

# 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](mailto:admin@afma.co.za)

## Ready for what comes next?

As we close off 2025, I am reminded once again how dynamic and interconnected our industry is. This year has asked much from all of us, and it has highlighted both the complexity of our sector and the strength that emerges when we work collectively.

With Foot and mouth disease challenges rampant throughout the country, and the ever-looming threat of highly pathogenic avian influenza creeping closer to our borders, it remains vital that the animal agricultural sector work closely together to ensure vigilant biosecurity management at all points and securing access to effective vaccines that can protect the health of our animals. You will read about AFMA's focus on biosecurity in this edition and our commitment to support the animal agricultural sector in the fight against the spread of disease.

Feed safety and technical governance remained key priorities in 2025. Much of the committee's attention went to antimicrobial stewardship, One Health priorities, and the growing need for reliable data on how antimicrobials are used in our sector. This topic will remain a key focus point for next year as South Africa is updating its National Action Plan on Antimicrobial resistance. AFMA will remain firmly seated at the AMR Alliance table as industry partner to provide guidance on the role that adequate nutrition can play in prevention by reducing the reliance on antibiotics.

During this year AFMA also collaborated with the Department in providing guidance to the national Food Loss & Waste Initiative regarding the utilization of food waste as a feed source for animals. Although the law (Act 36 of 1947) is clear in this regard, it was found that many misperceptions still exist within the retail sector when proposing a suitable and safe way to handle food waste. Collectively, we can address the gaps and ensure the provision of safe feed for our animals, whilst acknowledging the drive for a sustainable and healthy environment.

On the trade front, committee work focussed on assessing the economic impact of an import duty reduction in soya oilcake on the value chain, the establishment of a futures contract for soya oilcake, and investigating a Commitment of Traders report to mention a few. These actions reflect our collective commitment to greater transparency and more functional markets. Ongoing work will advocate for improved traceability and food safety assurances in the maize value chain – especially given this years' heightened focus on banned and/or phased-out pesticides in grain production.

**The growth and skills development of people who make this industry work, remains an integral part of the AFMA commitment towards a sustainable industry.**

The Feed Mill Operator Blended Learning Programme continued to grow this year, with facilitator feedback showing clear improvements

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## Ready for what comes next?

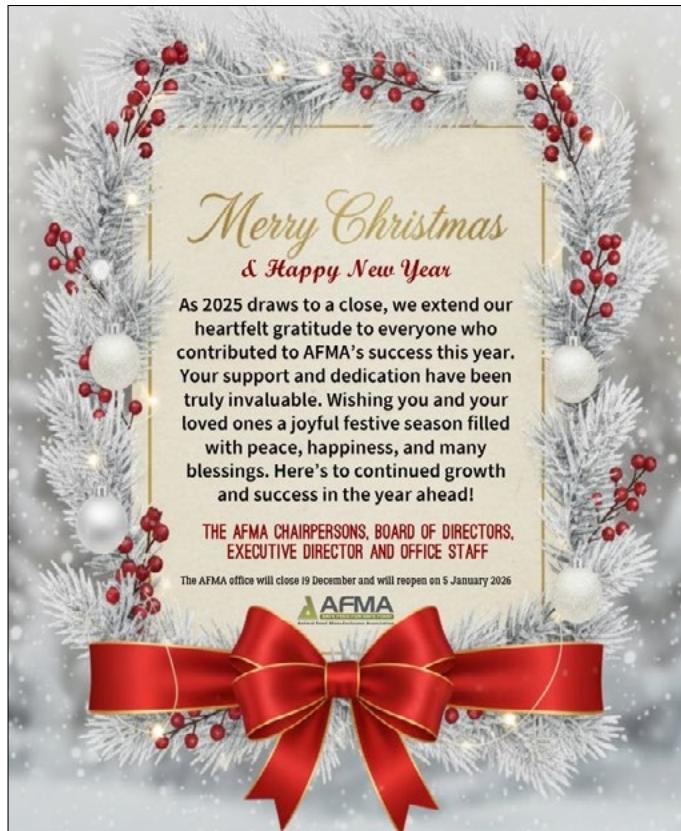
in operator confidence, technical understanding and day-to-day performance. AFMA's focussed engagements with SASAS and SACNASP also helped strengthen the professional support system for students and early-career animal scientists.

**Finally, 2025 gave us the opportunity to pause and look back. Through the 80-year legacy project, we spent time in AFMA's archives, revisiting the stories, leadership and key milestones that shaped who we are today. It was a powerful reminder of the dedication of those who built this organisation, and it strengthens our commitment to carry that same integrity and purpose into the years ahead.**

Across the summer-rainfall regions, tractors are moving, planters are rolling, and maize and soybean field are taking shape – a sight that brings both relief and renewed motivation. With good rainfall and favourable soil moisture behind the 2025/26 season, there is a growing sense of optimism among grain producers. And when primary agriculture begins a season on solid footing, the ripple effect is felt across the entire feed-to-food value chain. These early signs are a reminder of what becomes possible when nature gives us room to breathe, and our industry stands ready to turn that opportunity into real progress.

To our members, Board of Directors, committees, and industry partners: thank you. Your dedication, trust, and willingness to participate lies the foundation for AFMA to be a respected voice in South Africa's agricultural landscape. Every meeting, workshop and contribution, big or small, helps build a stronger, more united industry.

With this momentum behind us, we enter 2026 with purpose and renewed commitment. Looking ahead, 2026 promises to be



an important year. Preparations for AFMA Forum 2026 are well underway, and the programme is already taking shape around themes that truly speak to our future – innovation, skills, feed safety, digital transformation, and the sustainability of the entire feed-to-food chain.

As we approach the festive season, I hope you find moments of rest, family, reflection, and renewal. May the year ahead bring strength and clarity to each of you, and may we continue working together to build an industry that feeds the nation with integrity, science and resilience.

*Liesl*

**Liesl Breytenbach**  
Executive Director: AFMA

## AFMA MEMBERSHIP AND CODE OF CONDUCT

## AFMA welcomes new members in 2025

AFMA is pleased to welcome several new members to our association. As the representative voice of the South African animal feed industry, we are proud to expand our network with organisations that share our commitment to quality and compliance. An updated membership list, including the compliance status of each facility, is available on our [website](#).

We extend a warm welcome to the following new members:

**Associate Member:**  
Essential Quality Premixes (EssQMIX)



**Associate Member:**  
Purefert SA



## AFMA MEMBERSHIP AND CODE OF CONDUCT (CONT.)

### AFMA membership: Current status

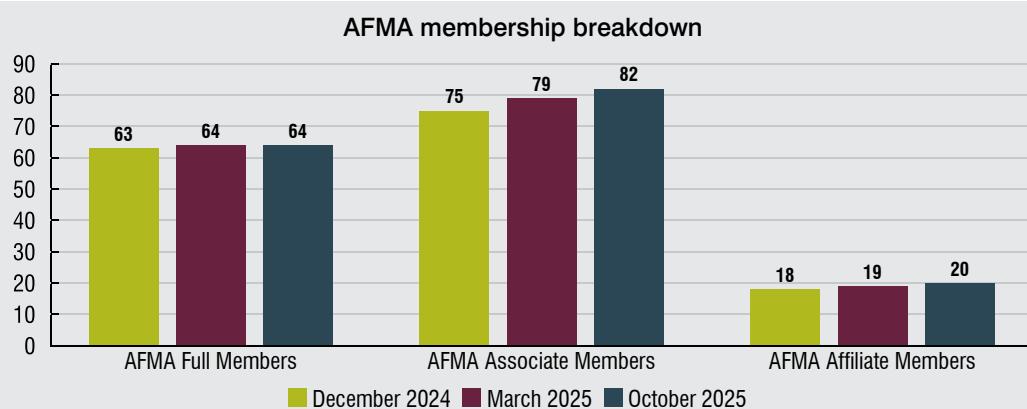
AFMA currently consists of **166 members**, comprising **64 Full members**, **82 Associate members** and **20 Affiliate members**.

We continue to receive a steady flow of membership applications through our online platform, reinforcing AFMA's position as a prominent representative body in the agricultural sector and a leading authority in the animal feed industry.

The accompanying figure highlights growth within AFMA's membership base, particularly in the Associate membership

category. While Full Membership remained steady at 64 from July to October 2025, Associate Membership increased from 75 in December 2024 to 82 by October 2025, signalling increased engagement from suppliers and other industry stakeholders. Affiliate Membership remained stable at 20 as of October 2025.

An updated membership list, including the compliance status of each facility, is available on the [AFMA website](#).



### AFMA's Code of Conduct gains momentum in 2025

The AFMA Code of Conduct remains a key strategic priority, aimed at standardising industry practices, aligning with international benchmarks, and strengthening self-regulation across the sector. Introduced in 2008, the Code is now in Phase 3 of a major modernisation process, focusing on implementation, pilot testing, and the expansion of audit capacity.

#### Expanding assessment capacity

AFMA is expanding its assessment capacity to provide members with greater flexibility.

While Afri Compliance remains the only approved assessment body at present, AFMA is in discussions with six additional certification bodies already used by members. All assessment bodies will apply a standardised AFMA audit template to ensure uniform evaluations. This template was also used to pilot test the new scope at two of our facilities.

#### Non-compliance trends

Full and Associate members are required to comply with the AFMA Code of Conduct,

with bi-annual audits conducted by an independent auditor appointed by AFMA. Since June 2023, several membership-related activities have been completed. During this period, 12% of audited facilities were found to have non-compliances. Key issues included incorrect labelling, health and safety shortcomings, use of unregistered SACNASP nutritionists, unregistered raw materials, biosecurity gaps, poor housekeeping, contamination risks, and concerns related to the legal status of entities (see figure below).

#### AFMA COC tracking since June 2023



## AFMA MEMBERSHIP AND CODE OF CONDUCT (CONT.)

### AFMA's Memorandum of Incorporation (MOI)

During 2024, AFMA finalised and adopted its updated Memorandum of Incorporation (MOI) to align the Association with the Companies Act, 2008 and to ensure a modern, fit-for-purpose governance framework. The latest MOI strengthens accountability, provides clearer rules for member participation, and supports more efficient and transparent decision-making across the organisation. Key points members should take note of:

- **Membership categories**

The latest MOI formalises three membership categories, Full, Associate, and Affiliate Members. Only Full Members in Good Standing retain voting and nomination rights, ensuring fairness, compliance, and accountability in AFMA's governance processes.

- **Strengthened board governance**

AFMA's Board may consist of 3–12 Directors (including the Executive Director). Directors serve staggered two-year terms, with at least three Directors rotating off each year to support both continuity and renewal within AFMA's leadership.

- **Modern decision-making mechanisms**

The MOI recognises electronic meetings, virtual participation, and written resolutions, enabling quicker, more agile decision-making and improved responsiveness to industry needs.

- **Clear delegation of authority**

The Board is empowered to delegate responsibilities to committees or officers, ensuring structured oversight

of AFMA's technical, regulatory, financial, and operational portfolios.

- **Strengthened transparency & governance protections**

Updated provisions relating to voting rights, proxy rules, access to records, and Director indemnification support responsible leadership and enhance overall governance integrity.

The 2024 MOI positions AFMA as a well-governed, credible, and future-focused organisation. It clarifies how decisions are made, how members engage with AFMA's governance processes, and how the Association fulfils its mandate as the authoritative voice of South Africa's animal feed manufacturing sector. Should you have any questions regarding AFMA's MOI, please contact Wimpie Groenewald at [admin@afma.co.za](mailto:admin@afma.co.za)

### Introducing AFMA's Committee Leaders for 2026

AFMA is pleased to announce the newly appointed leadership teams for the various AFMA Committees for the 2026 term. The appointment of a committee chairperson and vice-chairperson follow an updated, governance-aligned process through which nominations from committee members are received, and the committee Chairperson and Vice-Chairperson is elected by the Exco. This strengthened approach enhances continuity, supports strategic delivery, and ensures seamless leadership transitions across AFMA's core committees.

Congratulations to all newly appointed leaders and best wishes for a successful 2026 term!

The AFMA committees for **Marketing & Promotion** and **Training & Skills development** will continue to be led by AFMA personnel to ensure up to date information sharing on AFMA initiatives pertaining to the promotion of the

industry, AFMA events and training and skills development opportunities offered by AFMA. For 2026, the chairperson of these committees will be the Operations Manager, Petru Fourie, and supported by Bee Oelofsen (Marketing & Promotion) and Wimpie Groenewald (Training & Skills Development).

AFMA also extends its sincere appreciation to the outgoing committee leaders who served during the 2024–2025 term. We acknowledge the dedicated leadership of Ms Janke Bestbier (Alltech Biotechnology) in the Technical Committee, as well as Ms Hanaa Solomon (Allied Nutrition) in the Regulatory Committee. Their contribution has strengthened AFMA's strategic direction, advanced key programmes, and fostered meaningful collaboration across the sector – laying a solid foundation for the incoming leadership teams.

Trade Committee		Technical Committee		Regulatory Committee	
Chairperson		Ruan Stander (Meadow Feeds)		Gay Boomgaard (Meadow Feeds)	
Vice-Chairperson		Paul Saunders (Sovereign Foods)		Marjorie Potgieter (Cargill)	
Secretariat	Dr Lucius Phaleng		Bonita Cilliers		Bonita Cilliers

# Soy meal quality specifications: SAFEX listing

JSE quality specifications, which form part of the broader JSE listing and derivatives contract requirements, are essential for promoting a fair, efficient, and transparent market. These rules create a consistent framework for both market participants and the underlying products traded. In particular, quality specifications play a critical role in ensuring that the physical commodities held in storage meet guaranteed and standardised quality levels. AFMA is currently facilitating an industry-wide process to review and align on updated soymeal quality specifications. This process has included an industry survey and the establishment of a dedicated subcommittee to consolidate inputs and build consensus. The most recently agreed specifications include: a minimum protein 45.5%, maximum moisture 12%, maximum ash 7%, maximum acid-insoluble ash 1.5%, maximum fibre 4.5%, maximum fat 2.5%, particle size 800–2 000 microns, free of lumps, and a maximum urease activity 0.2 pH. In cases where quality dispute arise, contracting parties are required to resolve the matter jointly and appoint an accredited laboratory for independent testing. Further updates will follow as the SAFEX listing progresses.

## Request for a Commitment of traders (COT) report

For many years, the commodity industry has advocated for the JSE to compile the Commitment of Traders (COT) report, which would provide aggregated data on positions held by different groups of traders to improve transparency in agricultural commodity derivatives.

A mandatory COT report is considered essential for understanding market structure while maintaining participant confidentiality.

In 2018, advisory members supported reports that distinguish between types of market participants holding open interest, without revealing individual or sensitive information. Participants emphasized the need to protect anonymity and proprietary data.

The Financial Sector Conduct Authority (FSCA) supports the COT concept but does not currently have the authority to mandate such reporting.

Proposed next steps include reviving voluntary reporting, seeking a special exemption through the National Treasury and the Johannesburg Stock Exchange (JSE), and considering COT reporting in the review of the Financial Markets Act.

We will keep stakeholders informed as discussions with regulators and stakeholder's progress.

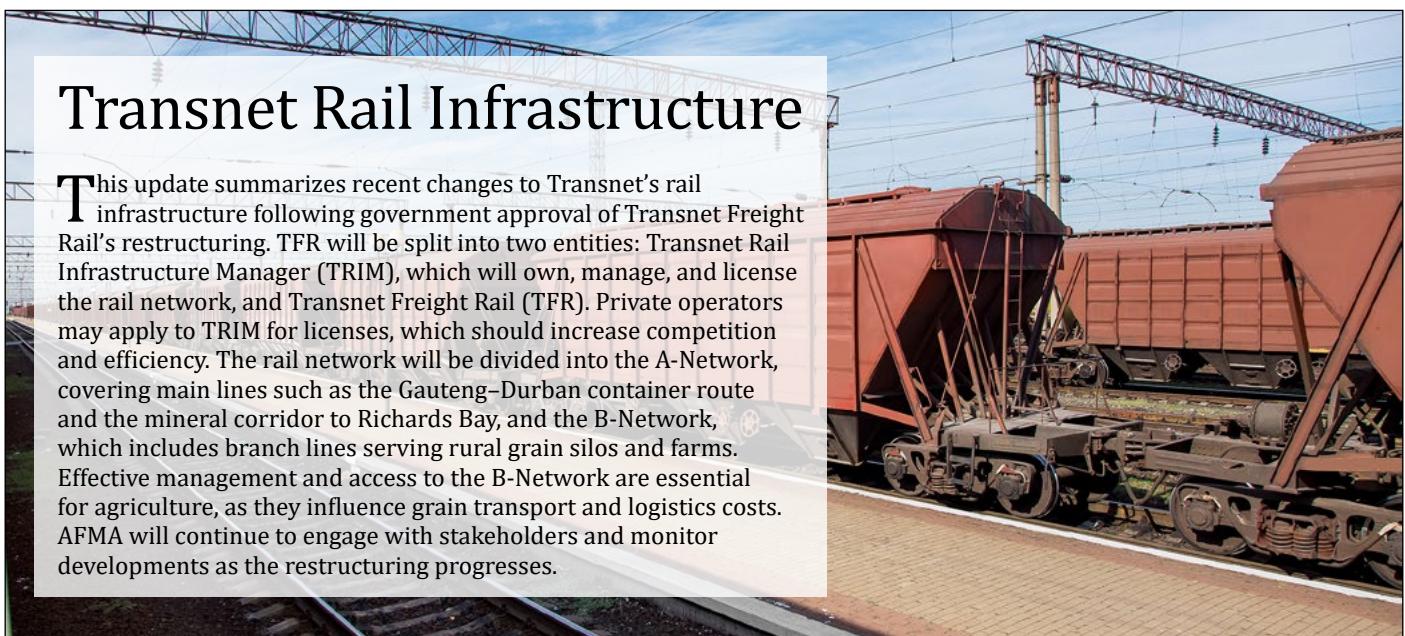
## Cancellation of the Basis Futures Contract

The JSE has officially cancelled the planned Basis Futures Contract, which was designed to help market participants manage location-based price risk for yellow maize by capturing the price differential between Randfontein and a designated silo. The pilot involved participation from 10 silo operators, with only one opting out. During the trial phase, legal concerns emerged regarding the fairness of restricting participation to specific locations. A legal review confirmed that such limitations were not justifiable under the current regulatory framework and were inconsistent with established market rules. In addition to these findings, the JSE identified software constraints that further hindered the project's viability. As a result, the initiative was formally discontinued in September 2025. The project will remain suspended until the JSE completes the implementation of new internal systems.

Proposals from service providers are currently under review, and no timeline has been communicated for the relaunch or completion of the initiative.

## Dispute protocol

Following the adoption of the Dispute Protocol by the Trade Working Group of the Maize Forum in April 2023, the need for a complementary Sampling Protocol became apparent to ensure fair and consistent dispute resolution. Agbiz Grain was tasked with developing this protocol, focusing on selecting an industry-accepted default sampling device for dispute resolution. The protocol is not intended for daily operations but serves as a fallback when parties cannot agree on a device. The South African Grain Laboratory (SAGL) compared manual and portable sampling devices, and all Agbiz Grain members confirmed that the proposed device is suitable for dispute situations. At a follow-up meeting on 6 August, Agbiz Grain, SAGL, AFMA, and the National Chamber of Milling (NCM) reviewed the protocol and identified key considerations. Stakeholders called for broader consultation and raised concerns about health and safety, equipment costs, and inconsistencies in current sampling methods. The meeting concluded that a clear, standardized sampling protocol, as included in the SAGOS Contract, is essential to prevent disputes, arbitration delays, and logistical issues. It was also recommended that the Arbitration Foundation of South Africa (AFSA) assist in formalising approved sampling equipment and processes. Further testing is needed to achieve full industry consensus before implementation.



### Transnet Rail Infrastructure

This update summarizes recent changes to Transnet's rail infrastructure following government approval of Transnet Freight Rail's restructuring. TFR will be split into two entities: Transnet Rail Infrastructure Manager (TRIM), which will own, manage, and license the rail network, and Transnet Freight Rail (TFR). Private operators may apply to TRIM for licenses, which should increase competition and efficiency. The rail network will be divided into the A-Network, covering main lines such as the Gauteng–Durban container route and the mineral corridor to Richards Bay, and the B-Network, which includes branch lines serving rural grain silos and farms. Effective management and access to the B-Network are essential for agriculture, as they influence grain transport and logistics costs. AFMA will continue to engage with stakeholders and monitor developments as the restructuring progresses.

### Self-regulation regarding grain grading

Following the revocation of Leaf Services as assignee under the Agricultural Products Standards Act (Act 119 of 1990), the grain industry has strengthened and documented its self-regulatory framework for grain grading.

The industry remains committed to credible, standardised grading that meets South African regulations and to align with international benchmarks,

including those used in the USA, Canada and Codex. This framework depends on trained and certified graders, calibrated equipment, and transparent documentation to ensure accuracy and integrity throughout the supply chain.

The South African Grain Laboratory (SAGL) supports this system through its proficiency testing scheme ("ring tests").

The JSE provides oversight by registering and monitoring storage operators to ensure that only grain graded according to official standards is traded.

The industry is finalising documentation of its self-regulatory mechanisms, including a standardised dispute and sampling protocol to resolve grading disagreements.

### Copper Sulphate Rebate Facility creation “Not Recommended”

As previously reported, International Trade Administration Commission (ITAC) has self-initiated an investigation into the possible creation of a rebate provision for copper sulphate, classifiable under tariff subheading 2833.25, used in the manufacture of animal feed.

The investigation follows the approval of ITAC's Report No. 675 which recommended an increase in the customs duty on copper sulphate from duty free to 10% *ad valorem*. This increase was subsequently implemented by SARS on 20 September 2024.

Consequently, the Minister requested ITAC to conduct an expedited investigation into possible creation of a rebate facility, due to concerns about the unintended consequential impact of a duty increase on the animal feed manufacturing sector.

On the 17th of November 2025, ITAC published a notice which decided not to grant a duty waiver for copper sulphate, used in the manufacture of animal feed, based on evidence of an established



domestic manufacturer with sufficient installed production capacity to meet the domestic demand for copper sulphate. This decision was taken despite AFMA member concerns submitted to ITAC regarding the lack of required quality assurances given for the continuous provision of this product to the local industry.

# AMR stewardship in South Africa's feed sector

Antimicrobial resistance (AMR) continues to gain momentum on global and national agendas, with South Africa aligning closely with the 2024 UN GAP-AMR Declaration and expanding the AMR Alliance. At the recent AFMA Technical Committee meeting, members received an overview of emerging regulatory shifts, including tighter oversight of over-the-counter antimicrobials, strengthened One Health coordination, and possible EMA-style antibiotic classification. Although the UN avoided mandatory antimicrobial use reduction targets, responsible use and improved national reporting remain central.

A recurring concern is the discrepancy between industry-reported antimicrobial usage and SARS import data, highlighting the need for accurate national reconciliation before new restrictions or policy changes are considered. Broader discussions within

the AMR Alliance (industry forum) reinforced similar themes, including data verification challenges, the need for a robust national reporting platform, and the importance of balancing public health objectives with food security, cost pressures, and veterinary access. These engagements also highlighted expected global trends – such as tighter controls on growth promotion, greater transparency, and stronger emphasis on prevention.

The South African AMR Alliance brings together regulators, producer organisations, researchers, and industry and aims to address prudent-use guidelines, compounding oversight, and surveillance gaps. Industry members of the AMR Alliance also emphasised the need to balance AMR control with food security, cost pressures, and veterinary access, particularly for small and remote farmers.

Nutrition remains a central prevention tool. AFMA promotes “adequate nutrition” as a scientifically grounded strategy to strengthen gut health, immunity, and resilience, thereby reducing reliance on antimicrobials. These principles will inform AFMA's updated Position Statement on Responsible Antimicrobial Use, aligning with international best practice and South Africa's emerging AMR priorities.

To support stewardship, AFMA will engage their technical committee on AMR in developing a prudent-use guidance for in-feed antimicrobials, complementing sector-specific guidelines from poultry and swine.

AMR is moving quickly; improved surveillance, accurate data, and science-based engagement remain essential to ensure practical, evidence-driven outcomes for the feed and livestock industries.

## AFMA drives progress in SA's Food Loss & Waste Initiative

AFMA continues to play an active role in the South African Food Loss and Waste Initiative (SA FLWI), a national programme led by the CGCSA with DTIC and DFFE to reduce food waste by 50% by 2030. A key focus of the initiative is identifying safe, responsible pathways for diverting suitable surplus food into animal feed.

Together with Agricultural Inputs Control (AIC) and the Pet Food Industry (PFI), AFMA has been contributing technical expertise to the review of the draft Animal Feed Best Practice Guideline. The group's discussions have underscored the need for any food-to-feed diversion to remain fully aligned with Act 36 requirements and established feed safety principles.

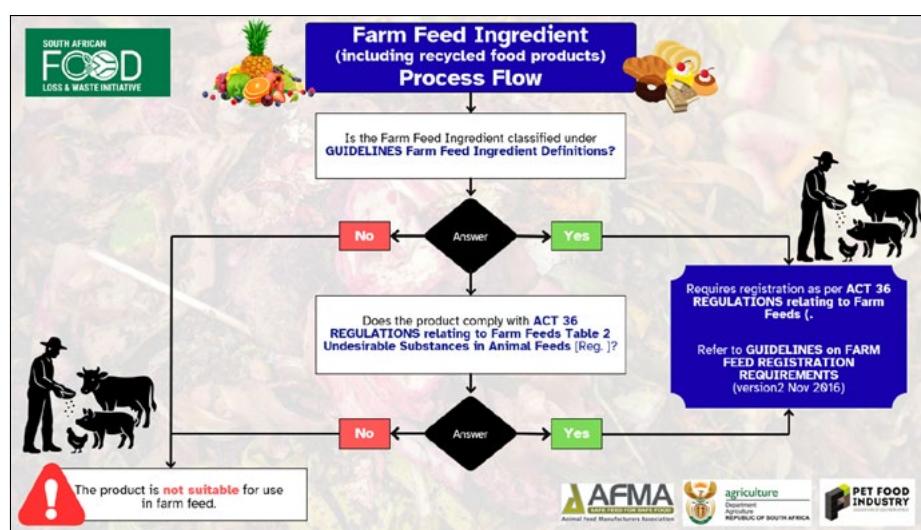
To provide clearer direction to food surplus diverters, the guideline outlines a simple three-category framework that distinguishes between materials that require registration, those that may fall under narrowly defined exemptions, and those not permitted for feed use. This structured approach aims to help stakeholders understand what is acceptable, what conditions apply, and

what must be excluded to protect feed and animal safety.

The AFM-AIC-PFI working group is finalising its consolidated technical input before submitting it to the SA FLWI project team. Once completed, AFMA will share the draft with members for comment to ensure practical feasibility across the value

chain.

AFMA remains committed to supporting sustainable food waste reduction efforts while ensuring that any future guidance reflects science-based risk management, regulatory compliance, and the realities of commercial feed manufacturing.



# Biosecurity across the feed sector

AFMA continues to elevate biosecurity as a core pillar of disease prevention within the feed sector, recognising its critical link to feed safety, animal health, and national food security. The [IFIF Biosecurity Guideline](#), shared with members earlier this year, sets out internationally aligned practices to strengthen defences across the value chain. Building on this foundation, AFMA is developing a feed-mill biosecurity audit checklist to support practical self-assessments and will soon publish a SACNASP-accredited CPD quiz to support learning and formal recognition of biosecurity competency.

To broaden awareness beyond the feed industry, AFMA contributed to *Farmers Weekly* (Volume 2025, Issue 25029 | Aug 2025) with the article "Disease comes knocking when the chain breaks." Read here: <https://www.farmersweekly.co.za/farming-tips/how-to-livestock/disease-comes-knocking-when-the-chain-breaks/>

### comes-knocking-when-the-chain-breaks

The article underscores a simple truth: even small breaks in the biosecurity chain can trigger major disease risks – particularly at feed mills, storage sites, and transport interfaces.

These initiatives – aligned with AFMA's Code of Conduct and promoted across industry platforms – aim to strengthen on-farm and feed-mill controls, reduce pathogen spread, and enhance resilience across the production system. By integrating biosecurity, feed safety, and nutrition as interconnected pillars, AFMA reinforces a comprehensive prevention model that supports a safer, more secure feed and livestock industry.

Members are encouraged to engage with the guideline, complete the CPD quiz when published, and follow AFMA's updates as additional biosecurity tools are developed.



**Disease comes knocking when the chain breaks**

By Nichelle Steyn | 30 October 2025 | 8:00 am

**Biosecurity in feed management is a crucial aspect of disease prevention. Bonita Callies, technical and regulatory adviser of the Animal Feed Manufacturers' Association, spoke to Nichelle Steyn.**

## AFMA REGULATORY COMMITTEE

# Farm Feeds: Latest news and insights

### **Farm feed registrations**

Between August and October 2025, the Farm Feeds Division processed 1,012 applications (997 recommended, 15 declined/withdrawn). While throughput has improved, the overall workload remains high, with 1,898 applications still outstanding. Amendments continue to dominate submissions, and pet food remains the largest category across received, completed and outstanding applications.

During this period, 838 new applications were submitted:

- Pet Food (51%)
- Additives (25%)
- Livestock Feeds (18%)
- Raw Materials (5%)

The Division anticipates that the December cycle and reduced holiday capacity may temporarily slow processing and increase pressure on technical reviews.

### **Backlog and capacity outlook**

Although 2025 did not reach the exceptionally high intake levels seen in 2024, the Farm Feeds Division continued to operate under significant pressure due to the combined demands of registration processing and the parallel work on regulatory amendments. With 2,779 applications received in 2025 (compared to 3,143 in 2024), the workload remained substantial, especially given the ongoing

development of revised farm feed regulations and related policy work that required technical capacity.



Backlogs therefore remain elevated, but the Division reports gradual stabilisation in recent cycles, supported by additional intern capacity, improved internal workflows, and focused prioritisation of older files. Further incremental improvement is anticipated into early 2026 as technical capacity continues to strengthen and regulatory projects move toward completion.

### **Outstanding & on-hold applications**

On-hold applications remain a key contributor to the current backlog, increasing from 15% to approximately 22% of outstanding applications.

On-hold applications continue to stem largely from recurring submission errors, including basic administrative mistakes (missing signatures, omitted attachments, incorrect contact details and incomplete service-request forms), incomplete dossiers that lack the required technical or quality substantiation, and frequent product misclassification or unsupported label claims.

# AFMA REGULATORY COMMITTEE

## Farm Feeds: Latest news and insights

Many amendments also reflect the incorrect assumption that previously approved products require less supporting documentation, resulting in weaker submissions and higher on-hold outcomes.

D:AIC noted that increased review capacity, including additional interns, has led to more thorough evaluations, resulting in more applications being placed on hold as dossier gaps are identified more consistently. While many on-hold cases require simple fixes, applicant delays in submitting outstanding documents extend processing times because evaluators must return to files later. To support improved submission quality, **AFMA will host a Farm Feed Registration Workshop on 26 March 2026 in collaboration with D:AIC** to guide farm feed registration holders on preparing complete dossiers, avoiding common errors, managing amendments, and adapting to upcoming regulatory changes. Further details will follow.

### 2026–2029 Farm feed Renewal Cycle

The 2026–2029 renewal cycle has opened early again this year, with the Division expecting more than 2,000 submissions. As of 14 November, 310 renewal applications had been received and 40 processed. Updated renewal forms are available on the AFMA website under “Forms to Complete”: <https://afma.co.za/resources/act36>. Registration holders are advised to make use of the opportunity to submit renewals early and at least 3 months before the expiry of the registration certificates in March 2026.

### DoA's new website, FAQs & Farm Feed Product Registry

Over recent months, the Agricultural Inputs Control (AIC) division has migrated to the new DoA website <https://www.nda.gov.za/index.php/core-business/agricultural-production/inspection-services/agriculture-inputs-control>



Several Farm Feeds functions are still outstanding. AIC must complete a full audit of roughly 30,000 historical farm-feed records before the Farm Feed Product Registry can go live; until this audit is approved by Government Communications, the product-list tab will remain unavailable to the public.

A dedicated Farm Feeds FAQ section is also pending. System migration has left broken links, outdated redirects, and incomplete contact information, delayed publication and disrupting automated

response routing. AFMA will continue to host the interim FAQ until AIC completes the migration of content and updates the relevant pages. You can find a link to the FAQ here: <https://afma.co.za/resources/act36>

### Communication & client service challenges

During both meetings of the Liaison Working Group (LWG) and the Animal Feed Forum, AFMA raised significant concerns regarding the recent surge in member complaints, particularly around delayed or missing responses, inconsistent administrative communication, unresolved service-request issues. AIC confirmed that these challenges are not limited to Farm Feeds but are occurring across all sectors due to the recent AIC system-migration, which has disrupted email, telephone and internal access systems. AIC acknowledged the impact and reiterated its three-day response standard, requesting that all admin queries be routed directly to senior Administrator Ms Rathogwa to prevent duplication and improve accountability. AFMA continues to assist members by escalating unresolved cases, consolidating feedback to AIC, and supporting improvements to service-request handling, and communication protocols. These joint efforts aim to stabilise communication channels and improve consistency as system-migration work progresses.

### Electronic Submission System

The Agricultural Inputs Control division continues to advance the development of its new electronic submission system, with the online registration module now built for farm feed and being tested internally. Initial testing highlighted several areas for refinement, including user-interface improvements, required-field validations, clearer error messaging, automated acknowledgement receipts, and an upload function for letters of authority.

**The most significant outstanding requirement is the integration of a secure payment gateway to replace the current proof-of-payment process.**

The department of Agriculture's IT and Finance teams are working jointly to finalise this component, which is essential for preventing duplicate or misallocated payments and ensuring accurate reconciliation. Once key technical fixes – such as product-class mapping and the IT handover – are completed, a demo environment will be created for further testing. AFMA and industry stakeholders will then participate in user-acceptance testing to confirm system readiness before launch. While a go-live date has not been set, the phased rollout will follow completion of payment integration, pilot testing, and preparation of industry guidance. The system has the potential to streamline farm feed registration submissions but will rely on a robust management system within the Department and continuous service delivery from IT service providers and systems to ensure success.

**It is worth noting that the module for agricultural remedies has not yet been successfully launched for public participation since its initial development a few years ago.**

# Farm Feeds Legislation

## Amended Farm Feed Regulations

The amendment of the Farm Feed Regulations has been finalised and are now being prepared for publication through Government Printing Works. AFMA requested the registrar to avoid publication in late December due to the limited availability of stakeholders during South Africa's summer holiday season. AFMA warned that publication in late December may impact the quality of responses received, give a false appearance of satisfaction with the major changes to farm feed regulation, and may negatively impact industry readiness to implement changes timely. The Registrar of Act 36 supported the request that publication will be delayed until January 2026 to allow proper stakeholder participation.

## Feeds & Pet Food Bill

Consultations on the Feeds & Pet Food Bill are progressing, and the Department aims to complete all primary and secondary stakeholder engagements by the end of Q4 2025, including the addition of the Black Soldier Fly (BSF) group. The consultations focussed on explaining the principles of the new proposed legislation and aimed to gather support from major stakeholders on the principles. AFMA was part of the initial team that compiled the discussion paper with stakeholders but has subsequently requested a focussed stakeholder engagement with D:AIC to confirm alignment with the latest principles that have been communicated with secondary stakeholders during the 2025 consultations. This is expected to take place during Q1 of 2026. The Department will consolidate all stakeholder inputs into a consultation summary for consideration and guidance in policy decisions for the development of the new legislative framework. The consultation summary on principles may also be discussed in a joint stakeholder session to address any outstanding matters before drafting of the Feeds and pet food bill progresses. Drafting is anticipated to start in Q1 2026, but the expected date of finalisation and publication have not yet been confirmed.

## Brazil introduces new import requirements for feed products

Brazil has implemented significant legislative changes affecting the importation of feed products, with immediate implications for South African exporters. The new framework requires all imported feed materials to comply with Brazil's updated national regulations, including enhanced documentation, certification, and verification procedures. Exporters must now demonstrate that products meet Brazilian safety, quality, and labelling standards, and in some cases, provide evidence of compliance with country-of-origin regulations administered under Act 36 of 1947.

Several South African exporters have already initiated

## Rendering/Sterilising Plants: Capacity pressures and regulatory updates

South Africa's rendering and sterilising sector is facing mounting pressure as several regulatory and operational challenges converge. During the recent AFF meeting, RSA renderers highlighted that V-numbers (for sterilised animal protein products) and K-numbers (for fertiliser-related by-products) remain a major bottleneck. In several cases, plants have completed all environmental and operational requirements, yet final approvals are delayed due to administrative backlogs and confusion around which authority must issue the certificate.

Currently, only two hazardous-waste rendering plants in the country are functional, placing enormous strain on the system. With ongoing foot-and-mouth disease (FMD) outbreaks and increasingly strict environmental controls, these plants are operating under extreme pressure to safely manage high-risk material from abattoirs.

**RSA warned that delays in issuing V- or K-numbers prevent plants from receiving incoming material, forcing abattoirs to either halt slaughter or dispose of material as hazardous waste – both of which have severe environmental and economic consequences.**

Industry representatives also expressed concern about increasing volumes of imported processed animal protein material and illegally traded animal-origin by-products, which undermine local compliant operators. Initial analysis suggests that the problem may extend deeper into the supply chain and will require collaboration, coordinated enforcement and data verification in early 2026.

The Department acknowledged the urgency and requested that rendering/sterilizing plants with outstanding product applications notify the D:AIC directly for expedited attention. AIC also confirmed that the amended Regulations for Rendering and Sterilising Plants, which now also includes Black Soldier Fly operations, are with the Directorate of Animal Health and Veterinary Public Health for review and comment. The regulations are expected to be published early 2026.

discussions with local authorities to ensure their documentation and technical submissions meet the new criteria. Initial feedback suggests that coordinated engagement between exporters, the Department of Agriculture (DoA), Animal Health, and Agricultural Inputs Control (AIC) will be important to support smooth certification and avoid delays.

These regulatory shifts underscore the growing global pressure for aligned feed safety systems and traceability. AFMA encourages feed businesses exporting to Brazil to monitor updates carefully, confirm requirements well in advance, and contact the local authority for support.

# SAIF Gap Analysis: Moving toward an Operational Plan

The Strategic Agricultural Inputs Forum (SAIF) has entered a new phase of coordinated industry collaboration towards regulatory reform, guided by focused leadership from Chair Alan Kloeck (SAAHA) and Vice-Chair Liesl Breytenbach (AFMA). This reflects a unified industry commitment to improving efficiency, consistency and technical capacity within the Directorate of Agricultural Inputs Control (DAIC) to ensure effective service delivery to industry.

Following completion of the D:AIC-SAIF Gap Analysis Report (Phase 1), SAIF has now progressed to Phase 2 – implementation of the Operational Plan. SAIF members, together with DAIC officials, are conducting updated assessments across all workstreams to identify and prioritise the most urgent technical, administrative and legislative gaps. These inputs will shape the Operational Plan's priority actions,

responsibilities, resource requirements and timelines.

Furthermore, a major focus for the coming period is conducting a gap analysis on inspection services, jointly undertaken by SAIF and DAIC, and aims to address long-standing challenges in compliance and oversight and to strengthen the national monitoring capability.

Looking ahead, SAIF will prioritise the reduction of registration backlogs across all Act 36 workstreams, improving inspection services, building regulatory capacity, enhancing effective communication and supporting ongoing legislative reform. Through this strengthened partnership, SAIF aims to advance a more efficient, transparent and science-based regulatory system that supports both industry growth and the availability of safe agricultural inputs.

## Global move toward electronic labelling of feed products

Electronic labelling (e-labelling) is gaining traction globally as a more flexible, accurate and efficient way to share feed ingredient information. Under the proposed IFIF model, a single physical label remains on the packaging (or transport documents for bulk shipments), containing all required information in two parts:

- A legible printed section for handlers, covering essential product identification, safety, traceability, handling and feeding requirements; and
- a QR code, linking users to a secure online platform with detailed specifications, conditions of use and

country-specific regulatory requirements. This system ensures information is always available, accurate and instantly updateable as regulations evolve – without needing to reprint physical labels.

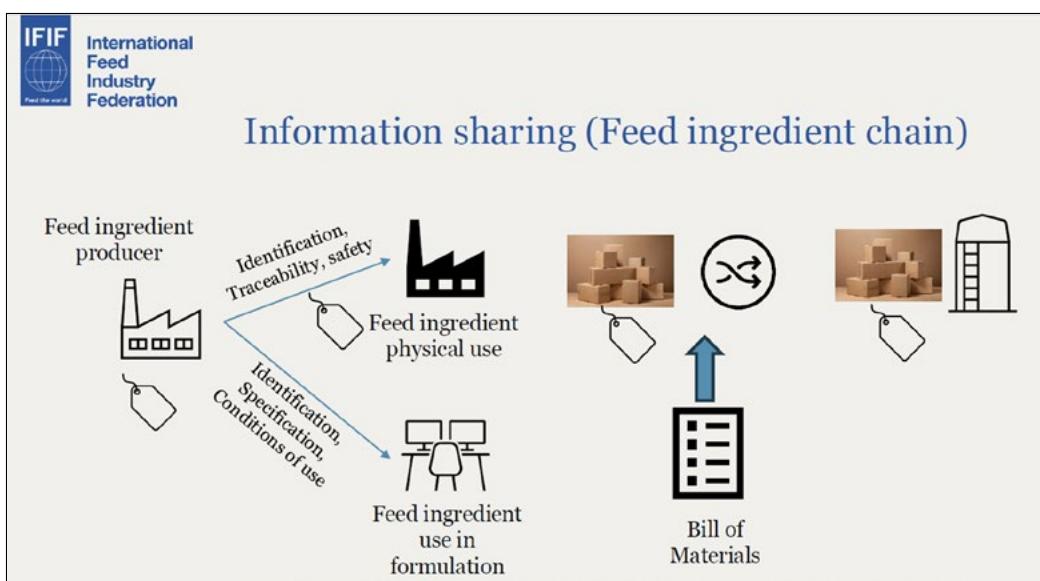
### Potential benefits include:

- **Handlers:** clearer safety information, improved traceability and better stock management.
- **Formulators:** immediate access to conditions of use and technical details.
- **Enforcement authorities:** real-time access to complete regulatory information, improving compliance

verification.

- **Feed ingredient producers:** one global label and the ability to update regulatory information instantly.

Globally, Brazil is now the first country to pilot e-labelling in the feed sector as a joint effort between the feed association and regulatory authority, and the results are expected to guide international approaches. IFIF are developing guidance documents on e-labelling to assist future discussions with authorities and potential implementation. AFMA will continue monitoring global progress and support implementation in South Africa.



# Feed Mill Operator (FMO) Blended Learning Program

AFMA's Blended Learning Program equips feed mill operators with the practical and technical skills they need to excel. Through a mix of flexible e-learning and hands-on training in your own mill, operators gain real-world experience that directly strengthens production efficiency and performance.

The program is globally applicable, easy to implement, and designed to build confident, capable operators who can add value from day one. For more information or to register, visit <https://afma.co.za/feed-academy/training-courses/feed-mill-operator-blended-learning-program> or contact [admin@afma.co.za](mailto:admin@afma.co.za) or 012 663 9097.



Feed Mill Operator  
Blended Learning  
Programme



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## FMO Facilitator testimonials

### Tjaart Erasmus (Nutri Feeds)

"From my perspective as a facilitator, I can confidently say that the Feed Mill Operator Blended Learning Program plays a significant role in strengthening the technical capacity of our teams at Nutri Feeds. The program gives our operators structured exposure to the science behind milling – something they often don't get time to fully engage with during routine production. This deeper understanding shows in their day-to-day work: they start asking better questions, take more ownership, and become more proactive in problem-solving.

For us as a company, the value lies in the consistency and long-term development the course supports. When our operators grasp concepts such as steam quality, pellet durability, formulation implications, and energy efficiency, they become more intentional in their actions. This has a direct impact on throughput, product quality, and even cost control.

The course is also creating a strong pipeline of future supervisors and technical leaders within Nutri Feeds, something we see as essential for continuity and future growth. In short, this training contributes meaningfully to the stability, performance, and professionalism of our milling operations."

### Marius Aspelung (Nutri Feeds)

"As a facilitator, I have had the privilege of seeing first-hand how the Feed Mill Operator Blended Learning Program impacts the competency and confidence of our team. For us at Nutri Feeds, this course is far more than just another training intervention – it is an investment in building a stronger, and more technically capable workforce. Every group that comes through the programme shows noticeable growth in how they understand process control, equipment management, and the 'why' behind critical decision-making in the mill.

What stands out to me is how the course creates a common language across shifts and across different plants. It aligns our operators on the fundamentals, reduces variability, and ultimately improves efficiency on the floor. As a company, we benefit directly from employees returning with a clearer view of the entire feed-milling system and with renewed commitment to quality and consistency. Seeing that shift in mindset is one of the biggest indicators of the course's value for Nutri Feeds."



## AFMA TRAINING AND SKILLS DEVELOPMENT COMMITTEE (CONT.)

### AFMA strengthens student and academic engagement

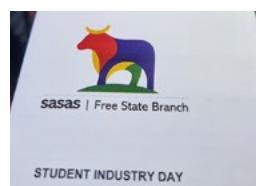
#### Industry day at University of Pretoria (UP) – 4<sup>th</sup>-year Animal Science

In August, a dedicated team from AFMA visited the University of Pretoria to give a lecture to the fourth-year Animal Science students. AFMA presented and gave feedback across all relevant industry themes, including trade considerations, regulatory compliance, training and skills development pathways, and broader sector opportunities. By bringing industry practitioners directly into the classroom, AFMA helped bridge the gap between academic theory and workplace realities – an important part of our drive to prepare young scientists for their contributions to the sector and to strengthen the future talent pipeline for the feed and livestock industries.



#### SASAS Student Industry Day at the University of the Free State (UFS)

AFMA took part in the SASAS Student Industry Day held at the University of the Free State on 18 September. This event, hosted at the Paradys Experimental Farm, brought together students, academics, and a wide range of industry representatives for a full day of learning and engagement. Numerous key role players, including RMIS, Stamboek, and Vitam International, among others, provided students with valuable insight into their organisations, career pathways, and current industry challenges. Presentations were also delivered by SASAS and SACNASP, giving students a comprehensive view of both the scientific and professional accreditation landscapes within animal science. Petru Fourie attended on behalf of AFMA, showcasing the strategic importance of the feed manufacturing sector, highlighting training and skills development opportunities and strengthening relationships.



## AFMA TRAINING AND SKILLS DEVELOPMENT COMMITTEE (CONT.)

### AFMA strengthens student and academic engagement (continued)



#### Guest Lecture at University of Limpopo (UL)

On 17 October, AFMA was represented by Dr Lucius Phaleng, who delivered a keynote guest lecture at the University of Limpopo's School of Agriculture & Environmental Sciences. He challenged students to link their academic studies to global trade dynamics, nutritional requirements

and food-security challenges. He emphasised the importance of industry-academic collaboration and encouraged students to think beyond textbooks – to apply practical insights, develop networks, and take leadership roles in the evolving feed and animal-production industry.

### Final-Year Animal Science Symposium at University of Pretoria (UP)

On 31 October, AFMA attended the University of Pretoria's prestigious Final-Year Animal Science Symposium, where top-performing VKU 400 students presented their research across disciplines including ruminant and monogastric nutrition, animal breeding and genetics, and physiology. The event created an important platform for students to engage with industry professionals, receive constructive feedback, and connect academic work to the practical demands of South Africa's livestock and feed sectors.



## AFMA TRAINING AND SKILLS DEVELOPMENT COMMITTEE (CONT.)

# Act 36 In-Practice Training Short Course

AFMA recently hosted the two-day Act 36 In-Practice Training Short Course at the AFMA office, presented by Herman van Zyl of Afri Compliance. The programme brought together 21 delegates from full and associate member companies and offered strong practical value for these industry professionals.

Feedback was highly positive, with excellent ratings across all evaluation areas. Delegates described the content as clear, relevant and directly applicable to their daily regulatory work. Delegates also earned Continuing Professional Development (CPD) points for completing the course.

AFMA Members continue to view this training as an essential tool for strengthening understanding and compliance with the Fertilizers, Farm Feeds, Agricultural Remedies and Stock Remedies Act, 1947 (Act 36 of 1947).

Owing to sustained interest, the next workshop on 12–13 February 2026 is already fully booked. Additional dates for 2026 have been scheduled to accommodate further member participation.



## AFMA EVENTS

### AFMA Golf Day (4 September 2025)

A day of friendly competition and good company. The energy on the course was fantastic, and the prize giving rounded off the afternoon with plenty of laughs and well-deserved recognition.

#### 2025 AFMA Golf Day Champions

**1<sup>st</sup> Place: Team Bester Feed and Grain**



**2<sup>nd</sup> Place: Team Free State Oil**



**3<sup>rd</sup> Place: Team Famsun Global**



#### Individual Awards

**Longest Drive: HV Jordaan (Free State Oil)**

**Nearest to the Pin: Ben Michielsens (Manuchar)**

**Spirit Award: Chem Nutri Analytical**



You can view the full photo gallery [here](#)



### 80<sup>th</sup> AGM Open and Closed Sessions (5 September 2025)

This year's AGM brought together respected voices from across the sector to reflect on current realities and consider the road ahead.

#### Key highlights



**Dr Tracy Davids (BFAP)** presented a clear view of South Africa's agricultural outlook, focusing on production trends, global competitiveness, and the expected impact of shifting economic conditions.



**Soybean market panel:** Prof Ferdi Meyer led a thoughtful discussion with Dr Erhard Briedenhann, Peter Lovelace, Anina Hunter, and Kellie Becker. The group unpacked supply and demand trends, processing capacity, pricing pressures, and opportunities for growth in the local value chain.



**Ian Bird (BUSA)** outlined practical steps for strengthening South Africa's logistics sector. He highlighted the importance of policy stability, investment in infrastructure, and collaborative industry engagement to support long-term reliability.

Thank you to all members who attended and contributed to a productive and engaging programme.

Our sincere thanks go to the Gold, Silver, and Bronze Sponsors, whose continued support and commitment play a vital role in the success of AFMA events and initiatives.

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## AFMA EVENTS (CONT.)



### Announcement of the 2025/2026 AFMA Board of Directors

**Back row (from left to right):** Mr Ruan Stander (Meadow Feeds), Mr Paul Saunders (Sovereign Foods), Mr Brett Roosendaal (Epol), Mr Dieter Fleischmann (AFRI Animal Feeds), Mr Francois du Toit (NOVA Feeds), Dr Francois Crots (Country Bird Holdings).

**Front row (from left to right):** Mr Michael Schmitz (Meadow Feeds), Mrs Anina Hunter (Epol; Chairperson), Mr Thinus van Lill (NOVA Feeds; Vice-Chairperson), Liesl Breytenbach, (AFMA; Executive Director)

**Absent:** Dr Josef van Wyngaard (Voermol)

## 80<sup>th</sup> Anniversary Gala Dinner and AFMA Awards (5 September 2025)

The Gala Dinner marked a special milestone as we celebrated AFMA's 80<sup>th</sup> anniversary.

The evening paid tribute to the leaders who have guided the organisation through key moments in its history and helped

shape the industry we know today.

Some of the previous leaders that could attend the event are mentioned below. For a full list consult the special 80th anniversary AFMA Matrix edition.



#### Chairpersons Recognition

- Gerhard Scholtemeijer (1977–1983)
- Dr Erhard Briedenhann (2002–2005 and 2007–2010)
- Dr Hinner Köster (2005–2007)
- Loutjie Dunn (2010–2018)
- Anina Hunter (2022–present)



#### Executive Directors Recognition

- De Wet Boshoff (2006–2022)
- Liesl Breytenbach (2023–present)

*In the photo with them is Anina Hunter, the AFMA Chairperson.*



#### AFMA Student of the Year

- Elzané Liebenberg (University of the Free State)

*In the photo with her is Dr. Ockert Einkamerer from the University of the Free State*



#### AFMA Person of the Year

- Wiana Louw (SAGL)

*In the photo with her are Anina Hunter, AFMA Chairperson, and Liesl Breytenbach, AFMA Executive Director.*

You can view the full photo gallery [here](#)

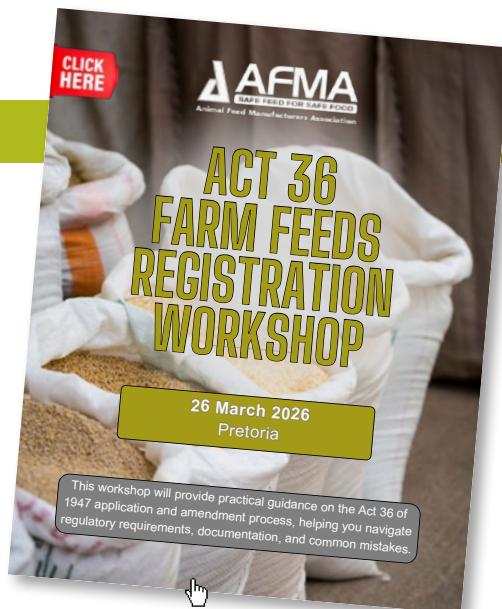


## AFMA EVENTS (CONT.)

### Act 36 Farm Feed Registration Workshop

Join us for a one-day Act 36 Farm Feed Registration Workshop on 26 March 2026 in Pretoria. The session will guide delegates through the full Act 36 registration process and offer practical insights to help ensure a successful farm feed submission. The venue and registration fee will be communicated soon.

For enquiries or if you wish to add your name to the waiting list, please contact [intern@afma.co.za](mailto:intern@afma.co.za).



### AFMA Technical Writing Skills Workshop

AFMA will be hosting a Technical Writing Skills Workshop on 23 April 2026, presented by Dr Pieter Henning and Lynette Louw of Plaas Media.

This workshop is designed to help industry professionals strengthen their technical communication, with a focus on writing that is clear, accurate and easy for diverse audiences to understand.

The programme will cover practical techniques for structuring technical documents, improving clarity, and presenting complex information in a professional and accessible way.

The venue and registration fee will be shared soon.

For enquiries or to add your name to the waiting list, please contact [events@afma.co.za](mailto:events@afma.co.za)



### AFMA Forum 2026

Planning for the **AFMA Forum 2026** is gathering real momentum. The event will take place at **Sun City** from **8-10 September 2026**, and the organising committee is focussed on creating a programme that not only brings the latest innovation and technology in the global feed industry to your doorstep, but also creates a platform for collaboration within the animal agriculture value chain to enhance sustainability and productivity, whilst managing the threats to the local industry.

Sponsorship and exhibition opportunities will open in March 2026. More updates will follow and AFMA is looking forward to delivering a world-class conference that connects the feed industry and animal agriculture with future technology and innovation in support of a sustainable and profitable industry. If you have any questions, please contact Bee Oelofsen at [events@afma.co.za](mailto:events@afma.co.za)

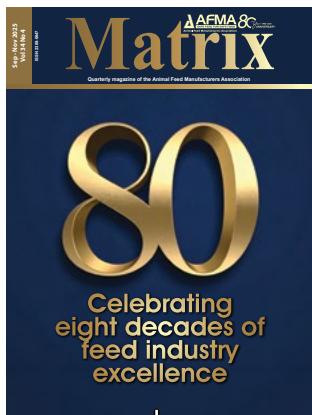
# AFMA's Website upgrade

AFMA is pleased to announce the successful launch of our new website in September 2025. The redesigned platform offers a fresh, modern look with improved navigation and functionality, making it easier for members to access the information and tools they rely on. Key new features include a secure member login area, integrated

Power BI dashboards displaying up-to-date feed production and raw material statistics, and a clearer, more comprehensive overview of AFMA's role within South Africa's feed-to-food value chain.

The new site also enhances visibility for AFMA members by showcasing company logos and linking directly to major AFMA

initiatives, publications, and upcoming events. Early website analytics indicate strong engagement following the launch, with most visitors accessing the site via desktop. AFMA will continue to refine and expand the online platform to provide members with a more seamless, informative, and interactive digital experience.



## AFMA Matrix

The latest edition of the *AFMA Matrix*, released on September 2025, marked a special milestone for AFMA as we celebrated the 80<sup>th</sup> edition of our magazine. This commemorative issue looked back on eight decades of progress in South Africa's feed industry, highlighting key historical turning points, early industry leaders, the evolution of feed safety and regulation, and how AFMA's role has expanded across the value chain. It also featured a collection of anniversary articles, a visual timeline, insights from past chairpersons, and reflections on how the industry has adapted to changing markets, technologies, and policy landscapes.

As always, the Matrix remains AFMA's voice – a bridge between research and industry, and between policy and practice. In 2025 we refined

the magazine's focus and content to ensure that every edition speaks directly to the realities of the feed-to-food system.

The January 2026 edition will continue this approach, by offering sector-specific content and perspectives across trade, production, regulation, infrastructure, and emerging trends.

While originally a printed publication, the *AFMA Matrix* is primarily distributed digitally to ensure broader reach and accessibility. Members can access it via WhatsApp, email, Digimags downloads, and AFMA's online platforms.

If you'd like to receive the *AFMA Matrix* in PDF format via WhatsApp, please message 064 890 6941 with the reference "AFMA Matrix".

To have it sent to your email inbox, contact Beauty Mthombeni at [beauty@plaasmedia.co.za](mailto:beauty@plaasmedia.co.za)

## Landbou Radio

AFMA is excited about its ongoing collaboration with **Landbou Radio**, a platform hosted by **Plaas Media**, to further strengthen industry engagement and communication. Through this partnership, AFMA aims to continuously extend its communication reach, ensuring that essential industry insights, developments, and updates 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 (Gedragskode)*
- **Lourens Pieterse** (Head of Sales, Bühler)  
*Topic: Die evolusie en waarde van tegnologie in die veevoerbedryf*
- **Dr Lucius Phaleng** (Trade Advisor, AFMA)  
*Topic: The crucial role of grain farmers and livestock producers in the animal feed supply chain*
- **Bonita Cilliers** (Technical and Regulatory Advisor, AFMA)  
*Topic: Die belangrikheid van biosekuriteit in die veevoerbedryf*
- **Bonita Cilliers** (Technical and Regulatory Advisor, AFMA)  
*Topic: Praktiese maatreëls om biosekuriteit te versterk*
- **André de Vries** (Manager Business Development, dsm-firmenich)  
*Topic: Mikotoksiene en die waarde van die veevoerbedryf*
- **Joe Hanekom** (Managing Director, Afri Compliance)  
*Topic: Etiek en vertroue in die Suid-Afrikaanse veevoerbedryf: Die rol van die AFMA Code of Conduct (gedragskode)*
- **Marí Bronkhorst** (Technical Manager, Voermol)  
*Topic: Etikettering van veevoer – meer as net 'n plakker op die sak*

## MEDIA & COMMUNICATION (CONT.)

# AFMA Calendar

**AFMA's 2026 calendar is now available on our website, giving you an early look at the year's key training sessions, workshops, and events.**

**Mark your diaries for these dates:**

- **Act-36 In-practice Short Course:** 12–13 February (Pretoria)
- **Act-36 Registration Workshop:** 26 March (Pretoria)
- **Technical Writing Skills Workshop:** 23 April (Pretoria)
- **Media & Industry Day:** 28 May (Pretoria)
- **Golf Day:** 5 August (Pretoria)
- **AGM:** 8 September (Sun City)
- **Forum:** 8–10 September (Sun City)
- **Act-36 In-Practice Short Course:** 1–2 October (Pretoria)

Stay ahead in your professional development and industry engagement by planning your participation early. Full calendar available [here](#).



## NEWS FROM THE AFMA OFFICE

# Welcome to the AFMA Team, Anneli!



**Anneli Liebenberg**

We are pleased to welcome **Anneli Liebenberg** as our new **Office Administrator** at the Animal Feed Manufacturers Association (AFMA), effective 1 September 2025. Anneli brings more than 24 years of expertise in office management, coordination and organisational support.

In her role, Anneli will be responsible for managing a wide range of administrative functions, from internal communication and logistics to executive support. She takes pride in "streamlining processes, maintaining structure, and building positive working relationships that contribute to an organised and efficient office environment."

We warmly welcome Anneli to the AFMA team and look forward to the positive contributions she will bring to our operations and membership services.

## Stay informed with AFMA on social media!

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



## 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, premix and ingredient manufacturers, the suppliers of feed ingredients and related services such as consultants, laboratories, and feed-system installations.

Collectively, AFMA members produce 100% of broiler feed requirements 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](http://www.afma.co.za).

# Thank you to the contributors

- ✉ 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*)
- ✉ Cilé-Mari Schultz, Technical Intern
- ✉ Bee Oelofsen, Marketing and Events Coordinator
- ✉ Ronel Urquhart-Bosch, Layout Artist



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#### **AFMA's additional contact number**

AFMA 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.



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[www.afma.co.za](http://www.afma.co.za)