



Media Invitation

For Immediate Release

To: All Media

Date: 25 February 2025

Attention: News Editors / Agricultural writers

TITLE:

AGRICULTURAL RESEARCH COUNCIL HOSTS COMMERCIALISATION OF GOAT INDUSTRY WORKSHOP AND STAKEHOLDER ENGAGEMENT

Pretoria: The Agricultural Research Council (ARC) and Ekim Wildlife, through their Centre of Excellence, will host a commercialisation of goat industry workshop and stakeholder engagement on 28 February 2025 at ARC-CO in Hatfield.

The Technology Innovation Agency (TIA) supports the commercialisation of the goat industry. This initiative aims to bring together key stakeholders in the goat meat production industry and its value chains. The objective is to discuss and conceptualise a national programme for the commercialisation of the goat production industry, including meat, dairy products, and goat selection.

Furthermore, the workshop seeks to provide a platform for stakeholders to be informed about the efforts to develop a commercialisation programme for goat products, enabling them to contribute towards their potential participation in the programme, to secure buy-in at this early stage of development.

Prof Norman Maiwashe, Senior Manager Research at the Agricultural Research Council's Animal Production (ARC-AP) has reiterated the importance of commercialising the industry.

“The goat industry holds significant potential for economic growth, but collaboration among stakeholders is crucial to ensure sustainable development and meet the increasing demand for goat products” Prof Maiwashe said.

The goat industry faces several challenges, such as demand for goat meat exceeding supply due to retailers' reluctance to stock adequate meat and inconsistent supply of goats at retail outlets. Through this workshop, viable ideas will be generated to ensure the industry's growth and sustainability.

Members of the media are invited to attend as follows:

Date: Friday, 28 February 2025

Time: 09:00

Venue: ARC-CO in Hatfield

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Issued by:

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Notes to the Editors

About the Agricultural Research Council

The Agricultural Research Council is a premier science institution that conducts research with partners, develops human capital and fosters innovation in support of the agricultural sector. The ARC provides diagnostic, laboratory, analytical, agricultural engineering services, post-harvest technology development, agrochemical evaluation, consultation and advisory services, food processing technology services as well as various surveys and training interventions. For more information visit the ARC website at: www.arc.agric.za.