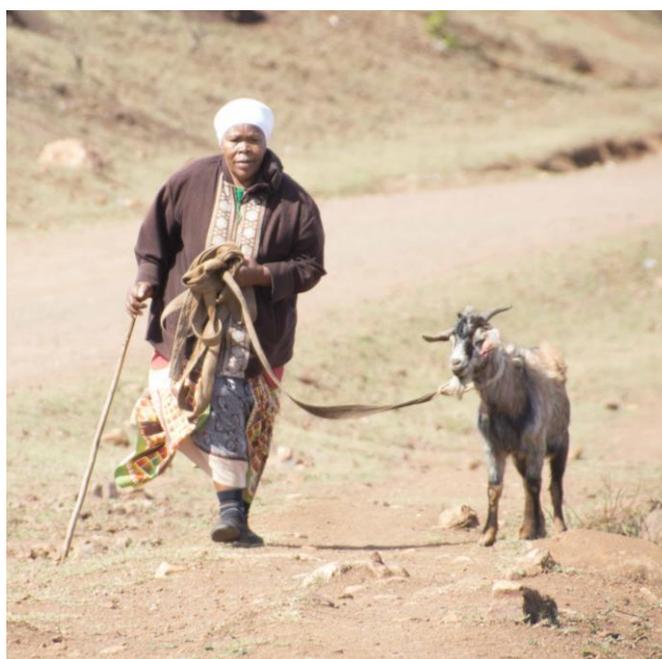


Meeting Demand for Indigenous Live Goats

The KwaZulu Natal (KZN) Province of South Africa has a huge demand for live goats. Live goats are used for a wide variety of cultural and transactional exchanges in Zulu homes throughout the province. This includes six goats in the marriage process, three goats for coming of age and three to four goats for death. Goats are paid as fines and goats are sold to survive and buy basic necessities. Nomusa Mhlongo, from Heifer Project South Africa's (HPSA) Jozini Agricultural Model project, says "I use goats to live off of and sell them for school fees and to buy school books."

The demand is huge and KZN cannot produce enough indigenous goats for its own use with hundreds of thousands, possibly even a million, coming across the border every year from Namibia to be sold in KZN. Rolf Aadnesgaard, owner of AAM auctions, says "We cannot get enough indigenous goats. I could sell 1000 a week if I had them."



A goat being brought to pension point market in Nongoma (Jozini area)

HPSA's Jozini Agricultural Model Project covers four areas in the Umkhanyakhude District and the Zululand District- Jozini, Nongoma, Hlabisa and UMhlabuyalingana. The project, funded by the European Union, started in May 2015. Part of the project activities are focused on helping goat farmers increase their productivity and assist with formalising the indigenous goat market by linking stakeholders throughout the value chain and organising goat sales at pension points and regular auctions.

On 24 June, 2016, HPSA, together with implementing partners and stakeholders, such as the Jozini Livestock Association, Department of Agriculture KZN, Mdukatshani Rural Development Programme, AAM auctions, with funding support from the European Union and Department of Rural Development and Land Reform, held the first indigenous goat auction in Jozini.

The auction was a success with a total of 324 goats were sold at the Jozini auction with total sales R292,526 and average price of goat was R900.



Jozini indigenous goat auction

Another auction is being planned in Nongoma (in another Jozini Agricultural Model project area) in October or November 2016. It is anticipated that there will be formal auctions in Nongoma, Hlabisa and Jozini twice a year and monthly pension point sales.



HPSA staff displaying training materials and protein block samples at the goat auction