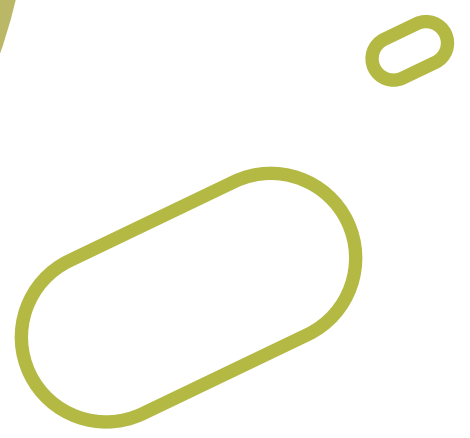




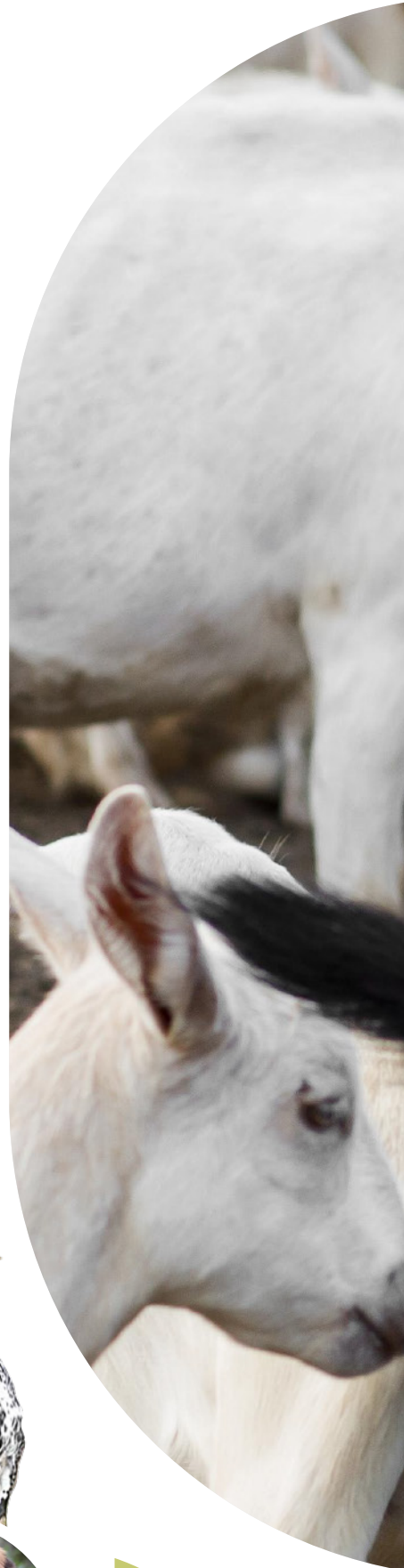
# SUMMIT & EXPO

GOAT FARMING & VALUE CHAIN  
BUSINESS EXPO



# Welcome

It is a great delight that we provide you this Proposal document as we move forward with our initiative of opening markets for Goat Farmers in KZN and the whole of South Africa. Our research work has touched many individuals locally as well as Globally and we are happy to establish a partnership with you with this initiative in mind. Feel free to read through the document and provide feedback.



## Sustainable Goats Industry



**BOERGOAT**



**SANEENGOAT**



**ANGORAGOAT**



**NGUNIGOAT**



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# The Goats For Markets Summit

*The Goat farming industry, with its potentials to be a key player in sustainable food Security.*

Goat farming is one of the oldest domestic farming methods since the existence of humankind. Considered as subsistence farming, the farming of goats has always played a socioeconomic role, spanning across the religious and cultural spectrum. The potential for goat farming lies in the industrialization of the value addition processes post primary farming. As much as the industry is estimated to be more than R530 Million according to export value, South Africa is still in the least in terms of numbers of key players in the industry. As goat Meat and Milk continue to become strong niches in the health products preferences worldwide, this opens the opportunity for local farmers to be participants of the growing global trade of Goat related products. But due to the little knowledge shared and little developmental activities done towards opening the local market and assisting goat farmers locally to be able to get into the value chain of goat farming - little is done to take up the opportunities available.



“  
*As much as the industry is estimated to be more than R530 Million according to export value South Africa is still in the least in terms of numbers of key players in the industry.*





## Goats For Markets

*“Encourage more focus on The development of the Goat Value chain...*

*Commodities: From Meat, Milk, Mohair, Hides & other products.*

”

We have put together a program called Goats for markets which sets to create a synergy with goat farmers and farming activities with their respective market. The aim is to encourage more focus on the development of agro-processing of Goats into a Value chain for productization of goat Meat, goat Milk, goat Mohair & Hides into products.

We believe eThekweni Durban Metro being the biggest Metro in KZN is the best location to host this event as the main center of business for the whole province. With the partnerships we have established bodies such as the Qhakaza Goat Farmers association, we want to enable the connection needed for farmers to be able to supply & trade with retailers and markets from the eThekweni region and the whole KZN province.

In anticipation we are expecting an audience of about 250 attendees as this will be our first initiative. The numbers will be far higher as soon as we have started our marketing campaigns.

Our Dates for the Event would be the 22nd - 23rd of November the Summit and a farmers Market on Sunday the 26th of November 2023 in Durban - Botanical Gardens.





## Objective Of the Event

Our main goal is to showcase and connect goat farming projects with the market and invite investors to be prospective participants in these new ventures. The Event will be a showcasing of Products, farming activities and the value chain of goat farming to attract more stakeholders in partnership of enlarging the industry. We want to create the synergy between investors, retailers and farmers for the benefit of growing and formalizing Goat trade in South Africa.

*“We want to create the synergy between investors,retailers and farmers...”*

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### *The Format of the Event:*



2 Day event starting with a Farming Expo of Farmers with animals, Goat Products, farming Brands and sponsors exhibiting what they have on offer to the attendees.



In depth panel discussion on stage with researchers and the farming industry experts to relevant institutions and government departments



Contact Sessions and Workshops with farmers, Product producers, potential Investors. We also intend on inviting International delegates from African - Middle East and International representatives.



Farmers Market: The 3rd day of the Event - will be the farmers market where products, food and more family friendly activities will be executed for the benefit of the whole family.

# Potential Partners

*We have identified key partners to help drive this initiative and to make the lime light shine on the great benefits provided if we open markets.*

## Government & Chambers Stakeholders



**KWAZULU-NATAL PROVINCE**  
AGRICULTURE AND RURAL DEVELOPMENT  
REPUBLIC OF SOUTH AFRICA



**NAMC**  
Promoting market access for South African agriculture



## Market Stakeholders



## Media Partner Stakeholders

**farmer's weekly**



**ILANGA**  
IPHEPHA LESIZWE

# Key Event Participants

## KZN Based Goat Farmers & Breeding Experts



**Cameron Chubbs**  
Fairmay Livestock



**Nkululeko Khumalo**  
Bhekumndeni Boer Goats

Part of the key participants of the event are some of KZN's best Goat Farming Breeders. They will be representing the primary farming level with regards to the whole value chain of goat production. We have also sent an invitation to other goat farmer Associations and farming bodies that house different kinds of farmers across the province. Our aim is to create a synergy of stakeholders across to help work towards developing the goat farming industry as a whole.



**Hlope Grill Spice**

## Goats Value Chain Products Expo

One of the key and exciting features of the Event is that of the **GOATS FOR MARKETS EXPO** Products showcase that will include all the relevant product creators of Goat related products. Also in showcase are supplementing brands and products such as Spices, fashion and craft creators who will be showcasing along side Goat meat Processing Brands Like Incoso Goat meat Brand and Bokomoso, Indezi Goat meat Products including - Yogurt, Soaps, Skin products, Fashion items. This will be a great show - case of the beautiful opportunities available though the value addition

productization from Goats, whether processed or from secondary material like skins and mohair. This will enable discussions of opening tanneries and milk processing facilities.





# International Linkage with Lesotho & Local Product Producers



**Malipoli Maretsepile Kopo**  
Bokamoso Dairy Goat farm & Products



One of key features of the event is the establishment of key partnership with Africa based Entrepreneurs and Goat value chain experts. One of those is Ms Malipoli Maretsepile Kopo who is leading Dairy Goat Breeders in Lesotho to open their own industry. Also who has partnered with us in helping with training to local Dairy goat breeders in the country.



**BERG WEAVING - Hand made Mohair products**



We have partnered with different Brands that created different products that will enable focus on the end goat of trying to establish different industries through goat farming. This will enable to create the awareness and showcasing of the services that a lot of goat farmers, breeders product producers actually create.



## The Hosting Farmers Association



Qhakaza Goats Association: This Farmers association is focused on creating programs to develop Goat Farmers through skill and know how of livestock management through trainings: From animal health and Farming management & exposing emerging farmers to greater opportunities like value chain integration to their production. Some of these programs Include

# The Final Word



As A Goats specializing association we do believe that the opportunities that can be opened with such an initiative are vast and this can be another initiative to fight socioeconomic problems that face our rural and semi rural communities. We also believe that developing what Africans have been doing for centuries, assisting them towards advancement can be a meaningful step towards having people in our societies partakers of a growing economy.

We therefore extend an invitation to any institution that will see the opportunity to partake in this great course towards formalizing and teaching our domestic farmers to be part of this growing economy. As well as to move towards the greater horizon of having more successful Goat Farming projects coming from our local communities.

Kind regards

BMJ MBATHA (CHAIRPERSON OF QHAKAZA GOATS ASSOCIATION)

