Public Private Dialogue on Beef Value Chain Development
From Assets to Investments

Zambeef’s Strategy to Increase Efficiency and Capacity whilst controlling Costs and ensuring High Quality at the abattoirs

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Geographical Representation In Africa

- Ghana
  - 2 Shoprite butcheries
  - 1 processing plant

- Nigeria
  - Farm site to house proposed feedlot, abattoir, cold room and processing operations
  - 5 Shoprite butcheries
  - 4 self-operated butcheries
  - 2 processing plants

- Zambia
  - 90 retail outlets, 3 wholesale depots and 8 Zamchick Inns
  - 20 Shoprite butcheries
  - 10 abattoirs
  - 3 processing plants
  - 5 farms
Zambia Operations
Introductory Facts On Zambia

- 13 Million Human population
- Agricultural sector Major rural employer
- 85 % Rural employment
- Good Climate / Majority land is arable
- 40% Fresh Water in Southern Africa – Irrigation potential very attractive - No reason to use word Drought in most parts of Zambia unless this refers to only Water from the sky as usable water!
- Aqua culture – absolute advantage (Can be major producer and Exporter of Tilapia Fish that is Endemic to our waters)
- Good annual rains range 800 mm- 1000mm
- Maize major traditional crop (Boarders on Mono-cropping)
- Soya, Wheat, Cassava, growing crops of Importance
- Animal Husbandry major Commercial and small scale Enterprise (Beef, Piggery, Poultry, Goats)
The Role Of Agriculture Sector In Zambia

- Socio-economic
- Tool to fight poverty
- Food security
- Contributes to commerce and National GDP supporting Industries such as feed millers, Veterinary retailers/providers, processors etc. for basic Raw material inputs
- Employment
The Group is principally involved in the production, processing, distribution and retailing (87 Zambeef outlets and 21 Shoprites) of beef, chicken, pork, milk, dairy products, eggs, edible oils, stock feed, flour and bread. The Group also has large row cropping operations (principally maize, soya beans and wheat), with approximately 8,350 Ha of row crops under irrigation and 8,650 Ha of rain-fed/dry-land crops available for planting each year. The Group is also in the process of rolling out its West Africa expansion in Nigeria and Ghana, as well as developing a palm project in Zambia.
8 Abattoirs
4 Feedlots
250 000 Layer unit
400 Sow unit (Current 4000 pig Unit)
5 million broilers processed annually
1.6 million trays of eggs annually
60,000 Beef cattle slaughtered annually
72,000 Pigs slaughtered and processed at Masterpork annually
1000 Dairy cow unit
About 7 million litres of raw milk processed annually into milk and milk products /yoghurts
Crushing capacity of up to 100mt tonnes of Soya- Cake / Edible oil production
Majors Challenges In Livestock Sector In Zambia (mostly cattle)

- Diseases: i.e. Diseases of national economic importance (CBPP, FMD, ASF, NCD) and management diseases (Tick Borne diseases, anthrax, lumpy skin and blackleg-controllable by vaccination and dipping, liver fluke disease)
- Inadequate/lack of credit facilities and subsidies – Crop farming subsidized
- Lack of/poor marketing infrastructure- no organized marketing system e.g. Tanzania has organized cattle markets at rural household level.
- Problems with Communal grazing – decreased quality and quantity of grazing pasture land (most Zambian traditional cattle raise on this practice)
- Lack of appropriate livestock research (between farms and researchers)
Majors Challenges In Livestock Sector In Zambia (mostly cattle)

- Poor animal husbandry (In-breeding, indiscriminate cross breeding of local breeds with exotic breeds – wiping out positive local traits, lack of vaccination, dipping, supplementary feeding during dry months)
- Poor productivity: slow growth rates (5-8 years for traditional cattle, 2-3 years for commercial cattle, 1-2% mortality, 80-90% calving rates)
- Lack of mass participation by private sector in forward and backward linkages between rural farmer and markets (lack of facilities such as bridges, roads, electricity and other services in major Cattle producing areas e.g. Sioma, Sinjembela, Shangomgo, Kalabo).
- Unstable prices
- Poor animal Rights
- Lack of Dedicated Livestock Ministry
- Dependence on imported Animal Nutrition and Health Derivatives
- Uncontrolled Export of Major Stock feed raw Materials e.g. Maize Bran
- Unreliable supply of livestock and remedies as a raw material
Increasing Efficiency

- Supply
- Value addition
- Processing
- Distribution
- Marketing
- Retailing
- Feedback - Customer
Supply

- 80% of Cattle supply in Zambia form the Traditional small scale sector
- Understanding producers and their challenges important
- Major supply of cattle in Zambia on the Zambezi/ Kafue River flood plains, biggest challenge here Liver fluke disease
- Zambeef involved in Animal husbandry projects to improve conception and off take of cattle and improve capacity
Zambeef buys weaned animals at 250 to 300kg live weight
Placed in feedlots for 90 to 120 days maximum
De-wormed, dipped, vaccinated
Placed on well balanced rations of grain, Vitamins Maize bran and Molasses
Well balanced and calculated feed provision to feedlot animals to maximize the FCR
Processing

- Improved abattoir staff training: Deboning, sausage making, prime cuts
- FSSC 22000 (Food Safety System Certification) embraces HACCP (Hazard Analysis Critical Control Point) to safeguard against any hazards on any food sold to market: Biological, Chemicals (Cleaning, Residues, Medication), Physical (Glass, stone, wood)
- Packaging and labeling (minimum requirements on consumer information) e.g. Allergies, declarations
- Modern abattoir Equipment
Cold Chain and Cold Space

- Guarantees quality
- Extends shelf life
- Facilitates transportation
- From slaughter to Market
- Good presentation and freshness
- Use of Blast freezer Vs Chilling: Fish, offal, Chickens as opposed to beef carcasses