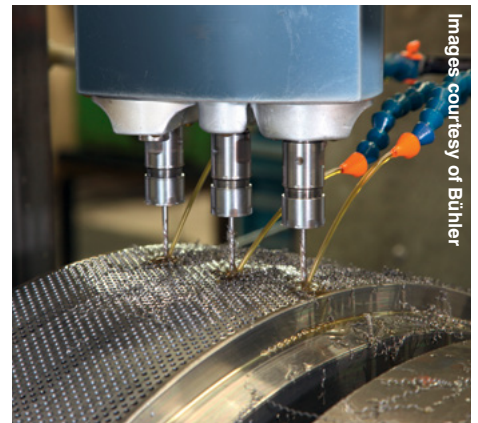
We would like to extend our heartfelt thanks to our generous sponsors who are helping make this event even more impactful:

- Automill – Registration Sponsor
- Bühler – Industry Mixer Sponsor
- R-Biopharm – Bliss Break Sponsor

Keep an eye on AFMA's social media platforms for updates during registration, the "Industry Mixer", and the "Bliss Break". We'll be sharing snippets from this learning experience.

Final Feed Miller Short Course with Ernst Neff

This will be the last year that Ernst Neff will present the Feed Miller Short Course in South Africa. His wealth of experience and dedication to the course have made a lasting impact on the industry, and we're honoured to have him for this final session.



Images courtesy of Bühler



AFMA TRAINING AND SKILLS DEVELOPMENT COMMITTEE (CONT.)

Technical Writing Skills

Clear, effective communication is essential in our industry – especially when conveying complex technical information. Following an expression of interest among our members and industry role-players, it has been decided that the next AFMA Technical Writing Skills Workshop will be scheduled for 2026.

Going forward, this valuable training will take place every second year, helping participants strengthen their writing, stay current with best practices, and communicate technical content with clarity. For more details on what to expect, keep an eye on future announcements or reach out to Bee Oelofsen at events@afma.co.za. We look forward to helping you elevate your technical writing expertise!

AFMA EVENTS

AFMA Media & Industry Day

We are pleased to invite you to AFMA's Media & Industry Day, taking place on 6 May 2025 at the Grain Building Auditorium, 477 Witherite Street, The Willows.

This event promises to be a unique gathering where media professionals and industry leaders can come together to gain valuable insights into the latest trends and developments in the agricultural feed sector.

This is more than just a chance to network; it's an opportunity for AFMA to share updates on strategic projects. As a valued member your presence will play a crucial role in helping us reflect on AFMA's accomplishments and envision the future of the feed industry. You'll also be the first to hear about our upcoming initiatives planned to solidify AFMA's position as a leader in the agricultural feed sector.

To confirm your attendance, RSVP through the following link:

<https://forms.gle/qH2LR3f6h4eCiGNJA>

We look forward to engaging with AFMA members and continuing to grow together as an industry.

AFMA's AGM and 80th-anniversary celebration



AFMA is excited to celebrate 80 years of excellence in the feed industry with a special Annual General Meeting (AGM) on 4-5 September 2025 at The Capital Zimbali, KZN. This milestone event will bring industry leaders, stakeholders, and colleagues together for two days of engaging discussions, valuable networking, and thought-provoking conversations.

What's more, we're thrilled to announce that, for the first time, the AFMA Golf Day will be part of the AGM festivities! This will offer participants the chance to experience world-class greens, enjoy the fresh ocean breeze, and engage in some friendly competition.

This celebration will finish with a gala evening that promises to be nothing short of spectacular. We'll honour AFMA's incredible 80-year legacy, celebrate the industry's pioneers, and present special awards in a truly unforgettable setting.

You won't want to miss out – stay tuned for more details coming soon!



Special edition of the AFMA Matrix to launch at the AGM

A special anniversary edition of the AFMA Matrix will be issued at the upcoming AGM in September – and this is the issue to make your presence known! This unique edition offers a fantastic opportunity for enhanced visibility within the industry as we celebrate this major milestone. It's a perfect chance for your brand to shine and be part of this historic publication. To secure your advertising space in this commemorative edition, we encourage you to reach out to Plaas Media as soon as possible. For inquiries, please contact Plaas Media directly: lynette@plaasmedia.co.za

AFMA EVENTS (CONT.)

AFMA Golf Day: Our legendary golf day joins the AGM!

For the first time, the iconic AFMA Golf Day will be part of the AGM festivities, offering an exclusive opportunity to tee off on world-class greens, breathe in the fresh ocean air, and enjoy some spirited competition.

Date: 4 September 2025
Venue: Zimbali Golf Course



Due to limited availability (100 players max), each company will be

allowed to enter only one 4-ball. AFMA members will receive priority. With only 25 teams competing, the excitement is building as players compete for the 1st, 2nd, and 3rd place trophies, plus the popular Spirit Award.

Don't miss out on this incredible event – a perfect blend of networking, friendly competition, and celebration in a breathtaking setting.

Sponsorship Opportunities: Bookings open on 22 May at 10:00, available on a first-come, first-served basis.

AFMA Symposium: Preparing for the AFMA Forum 2026

The AFMA Symposium has long been a key platform for knowledge exchange, industry collaboration, and forward-thinking discussions. While the symposium will not be hosted in 2025, we are taking this time to prepare for an impactful and insightful **AFMA Forum in 2026**.

This strategic shift allows us to refine the event's focus, secure

top-tier speakers, and ensure that the 2026 Forum delivers even greater value to all participants.

Stay tuned for more details in the coming months. If you have any questions, please make contact with Bee Oelofsen at events@afma.co.za.

AFMA AWARDS

Nominations: AFMA Person of the Year award and Technical Person award

Nominations for the AFMA Person and Technical Person of the Year awards will open in May 2025. These prestigious awards honour individuals who have made exceptional contributions to the animal feed industry. As the nomination period approaches, we encourage members to consider individuals who have:

- ➔ Made a lasting impact in animal feed and nutrition, or
- ➔ Demonstrated outstanding technical expertise, leadership, and industry commitment.

WHAT'S NEEDED TO NOMINATE:

- ➔ A summary of the nominee's background and professional achievements
- ➔ Description of their impact on the industry
- ➔ Supporting documents or references
- ➔ A strong motivation outlining why the individual deserves recognition



STUDENT ACTIVITIES

The Intervarsity Writer's Cup

Since its inception in 2017, the Intervarsity Writer's Cup (IWC) competition promotes student participation in the animal feed industry and recognizes and encourages scientific contributions by animal nutrition students.

Articles may be submitted under two categories: **Own Research** or **Literature Review**. The winners of the most recent two rounds are featured in the AFMA Matrix January 2025 edition (Round 1) and the AFMA Matrix April 2025 edition (Round 2). To read their winning submissions, please refer to the respective editions.

Winners: Round 1

Type of entry	Name & Surname	University	Article Title
Literature Review	Kean Jacobs	University of Pretoria	<u>Digestible calcium in broiler production</u>

Winners: Round 2

Literature Review	Jorja Ashford	University of Pretoria	<u>Factors affecting bone health in laying hens</u>
Own Research	Cherise Basson	Stellenbosch University	<u>Supplementing pasture-based dairy cows with <i>Aspergillus oryzae</i> fermentation product</u>

2025 AFMA INTERVARSITY WRITER'S CUP COMPETITION

WINNER ROUND 1 LITERATURE REVIEW

Student name: Kean Jacobs
University: University of Pretoria
Article title: Digestible calcium in broiler production

2025 AFMA INTERVARSITY WRITER'S CUP COMPETITION

WINNER ROUND 2 LITERATURE REVIEW

Student name: Jorja Ashford
University: University of Pretoria
Article theme: Nutritional Science: All Species
Article title: Factors affecting bone health in laying hens

2025 AFMA INTERVARSITY WRITER'S CUP COMPETITION

WINNER ROUND 2 OWN RESEARCH

Student name: Cherise Basson
University: Stellenbosch University
Article theme: Feed Science: Additives
Article title: Supplementing pasture-based dairy cows with *Aspergillus oryzae* fermentation product

Student outreach to iTAU Animal Feeds

Peritum Agri students recently had the opportunity to visit iTAU Animal Feeds, where they gained firsthand experience in the daily operations of a leading feed manufacturer. This visit provided the students with a deeper understanding of the intricacies involved in feed production, from raw material handling to the final product.

Such industry exposure is crucial in bridging the gap between theoretical knowledge and practical application, equipping future professionals with the insights needed to excel in the agricultural sector.

AFMA commends iTAU Animal Feeds for their commitment to nurturing the next generation of industry experts. If you have similar interactions with students or industry newcomers, we encourage you to share your experience with us at admin@afma.co.za – let's continue inspiring the future of feed manufacturing together!



AFMA Matrix

The upcoming edition of the AFMA Matrix will be released on 31 March 2025. While originally a printed publication, it is now primarily distributed digitally to ensure broader reach and accessibility. Members can access it via WhatsApp, email, Digimags downloads, and AFMA's online platforms. To maximise visibility and take advantage of advertising opportunities in the AFMA Matrix, please reach out to Plaas Media for more details.

Do you want to receive the AFMA Matrix in PDF format via WhatsApp? Simply message 064 890 6941 with the reference "AFMA Matrix 2025". To have it sent directly to your email, contact Beauty Mthombeni at beauty@plaasmedia.co.za.

Access to past issues:

www.afma.co.za/afma-matrix

Landbou Radio

AFMA is excited to announce a new initiative in collaboration with Landbou Radio, a platform hosted by Plaas Media, to further strengthen industry engagement and communication. Through this collaboration, AFMA aims to extend its communication reach, ensuring that essential industry insights are shared with a wider audience.

Click below to listen to the interviews:

- ➔ Liesl Breytenbach:
Executive Director (AFMA)
Topic: *Wie is AFMA?*
- ➔ Dirk Bezuidenhout
(Retired, Afri Compliance)
Topic: *'n Ouditeur se perspektief op AFMA se Code of Conduct (Gedragkode).*
- ➔ Lourens Pieterse
(Head of Sales, Bühler)
Topic: *Die evolusie en waarde van tegnologie in die veevoerbedryf.*

AFMA year planner

The **AFMA year planner** is available on AFMA's website, keeping you informed about AFMA and other key industry events. To download go to the following link: www.afma.co.za/afma-year-planner

INDUSTRY EVENTS: MPO TMR CONFERENCE



The poster for the TMR Conference features a light beige background with a subtle pattern of hexagons. At the top, a horizontal bar lists the topics: Dairy | Red Meat | Intensive Sheep Producers | Feedlot Operations | Veterinary Sciences. The main title 'TMR CONFERENCE' is in large, bold, blue letters. Below the title, text describes the event as a premier event for advancing complete feed systems for livestock, including dairy, red meat, and intensive sheep operations. It also mentions that the event brings together producers from across the industry to explore innovative feeding strategies and solutions that drive efficiency and sustainability. Three hexagonal images are arranged horizontally: a group of sheep, a group of red cattle, and a group of black cattle. Below these images, the text 'REGISTER NOW' is in bold blue letters, followed by the dates '8-10 June 2025 | Radisson Hotel OR Tambo, Gauteng'. At the bottom, it states 'The 2025 TMR Conference will provide a platform to engage with experts on key topics, including:' followed by a list of topics: Biosecurity, Rumen Health, Feed Management & Nutrition, and Performance Optimization. The MPO logo is in the bottom left corner, and contact information for Lizette Marié du Toit is in the bottom right corner.

Dairy | Red Meat | Intensive Sheep Producers | Feedlot Operations | Veterinary Sciences

TMR CONFERENCE

The MPO is proud to host the Total Mixed Ration (TMR) Conference, a premier event dedicated to advancing complete feed systems for livestock, including dairy, red meat, and intensive sheep operations.

This event brings together producers from across the industry, providing a platform to explore innovative feeding strategies and solutions that drive efficiency and sustainability.

REGISTER NOW

8-10 June 2025 | Radisson Hotel OR Tambo, Gauteng

The 2025 TMR Conference will provide a platform to engage with experts on key topics, including:

- Biosecurity
- Rumen Health
- Feed Management & Nutrition
- Performance Optimization

mpo

Lizette Marié du Toit +27 76 774 1284 lizem@mpo.co.za

The Milk Producers Organisation (MPO) will host its highly anticipated Total Mixed Ration (TMR) Conference from 8-10 June 2025, at the Radisson Hotel. With 350-400 attendees expected and 18 exhibition stands, the event promises excellent networking opportunities for industry professionals.

Registration opened in March 2025 at R3,000 per person, with a 10% discount for groups of 10 or more. AFMA members securing sponsorships will also enjoy a 5% discount on their sponsorship. [Click here](#) to view the programme.

About AFMA

The Animal Feed Manufacturers Association (AFMA) is the official representative body of the South African feed industry in the livestock and poultry sector and plays a pivotal role in the larger agricultural environment.

AFMA's membership comprises animal feed and ingredient manufacturers and suppliers of essential services such as feed ingredients and related services such as consultants, laboratories, and feed-system installations.

Collectively, AFMA members produce 100% of the broiler feed and represent 60% of the total animal feed manufactured in South Africa. AFMA provides a unified voice and promotes the animal feed industry as an integral part of the food chain ensuring the production of safe, nutritious, and affordable food for all.

For more information on AFMA please visit www.afma.co.za.

Contributors to the AFMA Member Update

- ➔ Liesl Breytenbach, Executive Director (*Pr.Sci.Nat*)
- ➔ Petru Fourie, Operations Manager
- ➔ Wimpie Groenewald, Membership Liaison Officer
- ➔ Lucius Phaleng, Trade Advisor
- ➔ Bonita Cilliers, Technical & Regulatory Advisor (*Can.Sci.Nat*)
- ➔ Elri du Toit, Technical Intern
- ➔ Bee Oelofsen, Marketing and Events Coordinator
- ➔ Ronel Urquhart-Bosch, Layout Artist



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PostNet Suite 221, Private Bag X04, Menlo Park, 0102



+27 (0)12 663 9097 or +27 (0)72 461 2497

AFMA's additional contact number

AFMA now has a dedicated cell phone number for easy communication during office hours. Save the number on your phone and feel free to reach out to our team for any assistance or inquiries. We're here to help at 072 461 2497.



admin@afma.co.za
www.afma.co.za



STAY INFORMED

AFMA encourages you to stay up to date with the latest news, industry updates, and upcoming events. With just a simple click on the social media icons, you'll gain access to valuable information that will keep you well informed and connected with the animal feed and agricultural industries.