



Publication		
THE HERALD		
Page	Date	AVE (ZAR)
13	Fri 27 Nov 2020	8160.16



# Buy SA chicken, FairPlay urges

## Bekezela Phakathi

The FairPlay Movement, an organisation that aims to fight predatory trade practices and poultry dumping in SA, says the chicken industry master plan should include detailed commitments from local wholesalers and retailers to buy local poultry products.

The poultry sector is strategically important to SA as a source of employment and agricultural production, and the state has moved to protect it from unfair competition.

It has suffered huge job losses in recent years and has blamed its demise on cheap chicken imports from Brazil, US and Europe.

Late last year, the government announced the master plan for the poultry industry that includes measures to boost domestic demand, looks at the affordability of local broiler products and access to new markets.

A similar plan for the sugar industry was signed earlier this month.

However, a key difference is that industrial users and retailers have explicitly agreed to prioritise local sugar producers for three years with at least 80% of sugar consumption to come from local farms and millers during the first year, increasing to 95% by 2023.

During this period, the sugar industry has agreed to price restraint, and to begin a process of managed restructuring of the sector to help diversify revenue sources.

“FairPlay is proposing that a similar commitment be written into the chicken master plan, and we will be raising the issue with wholesalers and retailers in this buy local chicken campaign,” Francois Baird, founder of the FairPlay Movement, said.

He said the movement was pushing for a formal commitment from local wholesalers and retailers to prioritise local chicken over imports as part of a campaign to give the struggling poultry sector a leg up.

On Wednesday, the FairPlay Movement was joined by trade unions and the country’s official buy-local advocacy organisation, Proudly SA, in launching a campaign to promote the consumption of local chicken.

Baird said the campaign would be aimed at retailers and wholesalers, which buy significant quantities of imported chicken from producers that “engage in predatory trade practices; and at consumers who will be educated on the advantages of buying and eating SA chicken products”.

He said jobs could be saved and created not only to meet expanding consumption but also in imports replacement.

“The poultry master plan aims to create 5,000 jobs over the next few years.

Mlamleli Pukwana, the general secretary of the recently launched Agricultural Food and Allied Democratic Workers Union (Afadwu), said the buy local chicken campaign would help stem job losses across the value chain. — *BusinessLIVE*