

**** FOR IMMEDIATE RELEASE****

NEW EXECUTIVE DIRECTOR OF AFMA APPOINTED

2 August 2023 – The Animal Feed Manufacturers Association, AFMA, continuously strives to support its members by ensuring that its strategic focus areas remain relevant to the challenges faced by the animal feed industry. Conducting business in a stable environment is not something that the association had the privilege of doing over the last couple of years, and therefore AFMA needs to foresee and mitigate the risks that the industry faces every day. The AFMA board of directors wants to take this opportunity to ensure AFMA members of the association's commitment to creating an enabling environment that is fit for business and aligned with the AFMA strategy.

New Executive Director as of 1 August

After a thorough recruiting process and a few challenges, the board is pleased to announce, that from 1 August 2023, Liesl Breytenbach will be appointed to lead the AFMA team as its new Executive Director.

Liesl Breytenbach holds an M.Sc in Agriculture (monogastric nutrition) from the University of Stellenbosch and joined the animal feed industry in 2004 as a formulator at Meadow Feeds in Port Elizabeth. She relocated to Pretoria in 2009 where she joined Afgri Animal Feed as an Operational nutritionist and later expanded her experience within the company to troubleshooting and customer service as a Technical Advisor within the poultry division. In 2011, Liesl joined AFMA for the first time as a Technical assistant and has since then applied her passion for the industry in the fields of nutrition and feed legislation. In 2015 she was promoted to the management team of AFMA as Technical and regulatory manager and shifted focus to creating an enabling environment for feed businesses in South Africa.

With almost 20 years of experience in the animal feed industry, Liesl brings vast experience and knowledge to the AFMA team. When stepping up as interim Executive Director of AFMA in January 2023, she demonstrated her dedication to leading the industry towards being a thought leader in animal feed and supporting the growth of the agricultural industry via collaboration between feed and food value chain partners.

The AFMA Board congratulates Liesl Breytenbach on her appointment as Executive Director and wishes her all the best in the new position.

About AFMA

The Animal Feed Manufacturers Association (AFMA) is the official representative body of the South African feed industry in the livestock sector and plays a pivotal role in the larger agricultural environment. AFMA consists of animal feed and ingredient manufacturers as well as suppliers of feed ingredients. The association represents 99% of broiler feed production and 58% of overall animal feed production in South Africa. AFMA provides a unified voice and promotes the animal feed industry as an integral part of the food chain to deliver safe, nutritious, and affordable food for all. For more information on AFMA please visit www.afma.co.za or contact the chairperson, Anina Hunter at anina.hunter@rcffoods.com.

