



## **The Animal Feed Manufacturers Association**

Representing animal  
feed manufacturers in the  
South African feed industry

# WHO WE ARE

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The Animal Feed Manufacturers Association of South Africa (AFMA), is the official industry representative body of the South African feed industry in the livestock feed sector and larger agricultural environment.

As the official representative body for the sector, AFMA positions and aligns itself by identifying the business environment that will benefit its members. This is achieved through its liaison and cooperation with various directly affected groups. These include government departments; regulatory decision-makers; parastatals; forums; related associations, and value chain partners both locally and internationally.

# VISION

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To enhance and support a sustainable industry that acts responsibly within the food chain by ensuring **safe feed for safe food**.

# MISSION

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AFMA strives for the realisation of its vision by:

- Lobbying, liaising and cooperating with government departments; regulatory decision-makers; parastatals; forums; related associations; value chain partners, international agencies and related role players.
- Providing management information to members, industry and other role players.
- Influencing and managing factors which have a bearing on industry costs.
- Creating awareness among industry role players of threats and opportunities facing the industry, and formulating unified action plans accordingly.
- Promoting AFMA's image – “Safe Feed for Safe Food”.

# PROFILE

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AFMA acts on behalf of, and represents, the animal feed industry on various platforms and committees to enhance, protect and ensure the present and future interests of the industry. These activities also include liaison and engagements on all levels, i.e. liaising, workshopping, debating and lobbying with the following primary interest groups:

- Regulatory bodies.
- Academia.
- Industry participants.

In this process, attention is focused upon:

- The feed regulatory environment.
- The research and technical environment.
- The commodity trading environment.
- Communication to members and the wider industry.

**“ Keeping the industry informed – facilitating access to the latest international trends and scientific developments ”**



# AFMA MEMBERSHIP

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## Who may apply?

AFMA's Memorandum of Incorporation makes provision for two categories of membership, i.e. 'Full' and 'Associate' membership.

### **Full membership:**

Manufacturers of complete animal feeds.

### **Associate membership:**

This category includes service providers and input suppliers to the animal feed industry. This includes suppliers of raw materials, traders, suppliers of premixes, feed additives and veterinary products, equipment suppliers, laboratories, transport and other services providers.

## Benefits of membership

- Access to all AFMA general meetings, committee meetings and subcommittee meetings, where matters concerning the feed industry are discussed.
- Access to all information related to AFMA committee meetings.
- Receiving agendas of all meetings and reports on discussions.
- Access to animal feed sales and raw materials utilisation statistics in the industry, which are published on the AFMA website.
- Access to, and participation in, joint actions regarding industry-related matters. These include animal feed regulations, import tariffs, SADC negotiations, EU negotiations, and other events where the interests of the entire industry are addressed.
- Access to AFMA congresses, symposia and workshops at reduced prices.
- Access to the AFMA Feed Registration Service for assistance with the submission of feed registration applications required in terms of the Fertilizers, Farm Feeds, Agricultural Remedies and Stock Remedies Act 36, of 1947.
- Discounted prices for advertorials and advertisements in the quarterly AFMA magazine, the AFMA Matrix.

- Advertising of job opportunities and/or vacancies at member companies on the AFMA website and social media platforms, at no charge.
- Voting rights at the Annual General Meeting (this the only benefit from which Associate members are excluded).

## Membership fees

- Membership fees are determined annually during the AFMA Annual General Meeting. Visit **[www.afma.co.za](http://www.afma.co.za)** for the latest membership fee structure and application form.

## AFMA Code of Conduct

Full and Associate membership of AFMA is subject to complying with the provisions of the AFMA Code of Conduct. Both Full and Associate members need to be audited by an independent third-party within three months of membership application.

Once members have been audited according to the AFMA Code of Conduct and found to be compliant with this code, AFMA membership will be confirmed and a certificate of compliance will be awarded.\*

*\* Please note: Audit fees are not included in the membership fees.*

# CORE VALUE PROPOSITIONS

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An Association that offers:

- a. Direct access to the highest level of feed regulators and legislators;
- b. Access to the largest pool of technical knowledge on animal nutrition;
- c. A technical platform that monitors and reports on the latest international and local developments in animal nutrition;
- d. A Feed Registration Service, with direct access to Government;
- e. Technical sub-committees working continuously on the latest technical variables in the animal nutrition environment;
- f. A combined source of expertise and knowledge on trade and procurement related matters;

- g. Direct access to the highest authorities on trade and Sanitary and Phytosanitary (SPS) matters to facilitate international trade;
- h. International and local benchmarking on feed manufacturing disciplines and costs;
- i. Annual publication of the most recent local and global feed outlook;
- j. Publication of industry statistics in accordance to local Competition Law;
- k. Keeping members informed on the latest international animal nutrition trends through the hosting of:
  - i. Symposia;
  - ii. Workshops;
  - iii. Seminars;
  - iv. Industry days;
  - v. Industry training sessions; and
  - vi. Interactions with tertiary institutions.
- l. Development of feed and related training courses and material leading to accredited national qualifications; and
- m. Representation at an international level within global bodies and institutions in the animal nutrition arena.

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## **Animal Feed Manufacturers Association (AFMA)**

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