

**SA BEEF MARKETING CAMPAIGN**

**Business Plan and Budget**

**(Levy Period 5 Nov 2018 – 4 Nov 2020)**

**RMIF Caterers Academy and Culinary Development Programmes.**

**2018-2020**

The Caterers Academy allows the RMIF to play a proactive role in the up skilling, guiding and supporting of home grown young entrepreneurs in the fields of private catering and commercial meal preparations for events.

The Red Meat Industry Development programmes were conceptualized in conjunction with the South African Chefs Association, South Africa's authority on Food and Culinary Education and SACA the recognized Professional Body for chefs in South Africa.

SA Chef Assn has created Culinary Education programmes that will assist the Red Meat Industry Forum in fulfilling its desire to further up skill, capacity build and certificate a new breed of Professionally Trained youth to enter the hospitality job market. Furthermore the programmes have incorporated enterprise development responsibilities, social investment responsibilities and ensured long-term sustainability for the Red Meat Industry Forum by each successful graduate as an industry ambassador

These projects are aimed at both currently self-employed as well as unemployed young people with a set of skills that will up skill the self-employed and make the others employable in the fast growing hospitality industry. Hereby allowing the Red Meat Industry to play an active role in empowering each individual to maximize his/her opportunities, sustain

employment and contribute to South Africa's economy as well as raising the standard of business ethics and the quality of the Hospitality sectors.

The candidates are selected on criteria that are determined by the South African Chefs Association to ensure that the most deserving of individual is given this one in a lifetime great career opportunity.

The theoretical and practical training is divided into the modules and focuses heavily on red meat cuts, preparation and cooking methods but also gives the candidate over arching tuition in practical meat cookery and budgeting and exposing them to the very competitive industry which at the end of the programme will culminate in a cook off between candidates resulting in the much sought after Competency Certificate which has proved very successful in past programmes.

The Red Meat Industry envisages to upskill a further 43 candidates during each of the following years