

# BACKGROUND ON THE STATUTORY LEVY



In February 2023, the National Agricultural Marketing Council (NAMC) passed the statutory levy for Beef, Pork, Lamb, and Poultry, including Mechanically Deboned Meat (MDM) imported into South Africa.

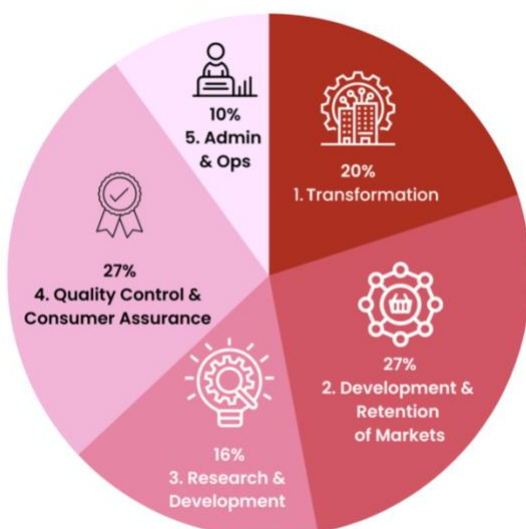
The levy will empower AMIE to further our vision of commitment to exceeding members' expectations by providing strategic solutions and innovative thinking, resulting in the sustainable growth of the meat and poultry import and export sector.

It will also be instrumental in achieving our mission of being a thought leader with a strong membership, offering services that are of significant value-adding to the meat/poultry import and export industry of Southern Africa.

The following activities have been identified in the application as activities that will further the objectives of the Marketing of Agricultural Products Act, 47 of 1996:

1. Transformation of the Industry
2. Development and retention of markets including the export and promotion of SA Beef, Pork, Lamb, and Poultry
3. Research and Development
4. Quality Control and Consumer Assurance
5. Administration and Operations

Funds are allocated as follow:



## Transformation in the import and export sector:

AMIE Academy: Transformation in the meat & poultry imports and exports will establish and grow:

- Empowered black traders
- Robust trading
- Demand-led production
- Representative industry

Transformation of the meat imports and exports industry is critical to the sustainable economic growth and food security of South Africa. One of AMIE's main strategic goals is to further global access implying access to emerging producers ready to scale as well. As part of the National Development Plan 2030, the growth and development of value chains beyond commodities are very clear and AMIE seeks to work towards the realisation of a sustainable sector.



# INTRODUCTION TO THE AMIE ACADEMY



The levy will play an important part in AMIE achieving these objectives and 20% of the total levy income will be earmarked for transformation. Step one in achieving this goal is to assist existing industry role-players (AMIE members) to transform their organisations by nominating suitable candidates from their organisations. AMIE's vision remains to be committed to exceeding members' expectations by providing strategic solutions and innovative thinking, resulting in the sustainable growth of the meat and poultry import and export sector.

The **AMIE Academy** is the vehicle that will provide the solution to transformation to AMIE members and by extension the industry.

While training and development is not AMIE's main business focus, the Association is earnest about developing a representative industry by providing a development programme to our members and the industry. The Association has scoped out an annual development programme with partners in the training and development sector. The Academy will support and empower suitable entrants to upskill to bring about transformation within existing industry role-players. This will be done with an annual development programme as well as opportunities for internships, bursaries, and co-sponsorships in a practical work environment. AMIE also foresees that a dedicated curriculum that is industry-specific will be needed to ensure that these identified individuals have a solid business foundation and understanding of the industry.

While AMIE is committed to the Statutory Levy Requirements to drive industry transformation, the first port of call is to empower our members and existing role-players to transform.

## **The AMIE Academy launches end of June 2023 and will roll out as follows:**

- Phase 1: Identifying entrepreneurs (July 2023 - November 2023)
- Phase 2: Business Boot-camp (Jan 2024 onwards)
- Phase 3: Introduction to the Import / Export Sector
- Phase 4: Hands-on Experience
- Advanced Phase: Degree's, Corporate Sponsorships & Investment

The development programme aims to develop candidates into meaningful role players in the industry. In this way, it can be ensured that candidates will receive adequate training and coaching in both the theory and practice of agricultural matters as well as a variety of economic, financial, and accounting skills, setting them up for success and building a successful model for future cohorts in the programme.

### **Phase 1:**

Nomination for entries of suitable candidates will open end July 2023. **AMIE members and associate members will have an opportunity to nominate suitable candidates identified in their organisations.**

### **For any information please contact:**

Surisa Nel, Stakeholder Engagement & Transformation Lead, AMIE



# Programme Phases Detail



## PHASE 1: Nominations (July 2023 – November 2023)

To maintain a scalable and measurable programme with successful candidates, it is critical to find suitable candidates. The first phase will be a nomination and selection process taking the form of a pitching competition. The goal of this competition is to find the black entrepreneurs familiar with the industry who would like to be upskilled by gaining business and industry know-how. The AMIE Academy Pitching will be conducted nationally to find the most worthy and best-positioned candidates to develop further. The top 10 finalists will then be chosen to go through the AMIE Academy Development Programme. First round of nominations will be exclusively open to AMIE members after which it will be open to the industry. Final presentations and submissions will be judged by a panel of judges selected from AMIE membership and relevant specialists (entrepreneurship, adjacent industries etc.)

## PHASE 2: Business Bootcamp (Jan 2024 kick-off)

Most entrepreneurs (especially start-ups) are focused on their business idea but lack the business skills to run a sustainable and well-governed business. To prepare these finalists for scaling up, investment, or other opportunities, we will tailor-make a business bootcamp curriculum in collaboration with Tushiya Consulting based on their New Venture Creation Course. This course will be NQF level NQF Level:4 with 41 Credits. The SETA accreditation number is: SAQA I.D. 66249

## PHASE 3: Industry Introduction (Feb 2024 kick-off)

The next step in the training of these mentees is to introduce them to the world of import and export and exactly what they need to have in place to enter this sector. Understanding the governance matters as well as procedures are just some of the need-to-know information any prospective importer or exporter would need. There are a number of industry specific collaborators who will assist in workshops and immersion sessions. Trade and Investment KZN being one of them.

## PHASE 4: Hand's on Experience (Apr 2024 kick-off)

Hand's-on experience has proven to be a gap in many training and entrepreneurial incubator programmes. A meat importer or exporter has to have practical know-how of the value chain and production processes if they are to be successful. Select AMIE partners and members will collaborate in industry immersion sessions and site-visits to provide the practical application and value chain view.

## PHASE 5: Advanced Phase (After graduation end 2024)

Once the Academy's students have completed their journey successfully and have shown consistent performance and growth they will be ready to enter the market. The final goal of this programme is to help develop the most successful candidates to be ready to enter the market, scale up or be investment ready. AMIE will match candidates with opportunities to ensure a mutually beneficial and sustainable development of this sector. This phase includes bursaries, co-sponsorships, and internships with AMIE.

