Standardization for Sustainable Agriculture and Food Security: Botswana Case Study – Beef

by

Masego BB Marobela (Mrs)
Managing Director
Botswana Bureau of Standards
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Overview

• Macroeconomic Data of the Beef World
• Beef Sector in Botswana
• Sustainability and Food Security through Standards
• Challenges and Interventions
• Conclusions
Macroeconomic Data: Beef World (2013)

• Global beef exports’ market at US$42.4 Bio
• Mainly fresh/chilled and frozen beef
• Top ten producers, accounting for more than 80% of the exports
Botswana a relatively small producer and exporter in the global context - total beef exports US$116.6 Mio

- World export market share of 0.3%

- Ranked 22\textsuperscript{nd} and 28\textsuperscript{th} in the world in the export of frozen and chilled beef respectively

(Source: ITC Trade Map 2013)
Beef Sector in Botswana

• Important economic and social role in the country’s population (contributes 2% to GDP)

• Of the 2.2Mio cattle, 88% owned by communal farmers of all sizes

• Exports concentrated in Southern Africa and the EU at 97% of exports (mainly UK, Norway, Italy, Germany and the Netherlands)
Beef Sector in Botswana

• Other markets; Kuwait, Iran and Hong Kong

• Exports peaked in 2010 (US$ 158.6Mio) but lowered (2008 – 2012) due to global economic crisis and withdrawal from the EU market due to failure to comply with standards

• (Source: Botswana 2014: African Economic Outlook; African Development Bank)
Beef Sector in Botswana Currently….

• Botswana Meat Commission (BMC) set up to ensure sufficient, efficient and effective production and distribution

• Products include fresh, chilled, frozen meat as well as canned; including pet food from bye products

• Has through legislation a monopoly to export beef
Beef Sector Currently Continued….  

• Supporting structures include:
  • Department of Veterinary Services & NVL
  • Botswana Vaccine Institute
  • Ministry of Trade & Industry (DIT)
  • Beef Producers’ Associations
Sustainability & Food Security through Standards

- The BMC implements and has certified QMS, HACCP, food safety standards; working on integrated management system

- Laboratories implement ISO/IEC 17025

- Implements other private standards (British Retail Consortium, Woolworths, McDonalds etc)
Sustainability & Food Security through Standards.....

- National Veterinary Laboratory has accredited tests
- Botswana Vaccine Institute has certified QMS
- BVI serves as a reference laboratory for FMD vaccine for the region
Challenges in the Sector

- Sector at a critical juncture and significant interventions required to address the following challenges:

  - traceability system
  - production
  - processing
  - marketing and liberalization
  - regional cooperation issues
Interventions....

• National Development Plan (2009-2016)
• Economic Diversification Drive Programme
• Private Sector Development Strategy
• Agricultural Sector Marketing Strategy
• Clustering Development Approach
Interventions....

- strengthen performance of communal livestock farming
- improve effectiveness of DVS’ services
- develop a more useful support network for the sector’s value chain
- restructure the BMC including lifting export monopoly; development of leather park
- improve market intelligence, invest more on R&D & use of modern technologies of production & processing
- improvement of regional cooperation issues
Conclusions

• Significant interventions to be enhanced for sector to have a competitive edge
• Further research on liberalization of the sector required
• Market intelligence for farmers to be significantly improved
• Need for enhanced awareness creation at all levels on role of standards in trade
• Need for capacity building in trade negotiations
Thank you