



AUSTRALIAN HIGH COMMISSION

MEDIA RELEASE

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SA and Aussie Masterchefs put the sizzle in SA beef for emerging farmers

The Australian High Commissioner to South Africa, HE Mr Adam McCarthy is proud to launch a new collaborative research project between Australia and South Africa to benefit small-scale and emerging beef farmers on 4 November 2015 at the Agricultural Research Council (ARC).

This important new research project aims to directly link poor beef farmers with major South African supermarkets, improve the supply of high quality beef, and to improve the productivity and profitability of the farmers.

The project is co-funded by the Australian Centre for International Agricultural Research (ACIAR) and the South African Government. Leading partners are the ARC and the University of New England in Australia. Other partners include the National Agricultural Marketing Council (NAMC), the Department of Agriculture, Forestry and Fisheries (DAFF), ACIAR, in conjunction with partners from the Universities of Stellenbosch, Fort Hare, Limpopo and Pretoria in South Africa and the University of Adelaide in Australia.

The launch will feature a brief cooking demonstration of grass-fed beef by Kamini Pather, Masterchef SA Season 2 winner and host of food-travel show Girl Eat World, together with Renae Smith from Masterchef Australia 2014.

“The Australian Government is proud to partner with South Africa on this unique project which directly involves the private sector to improve the skills and productivity of small-scale and emerging South African beef cattle farmers” said Mr McCarthy.

For those interested in attendance, please contact:
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