

# Newsletter

Latest Feed Industry News & Insights



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## Uncertainty: The reality we are operating in

The environment in which the animal feed industry operates in is becoming increasingly difficult to steer. At its core, the defining feature of the current environment is uncertainty. What we are seeing is not a once-off disruption, but sustained pressure coming from multiple directions at the same time.

Globally, ongoing geopolitical tensions and conflict continue to influence trade flows, energy markets, and currency stability. These are not distant issues, they translate directly into the cost and availability of key agricultural inputs. When shipping routes are disrupted or energy prices react, it feeds straight through into the cost structure of feed.

Disease pressures within the livestock sector remain a persistent concern. Foot-and-Mouth Disease, African Swine Fever, and Avian Influenza continue to impact the agricultural sector. Each outbreak places strain on the entire value chain and highlights the importance of strong biosecurity measures and disciplined industry practices.

For feed manufacturers, these combined pressures translate into rising costs and increased volatility. As feed is one of the biggest inputs in animal production, this directly affects the affordability of animal protein and, ultimately, food security.

The biggest challenge is predictability in uncertain times. Conditions are changing faster and with less warning, requiring quicker decisions and stronger alignment across the value chain.

Encouragingly, the industry is not standing still. Since the previous Newsletter, AFMA has welcomed eight new members. In an uncertain environment, this matters! It shows that companies are not pulling back, but rather choosing to engage more closely, align with industry standards, and work through challenges collectively.

At the same time, existing members continue to actively contribute across

committees, training initiatives, and industry discussions. This level of participation ensures that AFMA's work remains grounded in real operating conditions and driven by those directly involved.

In this Newsletter, we highlight key areas where work is actively underway across the industry and within AFMA. This includes regulatory developments, training and skills development initiatives, and broader industry activities, providing a clear view of current focus areas and their contribution to strengthening the animal feed value chain.

Within this environment, AFMA's focus remains practical and deliberate, prioritising engagement where it matters most and working toward outcomes that are realistic and implementable.

Across the trade, technical, regulatory, and training and skills portfolios, this translates into ongoing work to address key industry challenges and needs. This includes engagement on trade-related matters such as market transparency and pricing mechanisms, continued discussions with regulators on the implementation of new legislation, and technical focus areas such as antimicrobial resistance.

Despite the pressures facing the industry, there is a clear shift toward greater alignment and collaboration across the value chain. This is where the strength of the sector lies, not in avoiding uncertainty, but in how effectively it responds to it. AFMA will continue to support this through focused engagement, practical initiatives, and by creating platforms that bring the industry together around shared priorities.

I trust you will find this Newsletter both relevant and informative.

*Liesel*  
Liesel Breytenbach  
Executive Director: AFMA

# AFMA welcomes new members in 2026

AFMA is pleased to welcome several new members to the 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, compliance, and industry excellence. An updated membership directory, including the compliance status of each facility, is available on our website at [www.afma.co.za](http://www.afma.co.za).

We extend a warm welcome to the following new members:

**Full members:**

**Molare SIS Feedlot and  
Molare Rockdale Feedlot**



**Associate members:**

**Phibro Animal Health**



**Orchem**



**Biochem South East Africa**



**Revo Feeds**



**Affiliate members:**

**Bessemer Africa**



**Andritz Delkor**



**Credeq Africa**



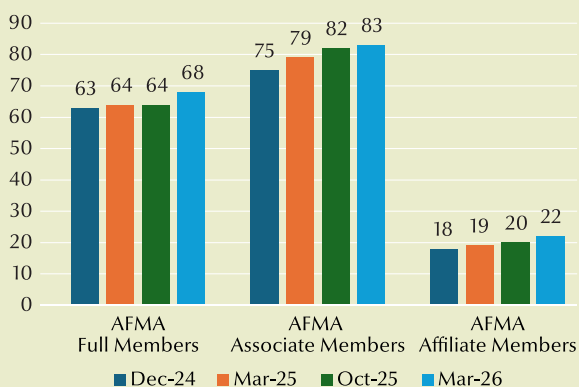
## AFMA membership: Status

AFMA currently comprises 173 members, including 68 Full Members, 83 Associate Members, and 22 Affiliate Members. We continue to receive a steady stream of membership applications through our [online platform](#) reinforcing AFMA's position as a prominent representative body within the agricultural sector and a leading authority in the animal feed industry.

The accompanying figure illustrates growth within AFMA's membership base, particularly in the Affiliate category. Full Membership increased to 68 between December 2025 and March 2026. Associate Membership grew from 75 in December 2024 to 83 by March 2026, reflecting heightened engagement from suppliers and other industry stakeholders. Affiliate Membership reached 22 as of March 2026.

An updated membership directory, including the compliance status of each facility, is available on the AFMA website at [www.afma.co.za](http://www.afma.co.za).

**AFMA Membership Breakdown**



## AFMA's Code of Conduct gains momentum in 2026

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.

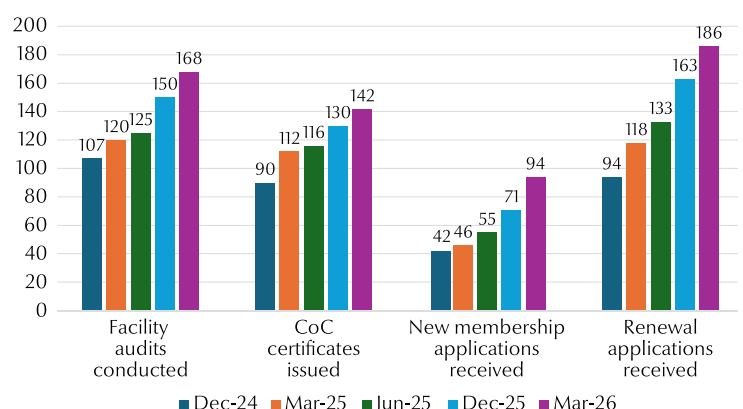
**Non-compliance trends**

Full and Associate Members are required to comply with the AFMA Code of Conduct, with biannual audits conducted by an independent auditor appointed by AFMA. Since June 2023, several membership-related activities have been undertaken.

During this period, 12.5% of audited facilities were found to be non-compliant. Key areas of concern included incorrect labelling, health and safety deficiencies, the use of unregistered SACNASP nutritionists, unregistered raw materials, inadequate housekeeping, contamination risks, and issues relating to the legal status of entities.

Of particular concern during the last quarter was a notable increase in biosecurity-related non-compliances. These findings highlight the critical need for strengthened biosecurity protocols and heightened vigilance at facility level to mitigate potential risks to animal health and the integrity of the feed value chain (refer to figure below).

**AFMA COC Tracking since December 2024**



## JSE Soymeal futures contract

The committee continues to engage relevant stakeholders on the development and listing of the Johannesburg Stock Exchange (JSE) soya oilcake futures contract, with the aim of enhancing pricing transparency through a formal exchange platform.

Contract specifications are largely aligned with prevailing Argentinian standards, with minor refinements still under discussion, including adjusting the particle size requirement to a maximum of 2000 microns and clarifying the definition of “ash.”

The crushers industry has, however, raised key operational concerns relating to storage duration (proposed maximum of one month), enforcement of product upliftment, and the allocation of associated storage costs.

To address these, there is a clear need for robust enforcement and clearing mechanisms within the JSE framework, which will be covered in the detailed contract specification document. Engagement with the JSE remains ongoing. <sup>△</sup>

## ITAC tariff review assessment criteria

Following an independent economic assessment indicating only a marginal welfare gain and limited adverse impact on local crushers, the committee engaged with the International Trade Administration Commission (ITAC) to better understand the application process and evaluation criteria for adjusting the import duty on soya oilcake.

ITAC confirmed that applications are assessed on a case-by-case basis and are primarily guided by South Africa’s industrial policy objectives, including localisation, domestic industry protection, and import replacement, with soybeans classified as a strategically sensitive commodity within the current geopolitical context.

Based on these considerations, the probability of a successful application was assessed to be low. Additional concerns were raised regarding the balance between industry maturity and continued protection, and potential future supply shortages.

Considering these factors, it was resolved to submit the matter to AFMA’s Board of Directors for consideration, taking into account the policy context and current assessment of the application.

It was further agreed that alternative mechanisms such as the exploration of a rebate facility will be considered should supply constraints emerge in future. <sup>△</sup>

## Grain grading industry self-regulation

The industry is currently in the early stages of developing a consolidated document outlining existing self-regulatory mechanisms across the animal feed value chain.

This initiative is intended to demonstrate the sector’s readiness to comply with the requirements of the Agricultural Product Standards (APS) Act, while also serving as a proactive measure should government consider reintroducing the assignee system. <sup>△</sup>

## Dispute protocol

The South African Grain Laboratory (SAGL) report has been commissioned to assess current sampling procedures and methodologies, which will form the basis for the development of a Standard Operating Procedure (SOP) to guide dispute resolution.

The proposed protocol is intended to apply specifically in instances where no contractual dispute clause exists, thereby providing a structured and consistent approach across the industry. It was further recommended that the draft protocol be benchmarked against existing SAGOS contract dispute provisions to ensure alignment and identify opportunities for incorporation where appropriate.

It was resolved that a detailed comparison with the relevant SAGOS clauses be undertaken, that potential integration into SAGOS documentation be considered following review, and that ongoing member input be accommodated as the protocol is refined. <sup>△</sup>

## Strengthening South Africa’s Crop Estimates

The Crop Estimates Liaison Committee (CELC) has implemented important refinements to its meeting scheduling and reporting processes to strengthen market integrity and mitigate unintended signalling risks.

Concerns were raised that previously published meeting start times (10:00) could inadvertently influence market perceptions, despite crop estimate discussions only commencing later in the day. Therefore, CELC formalised a two-session meeting structure, comprising an initial administrative session covering provincial feedback, Agricultural Research Council weather outlooks, and consortium survey inputs followed by a dedicated crop estimates session focused on the distribution and deliberation of production figures.

To enhance transparency while safeguarding sensitive information, the crop estimate discussion session will commence only at 12:00, all meetings will be conducted strictly in person, and no external communication will be permitted during proceedings. Furthermore, the official release of crop estimates remains at 15:30. <sup>△</sup>

## Commitment of trader’s report

The industry continues to advance discussions on the potential introduction of a Commitment of Traders (COT) Report, with recent engagement initiated with the Competition Commission.

The goal is to broadly support the objective of improving transparency, specifically to enhance market visibility of trader positioning and strengthen price discovery mechanisms within the commodities market.

However, it was noted that implementation remains subject to regulatory constraints, prospectively requiring either legislative amendments or a form of special dispensation from relevant role players.

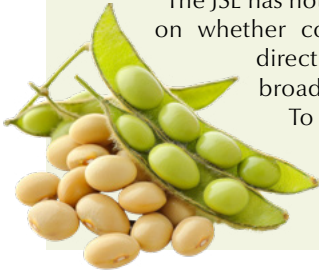
Concerns were also raised regarding the viability of voluntary reporting, given that previous attempts produced limited participation and resulted in data biases. Engagement with regulators is ongoing, while broader industry consultation is expected to follow to ensure an inclusive and effective approach. <sup>△</sup>

## Soybeans: Multiple reference points

The two-year trial on Multiple Reference Points for soybeans has been completed, with evaluation now underway. Soybean producers emphasised the need for timely decision-making by the JSE, highlighting that delays create uncertainty and negatively affect farm-level profitability.

The JSE has not yet reached a decision, particularly on whether consultations should be limited to direct role players or extended across the broader value chain.

To inform the final decision, a market survey is expected to be distributed, with outcomes expected by May or early June 2026. [A](#)



## Call for new trade projects

AFMA Trade Committee members are invited to submit proposals for new Committee projects for the 2026/2027 cycle. In line with AFMA's strategic objectives, proposed projects should aim to strengthen industry competitiveness, support sustainable growth, and enhance market access within the animal feed value chain.

Members are encouraged to align their proposals with trade committee key focus areas include global and local commodity trends and events that affect market dynamics, international commodity trade agreements, industry procedures at both local and international levels, import tariff negotiations, engagement on government policies affecting trade, agro-logistics and infrastructure, and strategic collaboration with value chain partners.

Projects that promote collaboration across the grain, feed, and livestock sectors, while addressing emerging risks and opportunities in both domestic and international markets, are encouraged. [A](#)

## ■ AFMA TECHNICAL COMMITTEE

### Antimicrobial Resistance (AMR)

Antimicrobial resistance (AMR) remains a key policy priority both globally and within South Africa, with increasing regulatory focus on antimicrobial use, reporting, and stewardship. The AFMA Technical Committee received updates on ongoing engagement within the AMR Industry Alliance, where coordinated national efforts are underway to strengthen oversight, data collection, and responsible use practices across the value chain.

Work is currently underway within the AFMA AMR Subcommittee to

review and update the industry's AMR position statement. The revised statement will align with emerging national and international frameworks and will emphasise the role of **adequate nutrition and biosecurity** in supporting animal health, reducing disease pressure, and limiting reliance on antimicrobials.

This is further supported by **feed manufacturing practices**, including feed safety, accurate dosing, cross-contamination control, and traceability, which enable responsible antimicrobial use and compliance.

A key area of focus is the development of a national electronic antimicrobial usage (AMU) reporting system. Current discussions highlight gaps and inconsistencies in available data, reinforcing the need for more standardised and reliable industry inputs.

AFMA will continue engaging with relevant stakeholders to ensure that feed manufacturers are appropriately represented, and that practical, fit-for-purpose data requirements are developed for the feed sector. [A](#)

## How biosecure is your feed mill?

Did you know that pathogens can enter a feed mill through at least five different routes: animals, people, vehicles and equipment, air, and contaminated feed or water? And did you know that poultry and pigs may not be kept at a feed mill employee's residence without employer approval under the Personal Quarantine Declaration?

If these facts are new to you, AFMA's newly launched Biosecurity in Feed Mills self-study and quiz might be just the thing for you.

This quiz is based on the International Feed Industry Federation (IFIF) Biosecurity Guidance for Feed Mills (2024), which takes participants through practical biosecurity risks across the feed manufacturing chain, from raw material receiving and

mill operations to transport, staff protocols and facility design. Participants first work through this document and then complete a practical, applied quiz.

The aim is to help feed mill staff, students and industry professionals recognise potential biosecurity risks and adopt good practices that protect feed safety, animal health and the wider food chain.

A SACNASP-accredited CPD version of the quiz is available, allowing eligible professionals to earn continuing professional development (CPD) points. The self-study material and quiz are freely available to both AFMA members and non-members, encouraging wider awareness across the feed and livestock industries.

Because when biosecurity starts at the feed mill, it helps ensure safe feed for safe food. [A](#)

# Act 36 Farm Feed Regulation Amendments

Following the publication of the amended **Farm Feed Regulations on 16 January 2026**, AFMA circulated the regulations to members and invited comments on the proposed changes. Member feedback was then discussed at an **AFMA Advisory Committee meeting held on 5 February 2026**, where industry inputs were consolidated.

Due to significant member interest, AFMA also hosted a **member webinar on 11 February 2026**, during which **Ms Bonita Cilliers** presented a summary of the most important regulatory changes and addressed member questions before AFMA finalised and submitted its consolidated industry comments to the Department.

## Summary of Key Regulatory Changes includes:

Area	Key Change	What it means for members
<b>Definitions &amp; Scope</b>	Expanded definitions (feed additives, nutraceuticals, updated terminology)	Broader regulatory scope and interpretation
<b>Registrations &amp; Amendments</b>	One application pathway; distinction between administrative vs technical amendments	More structured but stricter submission requirements
<b>Labelling</b>	New date-marking requirements; mandatory GMO declaration; flexible layout	Labels must align with both Regulations and Guidelines
<b>Advertising</b>	Shift from pre-approval to post-market compliance	Greater responsibility on companies to ensure compliant marketing
<b>Manufacturing</b>	Mandatory GMP-based systems; accredited lab testing; traceability requirements	Significant operational and compliance impact
<b>Restricted Substances</b>	New risk-based framework and approval requirements	Increased burden of proof on industry
<b>Contaminants (Annexure 1)</b>	Updated limits apply immediately	Immediate compliance is required for raw materials and finished feed
<b>Inspections</b>	Explicit random inspections; annual accredited testing clarified	Increased readiness expectations
<b>Animal Feed Requirements</b>	Updated classifications; restrictions on custom mixes	Some business models may be impacted
<b>Imports</b>	Allowed through any legal commercial port	Increased operational flexibility

### AFMA's next steps include:

- » Engaging with the Department to ensure that guidelines, registration forms and administrative processes are aligned with the amended regulations before implementation.
- » Communicating further guidance to members once additional feedback from the Department is received. [A](#)

## Feed and Pet Food Bill

Progress on the development of the revised Feed and Pet Food Bill is ongoing, with the Department continuing its consultation process and preparatory work toward drafting the legislation. Encouragingly, the process has shifted toward a more inclusive and collaborative approach, following lessons learnt from previous legislative attempts where stakeholder engagement was limited.

To date, engagement by the Registrar has included consultations with a range of stakeholders and associated industry groups. In parallel, AFMA has proactively engaged with stakeholders,

including SAPPO and RMIS, to better understand industry perspectives and identify areas of alignment.

These engagements have been constructive, with general support for the overall direction of a modernised regulatory framework. At a high level, there is broad consensus on the need to strengthen feed safety, support innovation, and enhance market access.

The main areas of focus now relate to the **practical implementation** of the legislation, particularly:

- registration and licensing approaches

- application across different production systems
- clarity on roles and responsibilities across the value chain

A key takeaway from the current process is the importance of early and meaningful industry engagement. AFMA has therefore formally engaged with the Registrar, where industry representatives, including Board members, presented the feed industry's position, priorities, and practical considerations to support the development of a practical and fit-for-purpose regulatory framework. [A](#)

# Act 36 Contact Details & New Tariffs

AFMA would like to draw members’ attention to two important regulatory updates relating to Act 36 of 1947 (Farm Feeds).

**Updated Contact Details – Agriculture Inputs Control (AIC)**  
The Agriculture Inputs Control (AIC) office has confirmed updated contact details for officials responsible for farm feed registrations and related queries.

Members are encouraged to ensure that applications and enquiries are directed to the correct officials. The updated contact details are also available on the [AFMA website](#) under “Who to Contact”.

Function	Official & Email
<b>Inbound Administrator</b>	Ms Shirley Simelane ShirleyMa@nda.gov.za
<b>Outbound Administrators</b>	Mr Malwandla Baloyi Malwandla@nda.gov.za
	Mr David Kabini DavidKab@nda.gov.za
	Mr Patrick Modika PatrickMo@nda.gov.za
<b>Technical Advisors</b>	Mr Simthembile Ngambu SimthembileNG@nda.gov.za
	Mr David Vilakazi DavidV@nda.gov.za
	Ms Kumnandi Qwele KumnandiQ@nda.gov.za
	Dr Cebisa Kumanda CebisaK@nda.gov.za
<b>Senior Administrative Supervisor</b>	Ms Elelwani Rathogwa ElelwaniR@nda.gov.za
<b>Supervisor</b>	Mr David Motloi DavidM@nda.gov.za


## Updated Act 36 Tariffs – Effective 1 April 2026

The Department of Agriculture has published the updated tariffs for services administered under the Fertilizers, Farm Feeds, Agricultural Remedies and Stock Remedies Act, 1947 (Act 36 of 1947). The revised tariffs will come into effect on 1 April 2026.

As in previous years, the Department reviews and adjusts these tariffs annually to reflect changes in administrative and operational costs associated with regulatory services.

Members submitting applications to the Registrar’s office after this date should therefore ensure that the updated fees are used when making payments. The updated tariffs are available on AFMA’s Website under Frequently Asked Questions - “**How much does it cost?**”

In addition, members are reminded to ensure that the correct payment reference number is used when making payments. Where multiple services are paid for, incorrect or incomplete references make it even more difficult for the Department to accurately allocate payments, which results in delays in processing applications.

The Department of Agriculture’s guide on Reference Numbers for EFT Payments of Farm Feeds and Sterilizing Plants is available on AFMA’s website under Frequently Asked Questions - “**How much does it cost?**” 

# Act 36 Farm Feeds Registration Workshop


AFMA hosted a reinvented Act 36 Farm Feed Registration Workshop on 26 March 2026 at the Irene Country Club.

The workshop aimed to provide practical guidance and clarity on the registration processes of Premixtures and Feed Additives under Act 36 of 1947.

The focus was on strengthening submission quality and addressing common challenges identified in applications submitted to the Registrar. Some common reasons for delays discussed in this workshop include:

- » The most frequent challenges identified include:
- » **Payment & service request issues:** Incorrect references, unmatched payments, or missing proof of payment
- » **Incomplete or incorrect documentation:** Missing forms, unsigned documents, or incorrect application types
- » **Use of outdated templates:** Submissions not aligned with current requirements
- » **Poor application structure:** Disorganised dossiers, missing indexes, or illegible documents
- » **Inconsistent product information:** Misalignment between application forms, labels, COAs, and specifications
- » **Label non-compliance:** Missing mandatory information or unsupported claims
- » **Technical and analytical gaps:** Outdated or non-representative COAs, insufficient supporting data
- » **Incorrect product classification:** Misclassification of products based on composition
- » **Lack of supporting scientific data:** Unsubstantiated claims or missing efficacy/safety data
- » **Failure to align with local regulatory requirements:** Over-reliance on international approvals without local compliance

The workshop further highlighted the importance of **timely responses** throughout the registration process. When applicants respond promptly to queries, applications can be included in the next available assessment cycle, enabling faster completion and finalisation.

Delayed responses, however, disrupt the review process, may result in resources being redirected to other applications, and can require re-evaluation after extended periods, ultimately increasing overall turnaround times significantly. 



Speakers at the AFMA Act 36 Farm Feeds Registration Workshop – From left to right: Mr Jonathan Mdzunga, Ms Liesl Breytenbach, Dr Cebisa Kumanda, Ms Elelwani Rathogwa, Ms Sonto Mlambo, Mr Simthembile Ngambu & Ms Bonita Cilliers. Not in photo: Mr David Vilakazi.

# Act 36 In-Practice Training Short Course

The Act 36/1947 In-practice Short Course, held on 12-13 February 2026, once again demonstrated the strong demand for practical, compliance-focused training within the animal feed industry.

Since its introduction in 2024, the course has been presented three times, equipping AFMA members with essential knowledge to interpret and apply the legislation governing feed safety, product integrity, and regulatory compliance.

Facilitated by industry expert Herman van Zyl, the training provided delegates with valuable real-world insights into the application of Act 36 of 1947.

Through interactive discussions, practical examples, and peer engagement, participants strengthened their understanding of regulatory requirements and how to implement them effectively in day-to-day operations.

Feedback from attendees was overwhelmingly positive, with appreciation for the course's practical relevance and the



facilitator's ability to simplify complex regulatory concepts.

The continued success of the programme underscores AFMA's commitment to building compliance capacity and supporting responsible, high-standard practices across South Africa's animal feed sector.

The next proposed dates for the course to be scheduled is 1-2 October 2026. For further information please contact Wimpie Groenewald at [admin@afma.co.za](mailto:admin@afma.co.za).



## AFMA Technical Writing Skills Workshop

A few spots to attend the **AFMA Technical Writing Skills Workshop** on **23 April 2026** are still. The workshop assists animal feed and agricultural professionals turn complex technical information into clear, structured, and publishable content.

Delegates will improve report writing, article development, and professional communication, learn to share insights from research, training, and industry events effectively, and explore how AI can support writing, from structuring content to enhancing clarity, while maintaining professional and ethical standards.

More information and registration: [www.afmatechnicalwritingskillsworkshop.co.za](http://www.afmatechnicalwritingskillsworkshop.co.za).

## Feed Mill Operator (FMO) Blended Learning Program

AFMA continues to strengthen and refine the Feed Mill Operator Blended Learning Program to ensure alignment with the evolving needs of members and the broader industry.

Recent updates include enhanced introductory sections with additional industry context, as well as the inclusion of key elements from AFMA's Code of Conduct and relevant legislation.

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.

For more information or to register, visit Feed Mill Operator Blended Learning Program - AFMA or contact [admin@afma.co.za](mailto:admin@afma.co.za)/012 663 9097.



## AFMA Student outreach

This April, AFMA is engaging with students from North West, Venda, and Limpopo universities through visits to De Heus Feed Mills and Kemin Industries. These activities provide students with insights into the animal feed industry and the opportunity to connect with professionals, learning what typical days in specific job roles entail.

Students also receive information about SACNASP membership and guidance from Agrijob on the do's and don'ts when applying for a job, attending interviews, and ultimately securing a position.


Follow our social media channels for updates and highlights from the visits. AFMA will also be participating in the SASAS Northern Branch Student Industry Day.

# AFMA Media Day

AFMA will host its annual Media Day on 28 May 2026 at the Grain Building Auditorium from 10:00 to 12:00, followed by a light lunch.

This will be the second AFMA Media Day, following the successful inaugural event held last year, which saw strong attendance and engagement from across the industry and media. The day provides a platform to update media representatives, AFMA members, and industry professionals on AFMA's key initiatives and ongoing activities.

Attendees will gain insights into current projects and events, with opportunities to engage directly with AFMA leadership.

RSVP is required: Pre-book your seat [here](#). 



## AFMA Golf Day – Sponsorship launch

Sponsorship for the AFMA Golf Day will officially launch online on 7 May at 11:00. Packages will be available on the Golf Day website at that time, allocated on a first-come, first-served basis. No sponsorships can be pre-booked or reserved.

Only AFMA members may book, with one team per company.

This year's **Golf Day** theme is **Women's Month**, and sponsors of holes 1-18 are encouraged to create themed activations to compete for the Spirit Award.

Sponsorship packages will be available for preview on the website soon.

Enquiries: [office@afma.co.za](mailto:office@afma.co.za). 



# AFMA Forum 2026

**The Feed Factor: The Chain That Feeds a Nation will bring together leaders across the feed-to-food value chain to discuss critical industry issues, from innovation and technology transformation to antimicrobial resistance, sustainability in feed manufacturing, market dynamics, and livestock outlooks.**

The Forum offers practical, solution-focused sessions, networking opportunities, and knowledge sharing to support professional growth and industry resilience, not to mention the exciting Exhibition in the Sun City Superbowl.

Sponsorship launch was an adrenaline rush, with strong uptake of packages. Companies wanting to align their brand with this flagship event should act quickly, as only a few premium opportunities remain.

Delegate registration is open, with the early bird rate available until 30 April 2026.

The draft programme, delegate registration fees, and sponsorship information can be viewed on the AFMA website, with speaker announcements coming soon.

- » More information: [www.afma.co.za](http://www.afma.co.za)
- » Sponsorship enquiries: [admin@afma.co.za](mailto:admin@afma.co.za)
- » Registration enquiries: [office@afma.co.za](mailto:office@afma.co.za)
- » General enquiries: [events@afma.co.za](mailto:events@afma.co.za) 

# AFMA Matrix

AFMA invites all members and stakeholders to participate in a short survey aimed at strengthening the future of the **AFMA Matrix magazine**. As a key communication platform within the animal feed value chain, the Matrix must continue to evolve in line with member needs, industry priorities, and reading preferences.

Your input will directly inform decisions on content focus, format, and distribution

to ensure the publication remains relevant, practical, and valuable. The survey will take approximately 5 minutes to complete. We encourage your participation, as this is your opportunity to influence how AFMA communicates with and represents the industry going forward.

Complete the survey here: [AFMA Matrix Reader Survey 2026](#)

[Click here](#) to view the latest magazine. 🗨️



# Landbou Radio

AFMA continues to strengthen its industry voice through its valued collaboration with Landbou Radio, hosted by Plaas Media. This platform serves as a powerful extension of AFMA's communication strategy, translating industry matters into practical, accessible discussions that reach well beyond the immediate membership base.

Recent interviews have particularly showcased the depth of expertise within AFMA's leadership. Liesl Breytenbach, Executive Director of AFMA, provided an overview of biosecurity as a priority within the animal feed and broader livestock value chain, highlighting the interconnected risks across production systems and the importance of proactive, coordinated industry responses. Liza Burger, Chair of AFMA's Regulatory Committee & Feed Brand Integrity Manager, Epol unpacked key developments relating to Act 36, offering practical insights into regulatory expectations and what these changes mean for feed manufacturers on the ground.

To listen to the interviews, please [click here](#). 🗨️

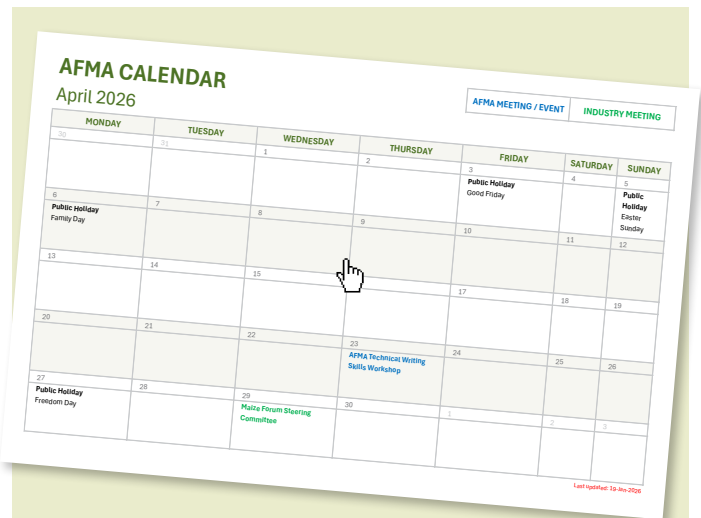
## Stay informed with AFMA on social media!

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 to the left, you'll gain access to valuable information that will keep you well informed and connected with the animal feed and agricultural industries. 🗨️



## 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



## AFMA Calendar

- » **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](#). 🗨️

## 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).



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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.



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



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