

Media statement

DR PHILLIP OOSTHUIZEN JOINS THE RED MEAT INDUSTRY SERVICE NPC (RMIS) AS CHIEF OPERATING OFFICER

The Red Meat Industry Services welcomes Dr Phillip Oosthuizen and is optimistic and excited for the future of the red meat industry with him in our team.

Dr Phillip Oosthuizen obtained his BSc Animal Science and Agricultural Economics degree from University of the Free State and furthered his studies in Agricultural Economics to receive his Honours, Master and Doctoral degrees. His MSc title, "*The profit maximizing feeding period for different beef breeds*" and PhD title, "*The effect of growth promoters on beef profitability, quality, and consumer preferences: a value chain approach*".

Dr Phillip Oosthuizen started his career as an Agriculture Business Banker with Nedbank whereafter he headed the Sernick Group's Research and Innovation division. His work focus was on the Red Meat value chain including, primary cattle production (stud & commercial), Phase-C cattle testing, feedlot, feed factory, abattoir, retail, exports, technology development as well as emerging farmer development and public relation.

He has a unique combination of scientific knowledge and practical experience throughout the red meat value chain through his exposure within the diversified Sernick value chain, feedlot and meat quality research and implementation and being a farmer himself.



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