



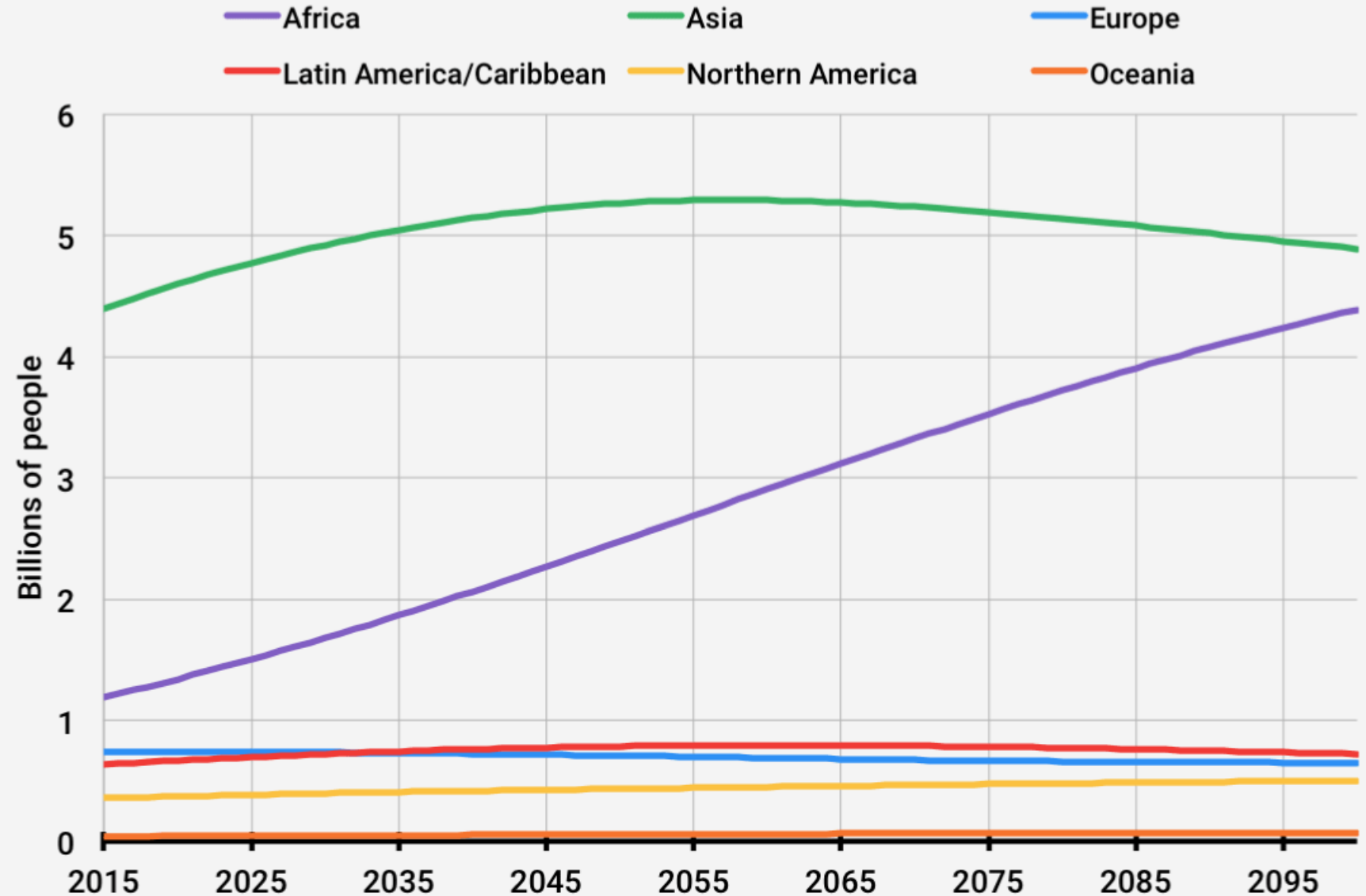
MEAT CONSUMPTION INCREASING IN SOUTH AFRICA

DUNCAN STEPHENSON



GROWING POPULATION IN AFRICA

Population projections, 2015-2100



SOURCE: UN Population Division, "World Population Prospects, the 2015 Revision"

TECH INSIDER

DEMAND WILL CONTINUE TO GROW

- By 2050, Africa's population will hit 2.5 billion people. The core business question of our generation isn't just how we feed these households—it's **which protein will scale fast enough**.
- If we rely strictly on traditional beef to fill this gap, prices will skyrocket and land will degrade. Chicken is highly efficient, but consumers naturally crave the culinary versatility and satisfying bite of red meat. Pork delivers premium red-meat nutrition at poultry-like production speeds, making it the most profitable, secure, and scalable answer to Africa's structural protein deficit..
- Pork behaves like a manufacturing business, not a slow agricultural cycle. It gives suppliers the unique agility to scale production up or down rapidly to perfectly match urban consumer demand spikes.

WHY PORK VS OTHER PROTEIN?

Nutritional comparisons per 100g cooked, lean portions:

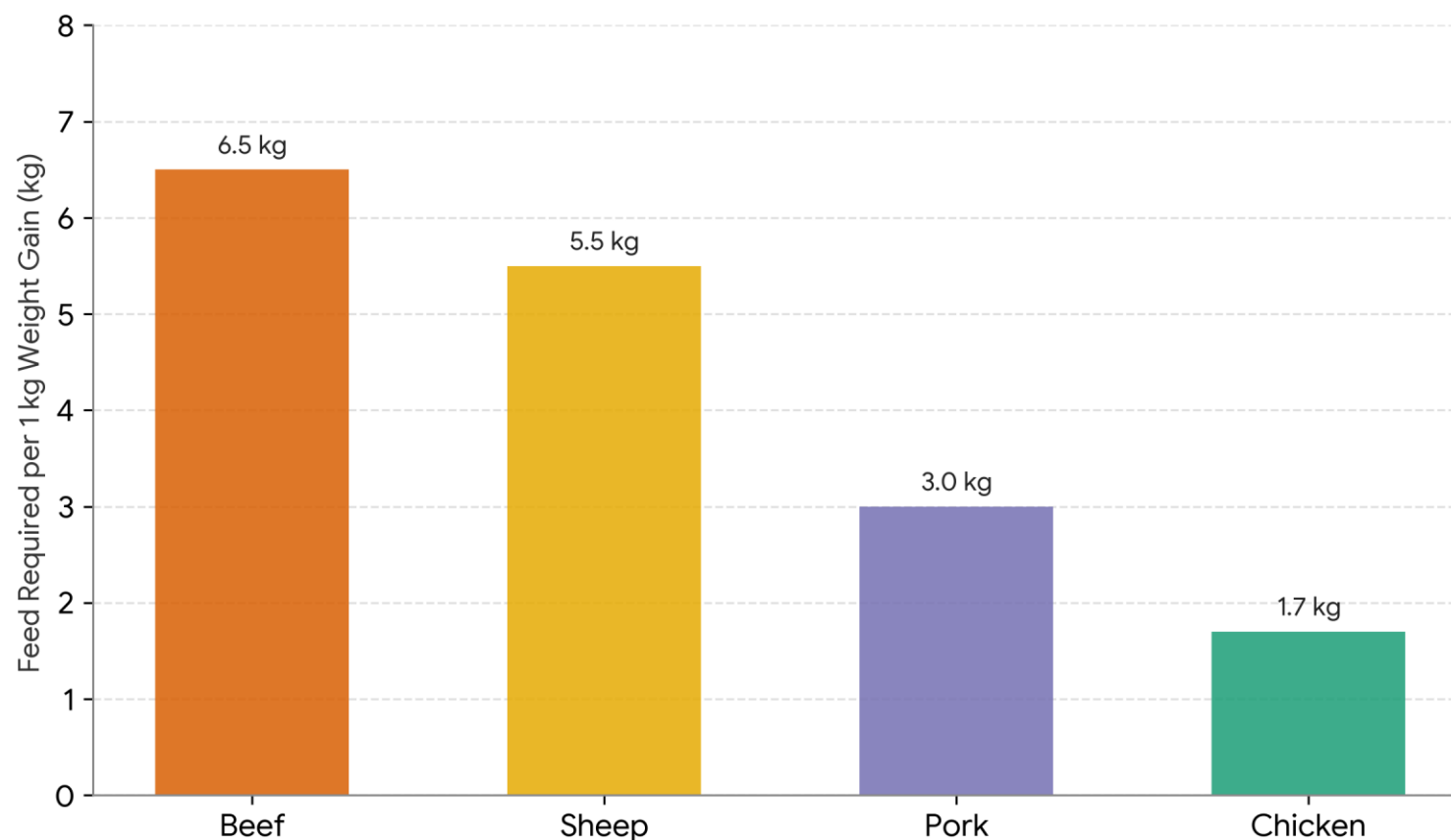
- Pork tenderloin shares identical fat and calorie profiles with skinless chicken breast.
- Pork contains up to 10 times more Vitamin B1 (Thiamine) than beef or chicken. Thiamine is essential for converting carbohydrates into usable cellular energy.
- Lean pork offers significantly lower cost-per-gram of protein than beef sirloin or salmon. Pigs convert feed to muscle far more efficiently than cattle, resulting in lower water usage and reduced carbon footprints per kilogram of meat produced.

Source	Protein	Fat	Calories	Standout Nutrient
Pork Tenderloin	26 g	3,5 g	143	Vitamin B1
Chicken Breast (skinless)	31 g	3,6 g	165	Vitamin B3
Beef Sirloin (lean)	25 g	6,0 g	160	Iron, Zinc
Salmon	22 g	13,0 g	206	Omega-3 Fatty Acids
Tofu (firm)	8 g	4,8 g	76	Calcium, Isoflavones

FEED TO MEAT

- Pigs require less than half the feed to produce the exact same amount of protein.
- Because pigs convert feed to meat so efficiently, farmers spend less on feed to raise them.
- Less feed consumed means less land needed to grow crops, less water used for irrigation, and lower overall greenhouse gas emissions.

Feed Conversion Ratio (FCR) Efficiency Comparison



HOW CAN YOU VALUE-ADD TO WHAT YOU SELL?

THE BLOCK



LOIN CHOPS



NECK CHOPS



SHOULDER CHOPS



SHANK CHOPS



LOLLIPOPS



SCHNITZEL



STIR FRY



PO



BELLY RIBS



SHOULDER RIBS



LOIN RIBS



RIB PIECES



SOFT BONES



TAIL BONES



TAILS



S



MINCE



BELLY STRIPS



BELLY RASHERS



BELLY SOSATIES



TROTTERS



CUT TROTTERS



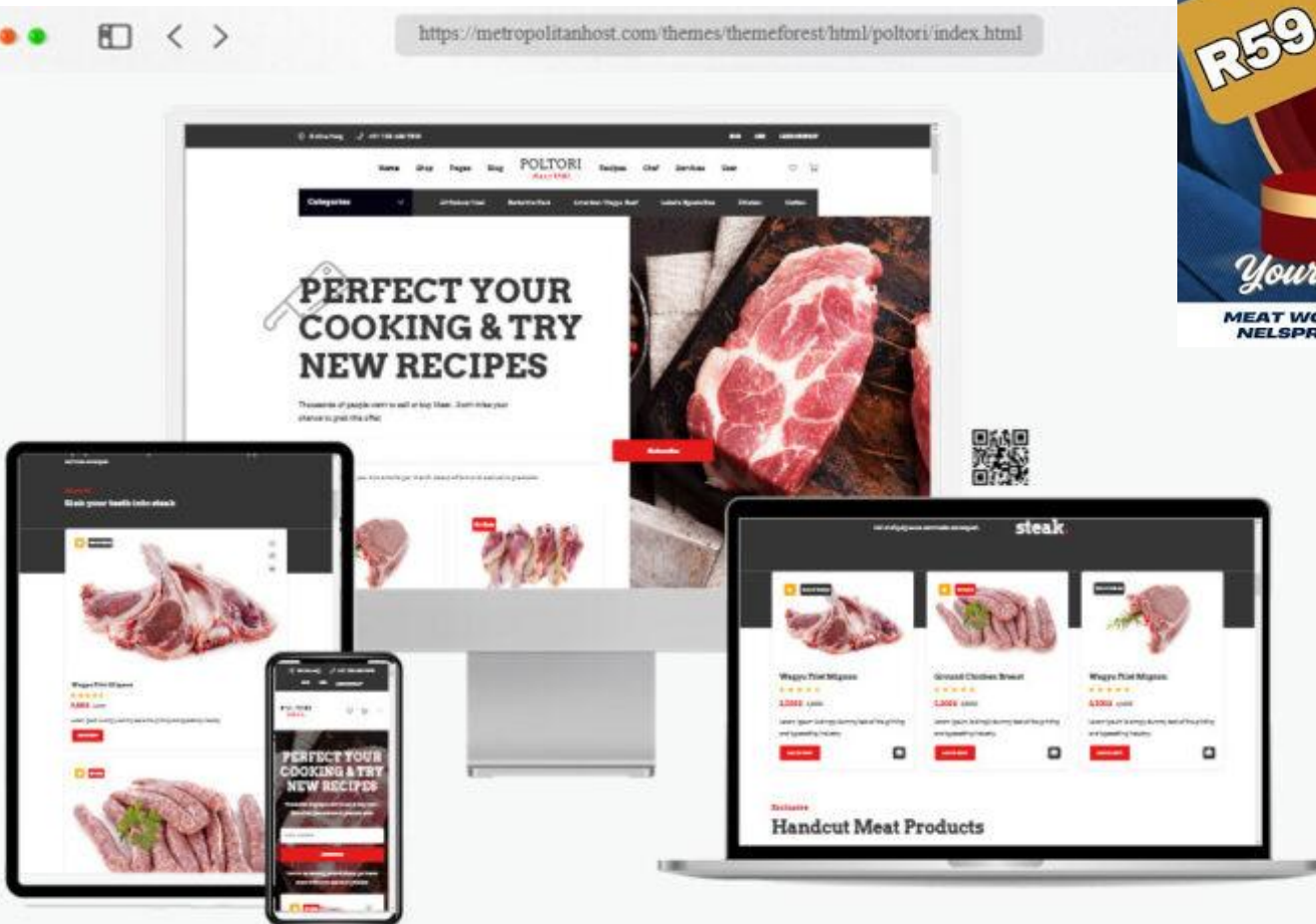
FLAT RIB



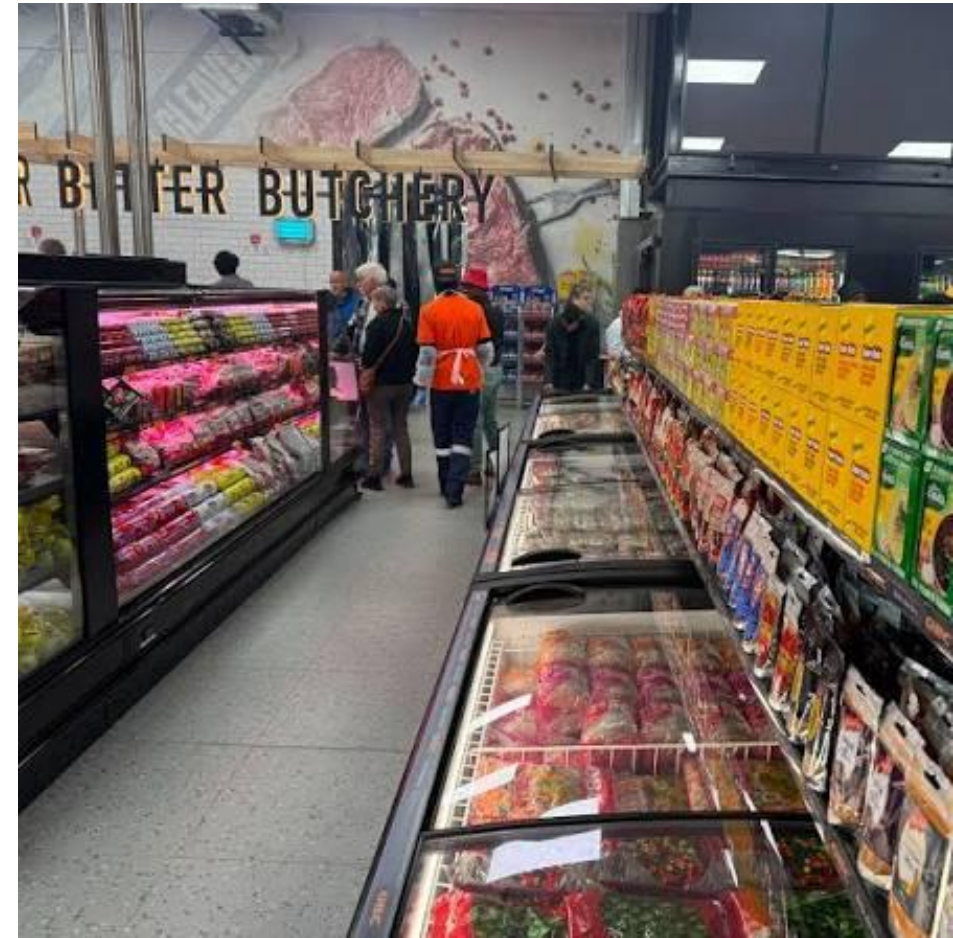
KIDNEY

CARCASS COUNT	200		61	
PORK BACONERS P&O	16568,00	100,00%	5042,10	
	82,84		82,66	
LOSS	144,97	0,88%	1,54%	
SHOULDER DDD	1708,16	10,31%	4,84%	SHOULDER DD
LEG DDD	2067,69	12,48%	13,54%	
NECK DDD	1048,75	6,33%	4,65%	
LOIN DDD	1689,94	10,20%	8,81%	
BELLY DDD	816,80	4,93%	6,66%	BELLY DD
FILLET	173,96	1,05%	1,15%	
TOPSIDE (BOSTON BUTT)	440,71	2,66%		
TRIM BELLY	495,38	2,99%		
TRIM FRESH	1144,85	6,91%	22,17%	TRIM 80/20 (12.56% W)
LEAF LARD	167,34	1,01%		
BLOOD TRIM	164,02	0,99%	0,35%	
SPEK	323,08	1,95%	2,58%	
SKIN	871,48	5,26%	5,57%	
KNUCKELS	805,20	4,86%	4,93%	
SHOULDER RIB	197,16	1,19%	0,81%	
LOIN RIB	222,01	1,34%	0,99%	
BELLY RIB	359,53	2,17%	2,05%	
HEADS	1396,68	8,43%	7,34%	
SKIRTS	120,95	0,73%	1,00%	FLARE FAT
SOFT BONES	91,12	0,55%		
TROTTERS	435,74	2,63%	2,13%	
RIB PIECES	57,99	0,35%		
KIDNEY	84,50	0,51%	0,36%	
TAIL	180,43	1,09%	0,15%	
MEAT BONES	707,45	4,27%	4,17%	
SOUP BONES	644,50	3,89%	4,21%	
PETFOODS	8,28	0,05%		
		100,00%	100,00%	

ONLINE MARKETING OF MEAT



RETAIL SHOPS



MOBILE BUTCHERY



PORK BUSINESS POTENTIAL

- Pork combines fast reproductive scaling with premium consumer pricing.
 - One sow produces roughly 20-28 market-ready piglets per year across 2 litters.
- Pork has the lowest carcass waste with nearly 80% of the final animal turning directly into retail revenue.
 - Compare this to about 60% for beef and 50% for sheep/lambs.
- Pork gives a direct runway into the high-margin, shelf-stable consumer packaged goods market through sausages, hams and bacon.

A





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B

C





D