

Traceability systems for the governance of alternative sheep meat quality attributes in fresh sheep meat supply chains in South Africa.

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Research focus area:	Unlocking the Potential of Red Meat through commercialization and technology transfer

Aims of the project

- To develop a model and subsequent recommendations towards establishing an effective traceability system in the fresh sheep meat supply chains in South Africa, that will protect manage and govern the various food safety and quality attributes of locally produced sheep meat.
- To determine the readiness of role players in the South African fresh sheep meat supply chain to implement the traceability model developed.
- To develop recommendations on how greater consumer trust in sheep meat quality labels and certification marks can be achieved through an improved consumer awareness of these labels or marks.

Executive summary

In a consumer driven world consumers want to experience a connection between the product that they are consuming and the origin of that product. To guarantee the validity of this connection and therefore the product's origin attribute, traceability systems are required. The main purpose of this paper is to assess current traceability systems implemented in South African sheep abattoirs thereby establishing their ability to guarantee the origin of a carcass. Research indicated that the South African sheep abattoirs have traceability systems in place and can guarantee the origin of a meat

product. The descriptive analysis and hypothesis tests identified the tipping factor for the implementation of a traceability system, as the requirement from retail markets to which abattoirs deliver their product.

List of outputs

- MSc (Agric) thesis – Evaluating traceability in the South African sheep meat industry
- Paper presented at the Agricultural Economics Association of South Africa's conference, Bloemfontein, South Africa. 2012
- Paper presented at the International Congress of Meat Science and Technology, Izmir, Turkey. 2013
- Paper presented to the Agricultural Economics Association of South Africa's conference, Bela-Bela, South Africa. 2013
- Mcom thesis – Applying experimental economics to determine consumers' willingness to pay for food attributes