

MEDIA RELEASE

AFMA celebrates 80 years of industry leadership at AGM and Gala Dinner

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Ballito, 5 September 2025 - The Animal Feed Manufacturers Association (AFMA) celebrated its 80th anniversary, marking a historic milestone during its Annual General Meeting (AGM) and Gala Dinner at The Capital Zimbali, which drew a record attendance of 180 delegates.

The day-long event, which was preceded by the popular annual AFMA golf day, brought together industry leaders, members, and stakeholders to reflect on AFMA's eight decades of involvement and leadership in the South African feed and livestock sectors, while charting a course for the future of sustainable animal nutrition and food security.

A legacy of 80 years

Founded in 1945 by a handful of feed manufacturers seeking to stabilise supply during wartime shortages, AFMA has grown into South Africa's leading feed industry body. Over the years, the association has adapted to major changes, from the introduction of Act 36 of 1947 to global market shifts and evolving feed safety standards.

"For 80 years, AFMA has been the voice of the feed industry, championing innovation, skills development, and collaboration throughout the agricultural value chain. Today, we not only celebrate our legacy, but also commit ourselves to building the next 80 years with renewed vision and purpose," said AFMA chairperson Anina Hunter.

Recognising excellence

A highlight of the Gala Dinner was the announcement of Wiana Louw, general manager of The Southern African Grain Laboratory (SAGL), as the AFMA Person of the Year. The award annually recognises individuals who have made an outstanding contribution to advancing the feed industry through leadership and service.

"Wiana's passion, integrity, and service to the feed industry set her apart. Her recognition as AFMA Person of the Year is richly deserved and an inspiration to all of us," said AFMA executive director, Liesl Breytenbach.

Honouring leadership

AFMA also paid tribute to its past leaders, recognising former chairpersons Gerhard Scholtemeijer (1977-1983), Dr Erhard Briedenhann (2002-2005, 2007-2010), Dr Hinner Köster (2005-2007), Loutjie Dunn (2010-2018), Wouter de Wet (2018-2022) and current chairperson Anina Hunter, alongside former executive directors Hansie Bekker (1990 -2006), De Wet Boshoff (2006-2022) and current executive director Liesl Breytenbach.

"The vision they shaped, the challenges they faced, the sacrifices they made, and the legacy they left behind form the backbone of who AFMA is today. Each of them guided the association through a unique period in South Africa's agricultural history, from adapting to regulatory reforms and responding to global trade shifts, to ensuring that the voice of the feed industry was always heard," said AFMA operations manager, Petru Fourie.

Industry records reflect this transformation: in 1939, production of balanced feeds in South Africa stood at just 12 000 tonnes. Today, AFMA members produce more than seven million tonnes of feed annually, underscoring the industry's growth and its critical role in supporting the livestock and poultry sectors.

Looking ahead

The evening closed with a forward-looking message, affirming AFMA's role in shaping the next generation of feed manufacturing through data-driven advocacy, advanced training, and innovation.

"As we celebrate 80 years, we are reminded that AFMA's strength lies in its members, its partnerships, and its commitment to food security. The future of the feed industry is bright, and AFMA will continue to lead the way," Breytenbach said.

About AFMA

AFMA's vision is to be the dynamic animal feed thought leader, influencing food security through partnerships with all stakeholders. AFMA is the official representative of the formal animal feed manufacturing industry in South Africa, accounting for approximately 58% of national feed production. It plays a central role in regulatory development, feed safety oversight and training with a focus on creating a feed sector that is safe, smart, and sustainable.

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