

# Poultry Master Plan

## *Growing our agri-future*

OCT

27

SAVE THE DATE

11:00am

Thursday 27 October 2022

### Will exports take off?

*The local industry says it will soon be 'export-ready'. But where are the markets?*



**What's in store for maize?** *Half of SA's maize harvest is used for animal feed.*

### Are we more food-secure?

*In just two years, producers have boosted production capacity by 10%.*



### What about dumping?

*Does illicit and illegal trade still threaten industry viability?*

**The Poultry Master Plan** is a bold and complex initiative to boost investment across the poultry and grain value-chains, create jobs, curb dumping and illegal trade, and grow SA's poultry industry into a global exporter.

Nearly three years have past since the plan was adopted.

Join us, as we ask:

- Is the master plan working?
- What progress has been made?
- How is global instability affecting us?
- Where to next?

Senior representatives from government, industry and labour will attend this key event in South Africa's agricultural calendar.

### Register to attend

Attendance and participation are free. The event will be broadcast via Zoom. Reserve your place by registering today at:

[www.fairplaymovement.org](http://www.fairplaymovement.org)

*This digital summit is proudly hosted by the FairPlay movement and Farmer's Weekly.*