

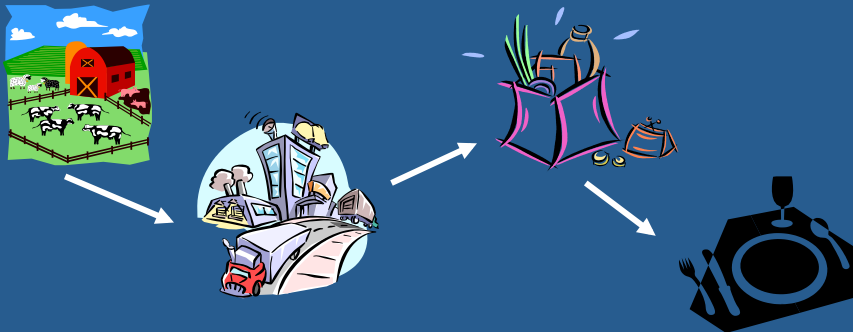
# Standards in Global Agriculture and Food Trade:

## Studying Botswana, Namibia, and South Africa's Beef Commodity Chains

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### What is a Commodity Chain?

- A methodological approach to studying food
- Basic components:
  - Production, processing, distribution, consumption



## Background

- South Africa: 1998, 2000-2001, 2007, 2009
- Botswana: 2007, 2009, 2012
- Namibia: 2000, 2007, 2009, 2012
  
- Interviews with commodity chain participants, some survey data (Botswana), observation, government documents, internal industry reports

## Standards & Standardization

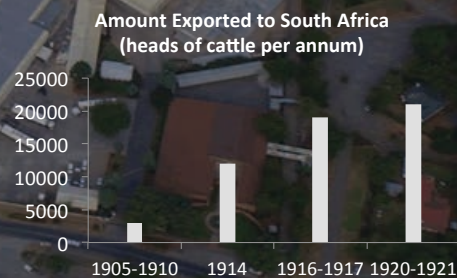
- Types of Standards:
  - Hygiene, Food Safety, Quality (e.g. animal welfare)
- WTO, 1995 – Increase in standards promulgation and application
  - OIE, IPPC, Codex
- Standards are viewed as one means to achieve a more predictable and efficient trade system. However, tend to:
  - Ignore the heterogeneity of local spaces
  - Assume all spaces have the same infrastructure
- Exam standards and standards making as a site of contestation of political, economic and cultural realities.

## Comparative Analysis

- Governance of industries varies considerably
  - Botswana – Export Government Controlled; Domestic Privatized
  - Namibia – Government Controlled
  - South Africa – Liberalized/Privatized
- Dominant Production Systems Different
  - Feedlots, Extensive Production, Communal Production
- Upgrading Strategies Different:
  - Intensification of production; Niche marketing of products (e.g., organics)

## Botswana Livestock Industry

- Why has Botswana not upgraded (i.e., organic niche marketing)?
- EU EPA negotiations
- Diverse producer interests
  - social, political, and cultural differences.



## Drivers in Beef Global Commodity Chain

### Botswana

- Government
- BMC
- Producers
  1. Communal
  2. Extensive
  3. Feedlots

### Niche Marketing

- Private Sector
  - Retailers!
- Consumers
  - International

## Different Production Systems

Beefmaster Feedlot, South Africa



Botswana



Limpopo Province, South Africa

## Relevance?

- Move to “objective” scientific standards among nation states = +/- outcomes
- Increase in private retail standards
- Must advocate for context specific standards
- SADC regional cooperation
  - Political, economic and cultural differences affect willingness and ability of actors to upgrade commodity chains

Thank You!

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