



The Formula For Success
Die Formule Vir Sukses

WORKSHOP

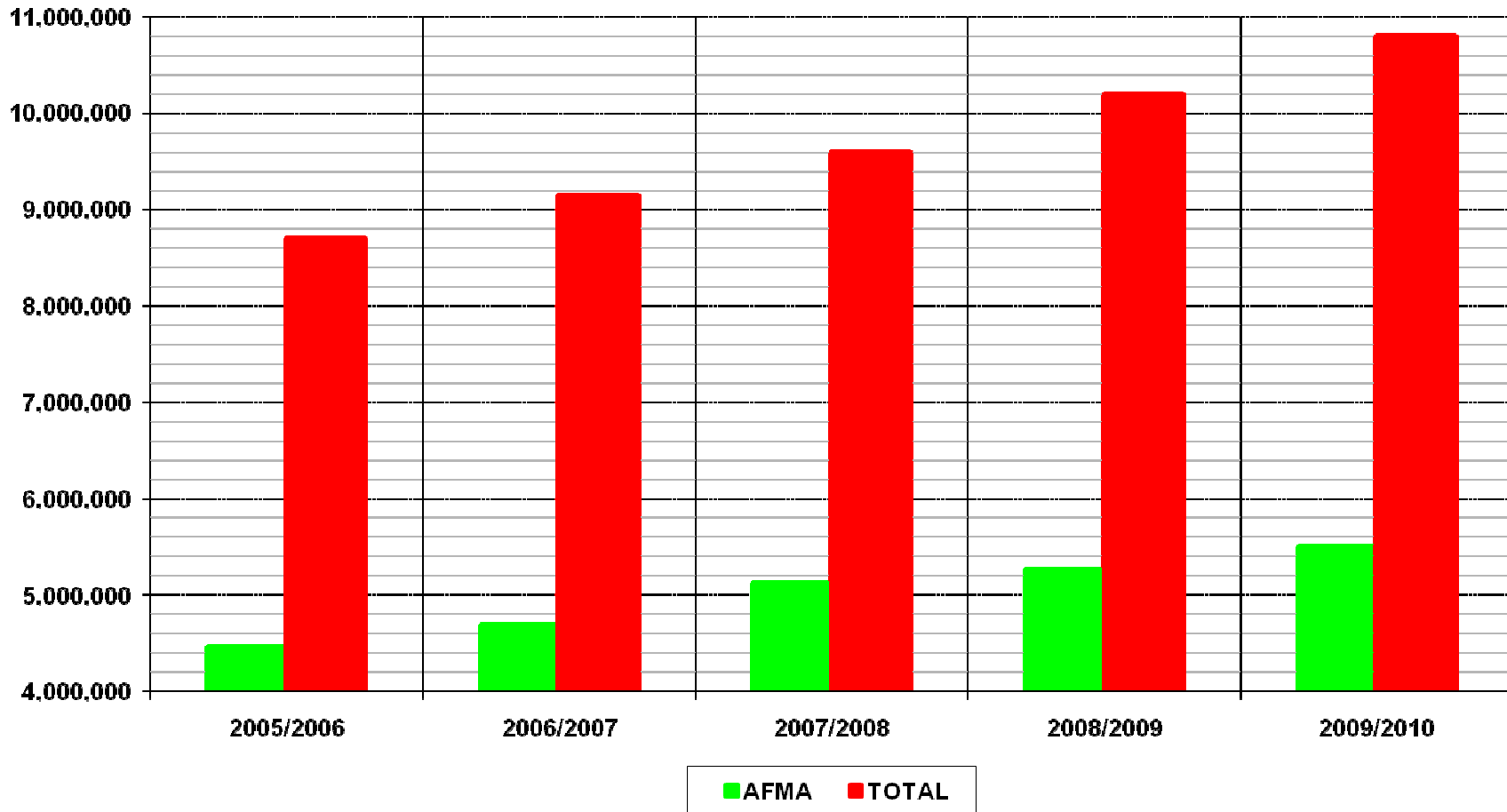
Loutjie Dunn



Animal feed market (ton/annum)



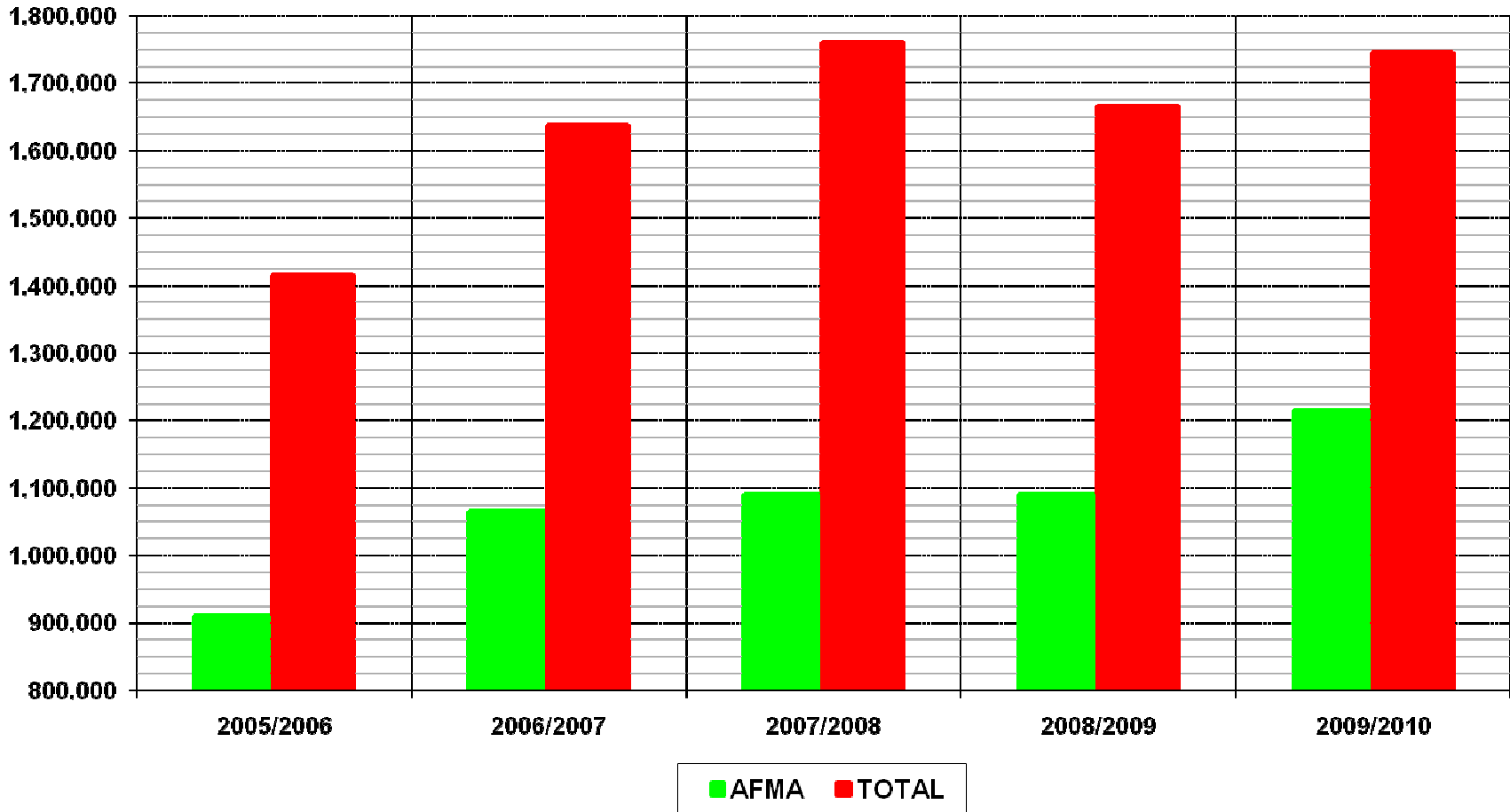
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PLANT PROTEIN USED (ton/annum)



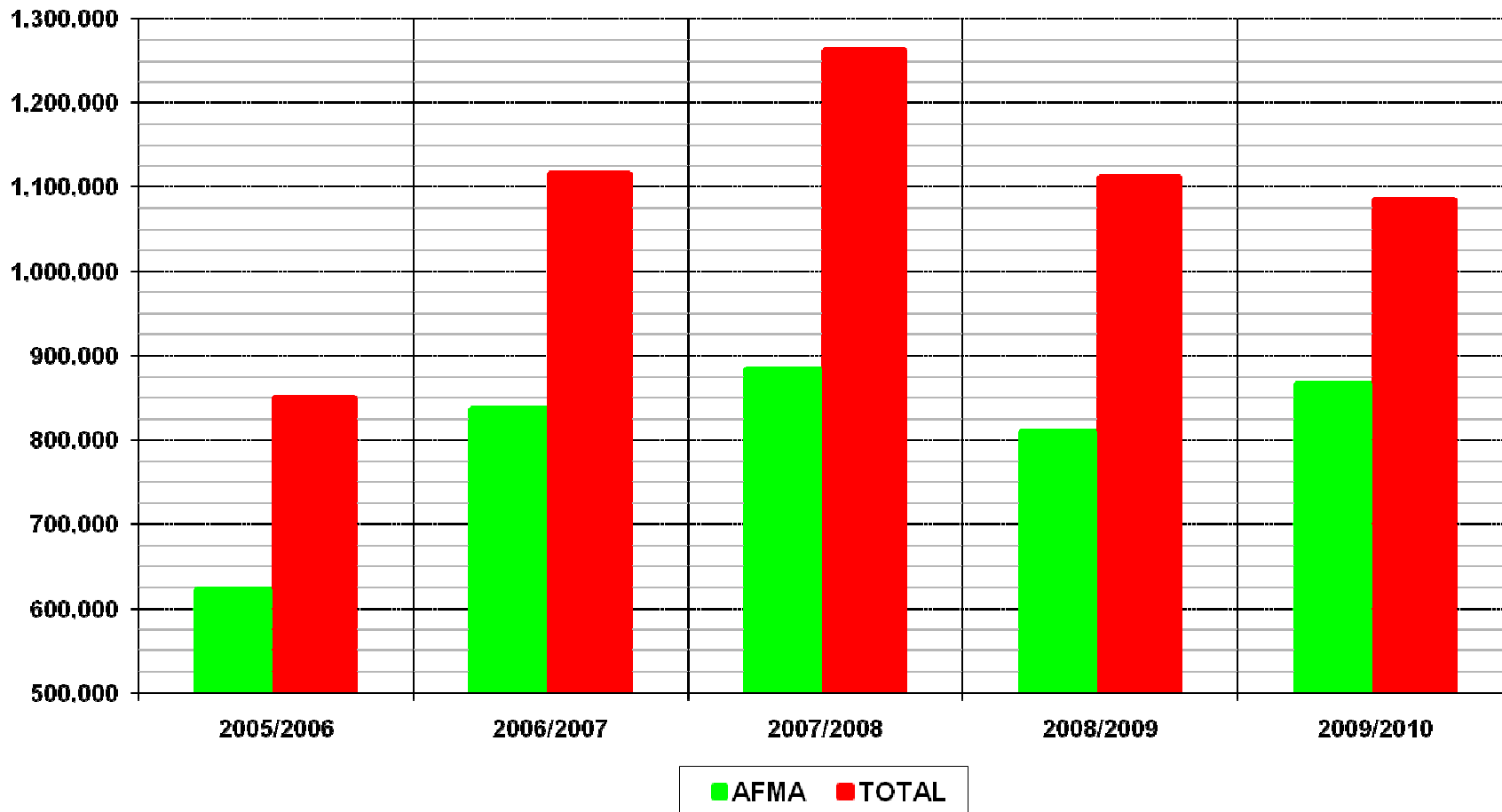
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SOYA USED (ton/annum)



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WHY INDUSTRY ASSOCIATIONS?



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- **Organise the industry**
- **Joint opinion (Lobby)**
- **Setting industry standards**
 - Code of conduct
 - Salmonella protocol
 - Dioxin database
- **Support government**
 - Specifically DAFF
- **Compile and distribute industry figures**
- **Self regulating**



INDUSTRY vs GOVERNMENT



*The Formula For Success
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- **Before 1980**
 - Majority qualified people employed by the state
 - Extension officers
 - ARC
 - Universities
- **Since 1990**
 - Majority qualified people employed by industry
 - Technical support to customers
 - Product focus on research
 - Symposiums, congresses, workshops, etc
- **Global trend**

THANK YOU



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