

Red Meat Research and Development South Africa
Planning Committee for Cattle and Small Stock
(RMRD SA PC-CSS)



BUSINESS PLAN
for the Levy period:

5 Nov 2014 – 4 Nov 2018

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1. Introduction and background

There is strong evidence to suggest that agricultural research and development (R&D) contributes critically to the improvement of incomes and livelihoods especially in developing countries. Agricultural R&D contributes to the enhancement of agricultural productivity, improvements in the sustainable use of natural resources; to lower food prices for consumers, greater food consumption and better nutrition.

Research and development provides new insights and solutions to current and future challenges. Research findings enable and stimulate product development and technological advancement leading to innovation. It forms the essential scientific foundation for any industry and is important to guide consumer education. Due to the complexity and dynamic nature of the South African red meat industry, coupled with a diverse consumer base and socio-economic class mobility we need to continue to investigate and understand the needs of industry and the consumer, addressing these proactively.

2. Comparative R&D spending

However, South Africa had about half the spending on agricultural R&D per capita of the general population and about a fifth of the spending on agricultural R&D per capita of the economically active agricultural population compared with the corresponding average intensity ratios of the high income countries. According to the NAMC Annual Report (2011/2012) 32% of total levy expenditure of the 13 industries reported upon, was allocated to research.

The share of levy income directed to agricultural R&D varies markedly across industries and among years within an industry. For example, in 2007 the Citrus Levy directed 64% of its levy income to R&D, whereas the Dairy Levy and Red Meat Levy each spent only 3% of their income on research.

3. Service Provider

Red Meat Research and Development SA (RMRD SA) is an umbrella organisation with the mandate of research and development under the Red Meat Industry Forum (RMIF). Currently, the funds available for research and development are mainly derived from Levy Funds from RMIF, the Red Meat Research and Development Trust (RMRDT), and THRIP matching funding from the National Research Foundation (NRF). Funding from the MIT (Meat Industry Trust) also flows through RMRD SA for selected projects.

4. Capacity of Service Provider

Red Meat Research and Development South Africa (RMRD SA) is a project planning committee which oversees all research projects for the Red Meat Industry as a whole. The Planning committee for Beef and Small stock consists of subject specialists and industry

representatives. Their function is to do detailed work on research needs, project planning, evaluation, monitoring and budgeting. For the Planning Committee Cattle and Small Stock, different working groups have been established to deal with the nine focus areas.

5. Contact address

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6. Objectives

RMRD SA's research mission is to ensure that the South African Large and Small Stock Meat Industries have the technology and knowhow to deliver products, in a profitable and sustainable manner, most desired by the consumer. It functions through subject working groups which evaluate, approve, prioritise and oversee research projects performed by various South African Research Institutes for the red meat industry as a whole. Nine focus areas were identified as strategically important for red meat research:

1. Sustainable natural resource utilisation
2. Livestock production with global competitiveness
3. Animal health and welfare
4. Animal products quality and value adding
5. Red meat safety, nutritional quality and value
6. Consumerism, market development and trade
7. Unlocking the potential of red meat through commercialisation, technology transfer and training
8. Climate effect, adaptation and mitigation for sustainable livestock production
9. Predation management and stock theft

Each focus area is outlined in terms of specific components, objectives and outcomes. Industry determines the needs for proposed projects.

7. Methodology

The task of administering research projects from the call for proposals all the way through the stages of protocols, signing of contracts, progress reports up to final reports and completion is assigned to the Administrator for the RMRD SA. The Planning Committees have through the years developed procedures according to which proposals and protocols for research projects, progress reports, final reports and popular articles for publication are evaluated. A pro-active

process is also in place whereby pressing research issues are identified. These procedures are adapted when needed but are considered efficient. The necessary forms, guidelines and other relevant documents are all available from www.rmrdsa.co.za

7.1 Research projects

All projects are funded for a maximum of three years. The process is as follows:

- A call for research proposals is issued on an annual basis;
- Recognised South African research institutions or universities submit their requests to the RMRD SA;
- Research requests and protocols are subsequently evaluated and the projects prioritised by the two planning committees;
- Prioritised projects from both planning committees are evaluated and selected by the RMRD Project Committee, according to funding availability;
- The list of projects is then submitted to the RMRDT and the Meat Industry Forum (MIF) as a proposed budget for authorisation;
- Researchers and institutions are contracted to do the research according to the submitted protocol;
- Research progress reports are routinely evaluated to ensure adherence to the agreed upon protocols before refunding;
- Upon completion final reports and a popular article for publication, are submitted for final approval.

7.2 Operational projects (Project Management, Liaison, Database and Website)

Project Management: Project management within the RMRD SA frame work is a collaborative effort, supported by the members of the various committees and task teams, guided by the R&D plan for each sector. It includes: initiating, steering, setting and reaching deadlines for application, reporting and evaluation, assisting in the identification of new fields in research activities and updating of the R&D plans to include new fields of research and allocating priorities accordingly and actively engage with and identify researchers that can deliver in this field over time. Identifying and engaging with collaborators for research funding (co-funding or sharing of resources) is also necessary. **Liaison** is critical in order to leverage additional funding to grow the Research and Development programme for South Africa.

Database: It is of utmost importance to have a consumer friendly electronic database in order to disseminate reports to industry, popular articles, media releases, scientific articles, thesis, proceedings of conferences and symposiums and literature reviews. This database can also go a long way to reflect on work that has already been done and new gaps in the research field. Capturing and collecting all the available information in a searchable and accessible electronic facility and making this resource available in the public domain, will make a tremendous and valuable contribution to the South African meat industry.

Website: In today's virtual environment, it is imperative to have an up-to-date website (www.rmrdsa.co.za) for information sharing, liaison and transparency. In order to make sure that application for research projects is done in a transparent way and in accordance with

good corporate governance, it is of vital importance that the Research and Development Plan for Large and Small Stock, the total funding policy and procedures must be publicly available and accessible to all research institutions.

8. Implementation

Projects will be solicited for the funding period 5 November 2014 to 4 November 2018. Funding normally is committed to a three year cycle per project throughout the levy period.

9. Information pertaining to transformation

More than 40% of all livestock in South Africa lies within the emerging sector. This sector is often constricted severely by a low income, and a significant proportion of the levy funds are dedicated to promoting research within this sector. Not only are specific projects dedicated to this sector (listed below), but as nearly half of all livestock reside in this sector, approved research projects (prioritized because they benefit the red meat industry) would also benefit this sector.

10. Outcomes

During the course of a project, it generally occurs that the research personnel take part in information days, present posters or papers at symposia and even publish technical or scientific articles. These must all be mentioned in the progress and final reports to the Planning Committees. Copies of published material are also submitted to the Committees at their regular meetings for the attention of the representatives of the various role-players' associations.

The submission of a popular article together with a final report of a project has been made compulsory. Both these are evaluated to form an opinion of the final report and the value of the project to the particular sector of the Red Meat Industry.

Once the final report and popular article has been approved by the RMRD SA and/or Project Committee, the projects are submitted by the RMRD SA for industry publications. Firstly it is submitted to the monthly publication RED MEAT ROOIVLES and included in an RMRD SA annual publication 'Executive summaries' which include all projects completed in a particular year. Subsequently it is submitted and released for publication electronically, on the web and distributed by specific commodity organizations (e.g. RPO, NERPO, RMAA, SAMIC) for publication in popular media of choice.

During the levy period 2010 to February 2014, a total of **42** projects have been completed. See Annex 1 for a list of projects completed. Currently there are **39** active research projects, **17** protocols under review and **28** proposals under consideration.

11. Budget

RMRD SA BUDGET LEVY FUNDS New Levy period November 2014 - November 2018



	5 Nov 2014	5 Nov 2015	5 Nov 2016	5 Nov 2017
	-	-	-	-
	4 Nov 2015	4 Nov 2016	4 Nov 2017	4 Nov 2018
INCOME:				
LEVY INCOME:				
Levy Funds	R 3 879 730	R 4 267 703	R 4 694 473	R 5 163 921
TOTAL INCOME	R 3 879 730	R 4 267 703	R 4 694 473	R 5 163 921
EXPENDITURE:				
PROJECT COSTS:				
Research projects (including THRIP)	R 3 143 109	3 457 420	3 803 161	4 183 478
Information Database and Website	R 109 401	120 341	132 376	145 614
Research Management	R 310 842	341 926	376 118	413 730
Liaison/Meetings	R 64 152	70 567	77 624	85 386
TOTAL PROJECT COSTS:	R 3 627 504	R 3 990 254	R 4 389 279	R 4 828 208
ADMINISTRATIVE COSTS:				
Secretary	R 163 122	R 179 434	R 197 377	R 217 115
Financial services/Bank cost/Legal costs/Audit fees	R 41 008	R 45 109	R 49 620	R 54 582
Infrastructure/Office rent/Tel/Cell phone/fax/printing	R 48 096	R 52 906	R 58 197	R 64 016
TOTAL ADMINISTRATIVE COSTS:	R 252 226	R 277 449	R 305 194	R 335 713
TOTAL EXPENDITURE	R 3 879 730	R 4 267 703	R 4 694 473	R 5 163 921