

Our Vision:

To create a viable and sustainable industry contributing to economic growth and development, employment and food security, based on successful producers adhering to environmental and ethical production norms and generating sustainable profits.

Our mission:

To create an enabling environment to achieve sustainable producer profits in the domestic and global village market.

As a representative association, the South African Poultry Association (SAPA) serves the interests of the poultry industry in a number of ways. SAPA acts as a medium and catalyst for any matter the industry wishes to collectively address. It acts as the face of the industry, addressing and maintaining a presence in society without which opposing groups could play havoc with the industry's interests - without opposition.

Activities undertaken recently by SAPA include:

- Tariffs: we succeeded in maintaining the anti-dumping duty
- Agricultural Trade Policy: currently working with the Department of Agriculture
- Curtailing smuggling: through enlisting a private investigating organisation
- Food safety issues: liaison with the Department of Health and the SA Consumer Goods Council
- Veterinary matters: preparing for the establishment of a Poultry Disease Management Agency in consultation with the government and running an Avian Influenza communication program.
- Feed matters: monitoring developments through a consultant
- Training and technology transfer: training strategy to be implemented soon
- Statistics: information to assist members in decision-making processes
- Congresses, exhibitions and workshops: annual congress - the showcase of the African poultry industry
- Member liaison and information dissemination: topics include the latest developments in the industry, locally and world wide.
- Generic advertising of eggs: advertising campaign in its third year
- Developing poultry farmers: the development of emerging poultry farmers in collaboration with various role players.
- Target group liaison: lobbying with other role players like the Animal Health Forum
- Lobbying with government
- Individual committees to serve the diversified needs of the various affiliates
- Codes of Practice: providing internationally-accepted guidelines to the industry

- Accreditation of hatcheries: to improve/maintain the high standard of chick production in South Africa
 - Monitoring of developments: consistent monitoring of events that involve the industry, locally and globally
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Our strategic objectives include:

- Enhancing effective management of poultry enterprises through training and the promotion of training
- Ensuring Government support for joint initiatives through lobbying
- Uniting producers around common aims and objectives through internal liaison and clear objectives
- Enhancing continuous growth in consumption and market share through generic promotion of our products
- Securing competitive input costs by supplying feed ingredient information and lobbying acceptable structures and dispensations
- Securing acceptance of our zoo sanitary measures in the world through assisting the state in defending our local standards
- Generating and defining a data/information strategy for the organised poultry industry through our statistical system
- Keeping abreast of opportunities and development in international trade and position our industry so that the maximum advantage can be obtained