Professor Ferdi Meyer is an agricultural economist with more than two decades of experience in agricultural market and trade modelling, value chain analysis, strategic foresight, and scenario planning. As a founding member and Managing Director of the Bureau for Food and Agricultural Policy (BFAP) since its establishment in 2004, he has played a pivotal role in fostering national and international networks, guiding multidisciplinary teams, and advancing sustainable development within the agricultural sector.

In addition to his leadership at BFAP, Professor Meyer serves on the boards of various companies and is a Trustee of the Protein Research Foundation. He holds the position of Professor Extraordinary in the Department of Agricultural Economics at Stellenbosch University. His deep understanding of agriculture is rooted in his upbringing and involvement on a crop and livestock family farm in South Africa’s North West Province.

PROTEÏENNAVORSINGSTIGTING
PROTEIN RESEARCH FOUNDATION

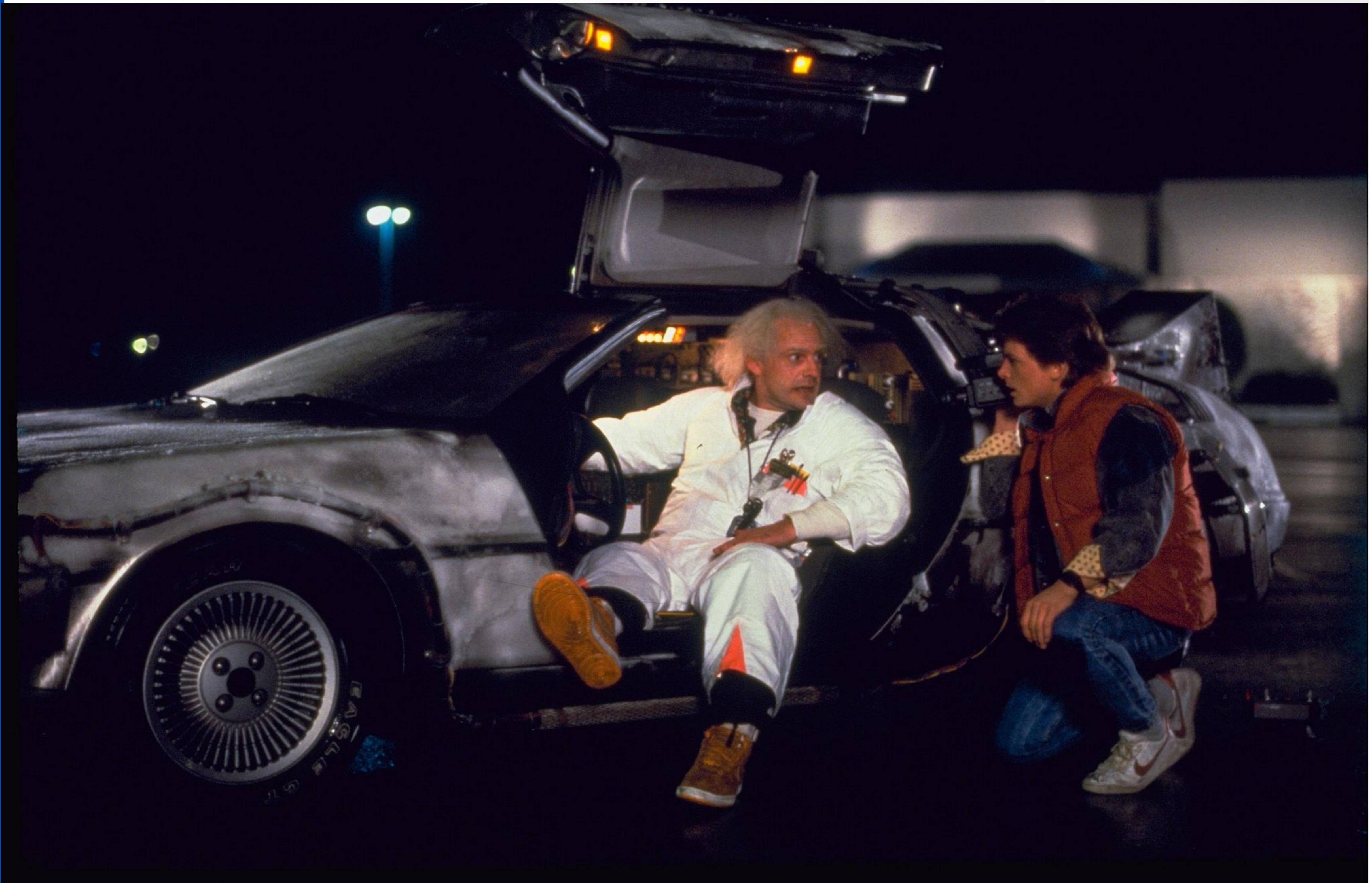
Self-sufficiency & contribution to the Value Chain

Ferdi Meyer

Shaping the future of South Africa's Protein & Oilseed Industry
4 August 2026

PRF 2009

BACK TO THE FUTURE



Scenario planning- 2009

	Rules of the game
1	Urbanisation and population growth
2	Increased concentration of markets for protein
3	Shortage in availability of research capacity, skills, knowledge and experience
4	Improved efficiency in terms of usage of proteins in animal feed
5	Profitability and risk of soybean production versus maize production
6	Tariffs on intermediate and final goods
	Key uncertainties
7	Global and South African economic growth
8	Oilseed processing capacity and utilization rate
	Wild cards
9	Climatic variability and conditions
10	Rainbow Nations Renewable Fuels
	Factors with high predictability but low impact
11	Policy direction of government (small scale vs. commercial farming)
12	Change in type and usage of energy consumption

Scenario matrix - 2009

Increase in processing capacity and utilization matches the expansion in soybean production

Scenario 1:

Scenario 2:

Avoiding recession

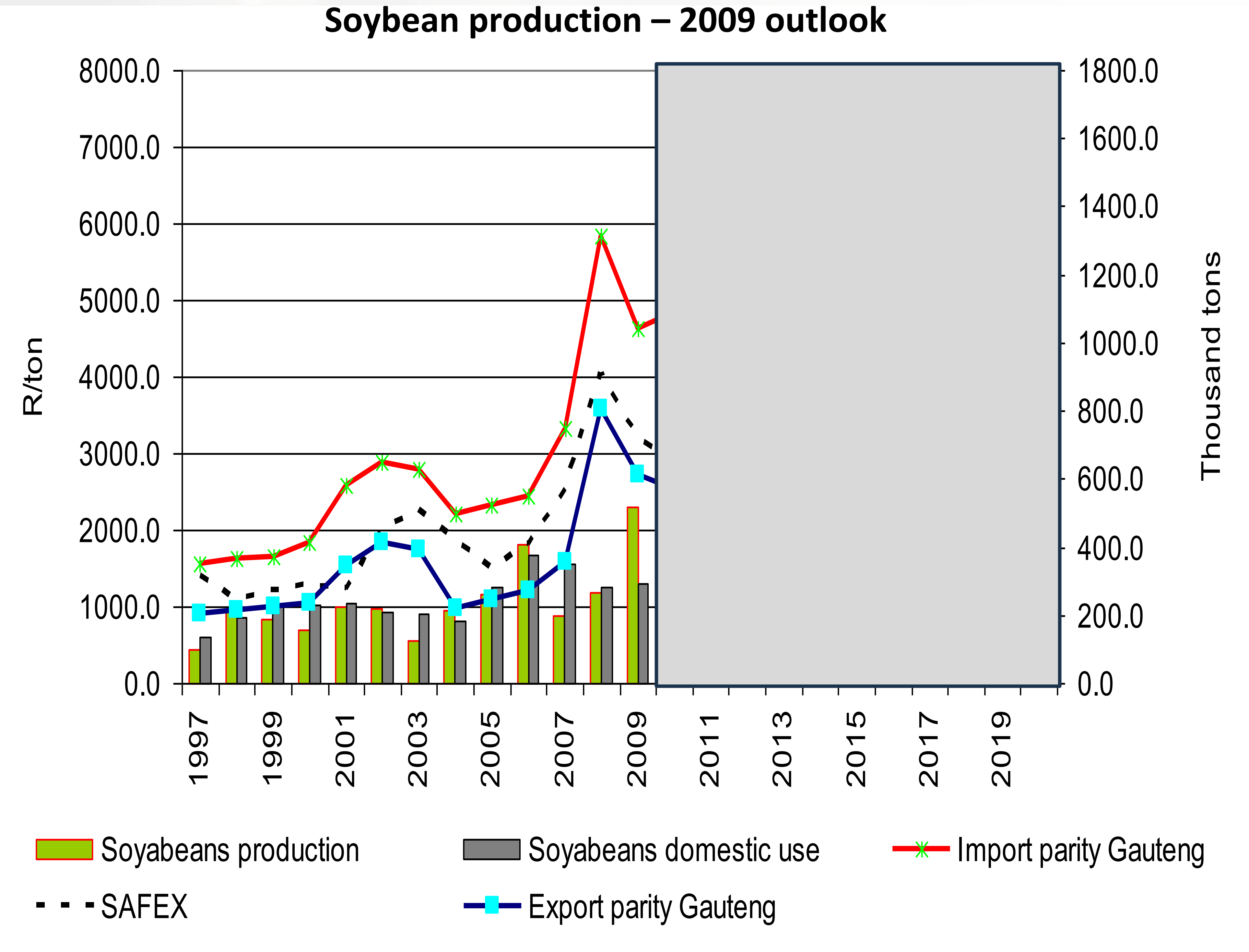
Long, severe global recession

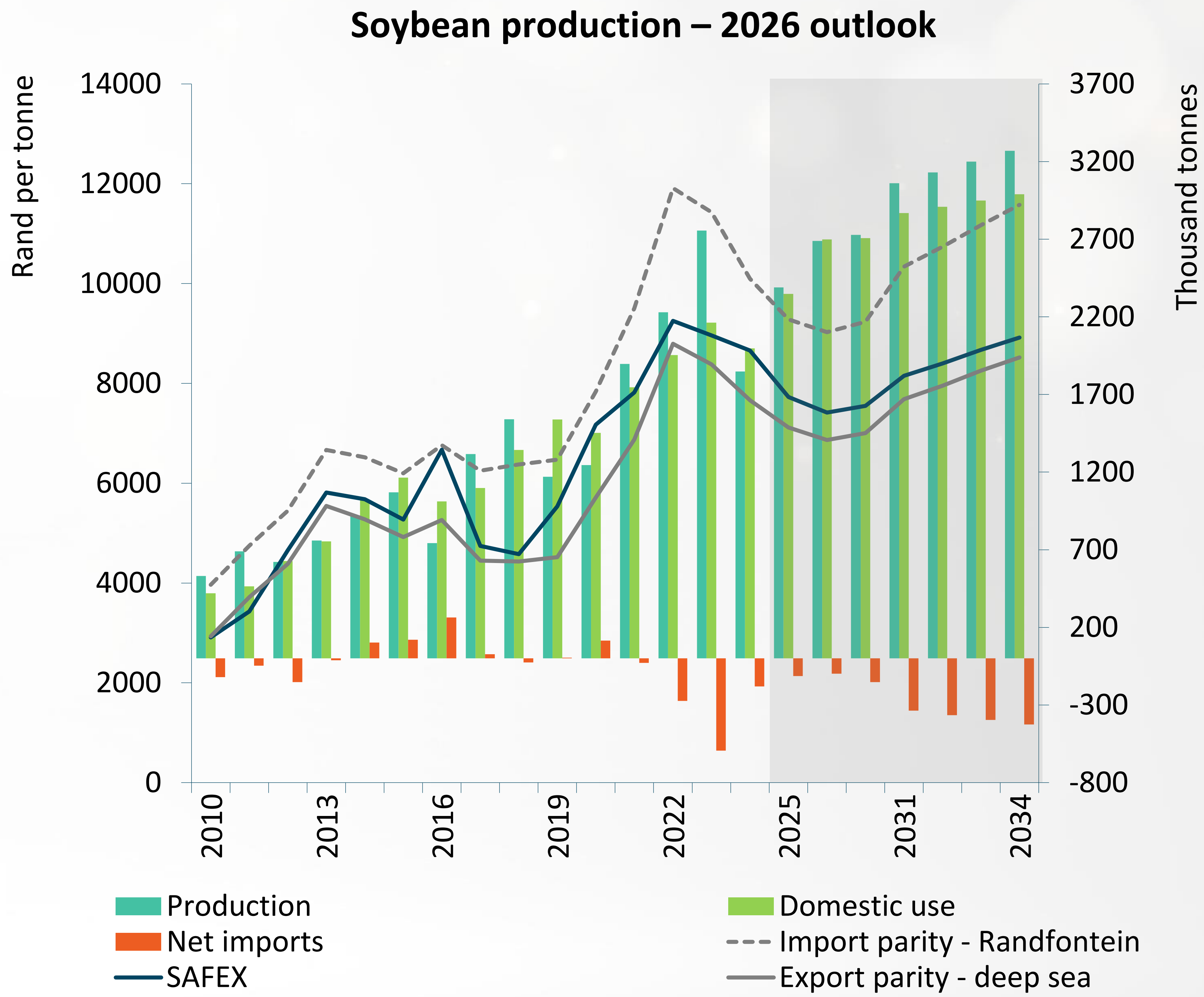
Scenario 4:

Scenario 3:

Dramatic increase in processing capacity and utilization rate

Scenario 4 projections

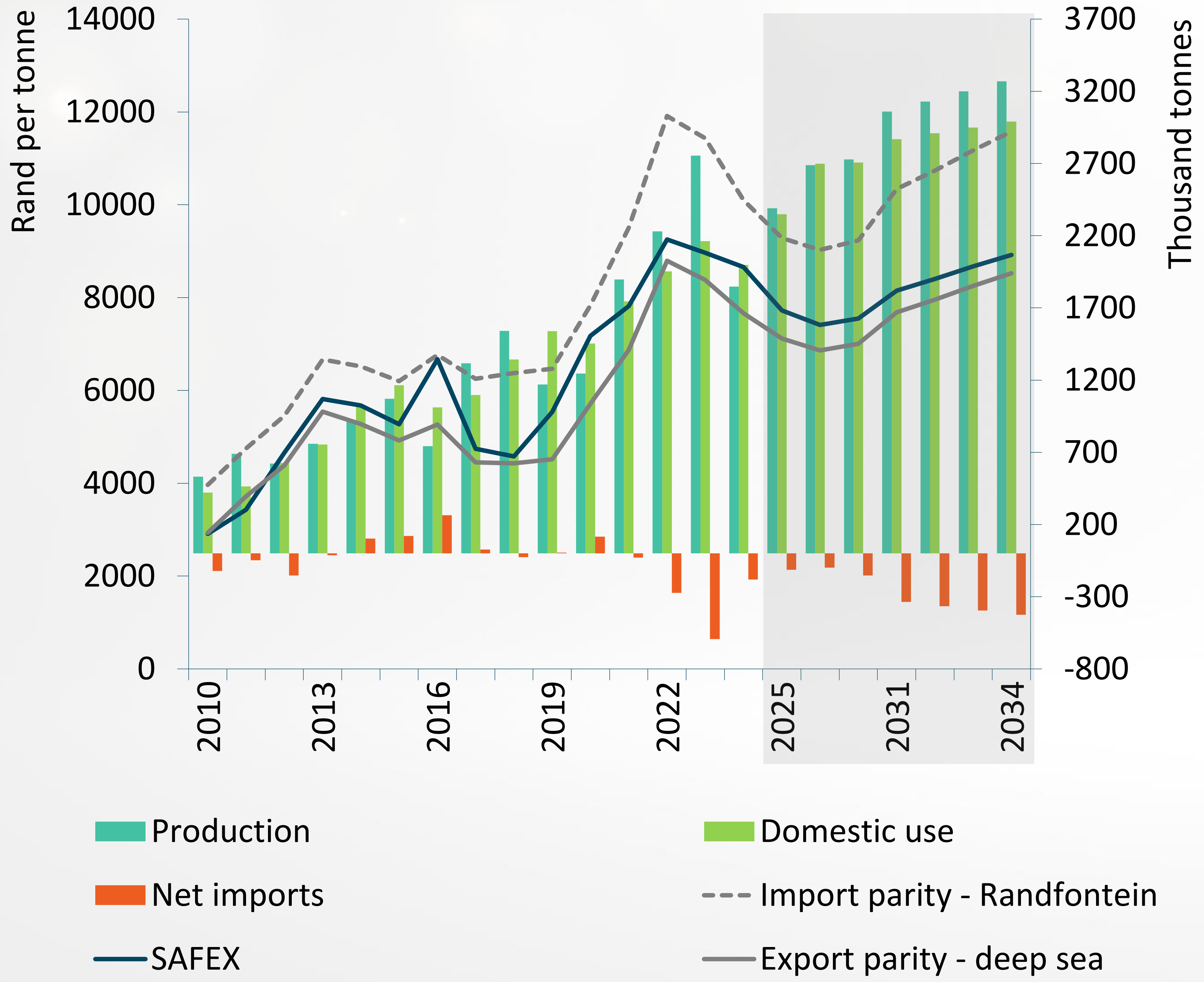




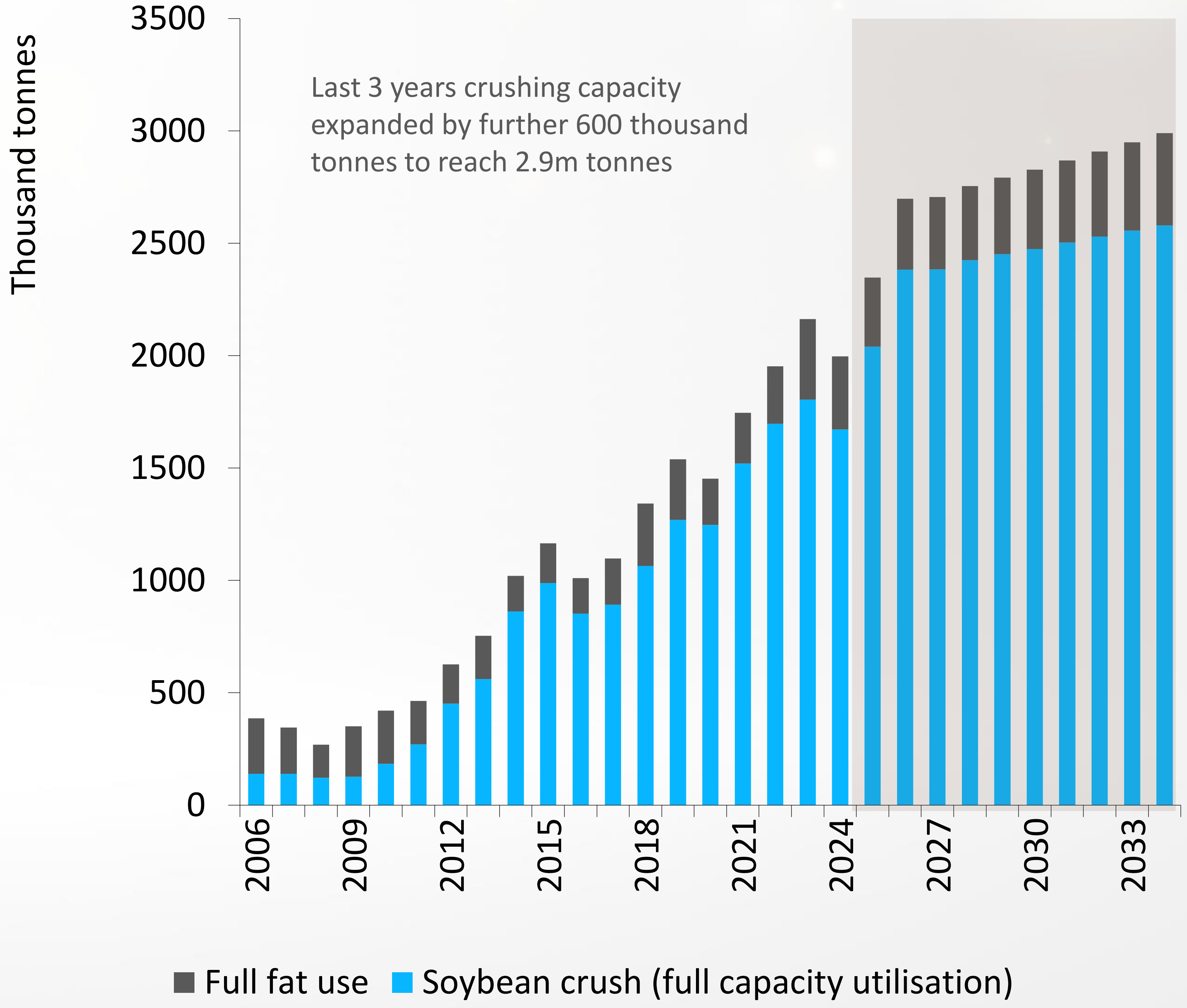
Soybeans:
from shortfall, to self-sufficiency, to exports

R9 billion capital invested by producers, 2.9m tonnes crushing capacity added by crushers

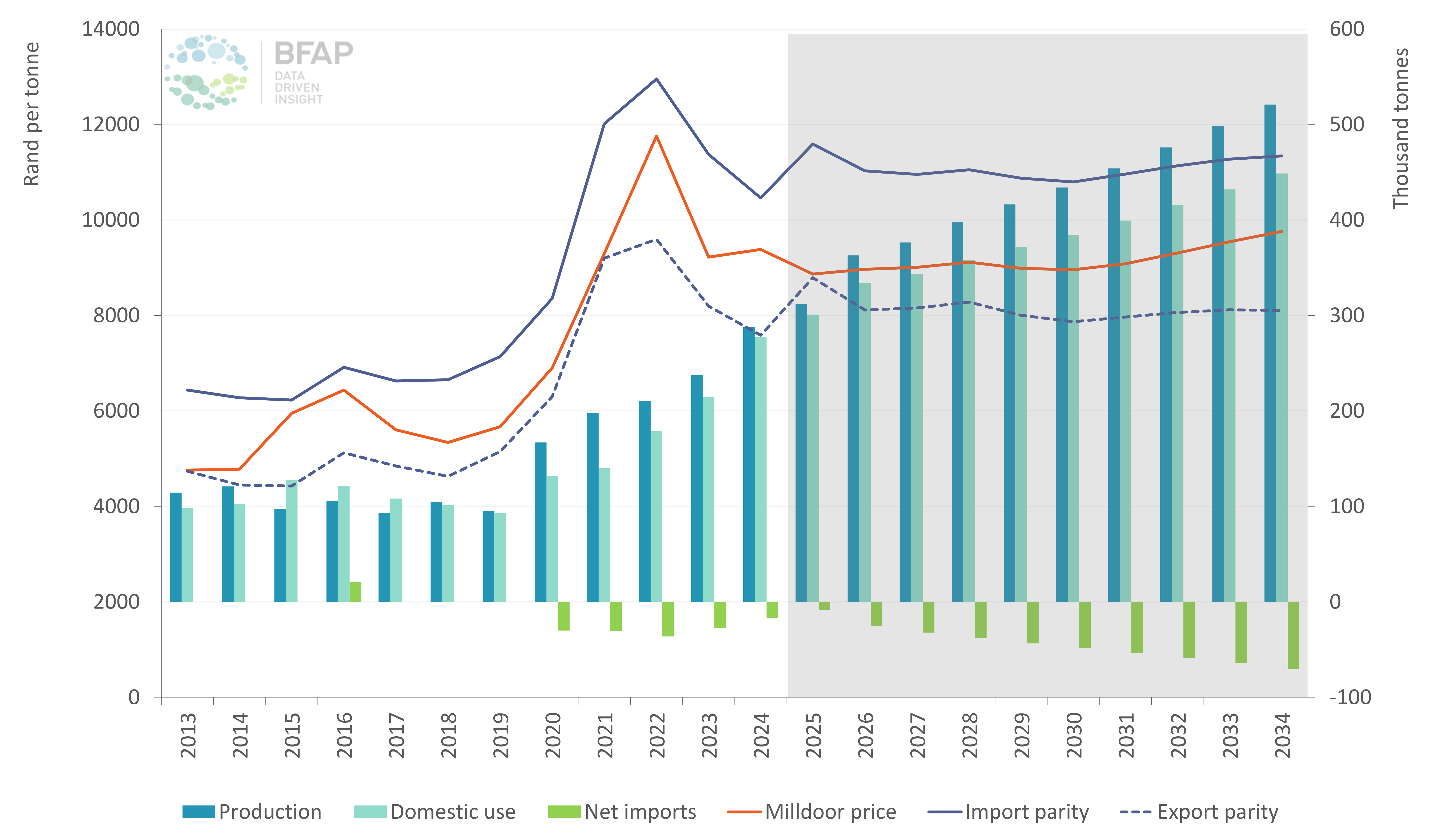
Soybean production & prices: 2010-2034



Soybean processing: 2006-2034

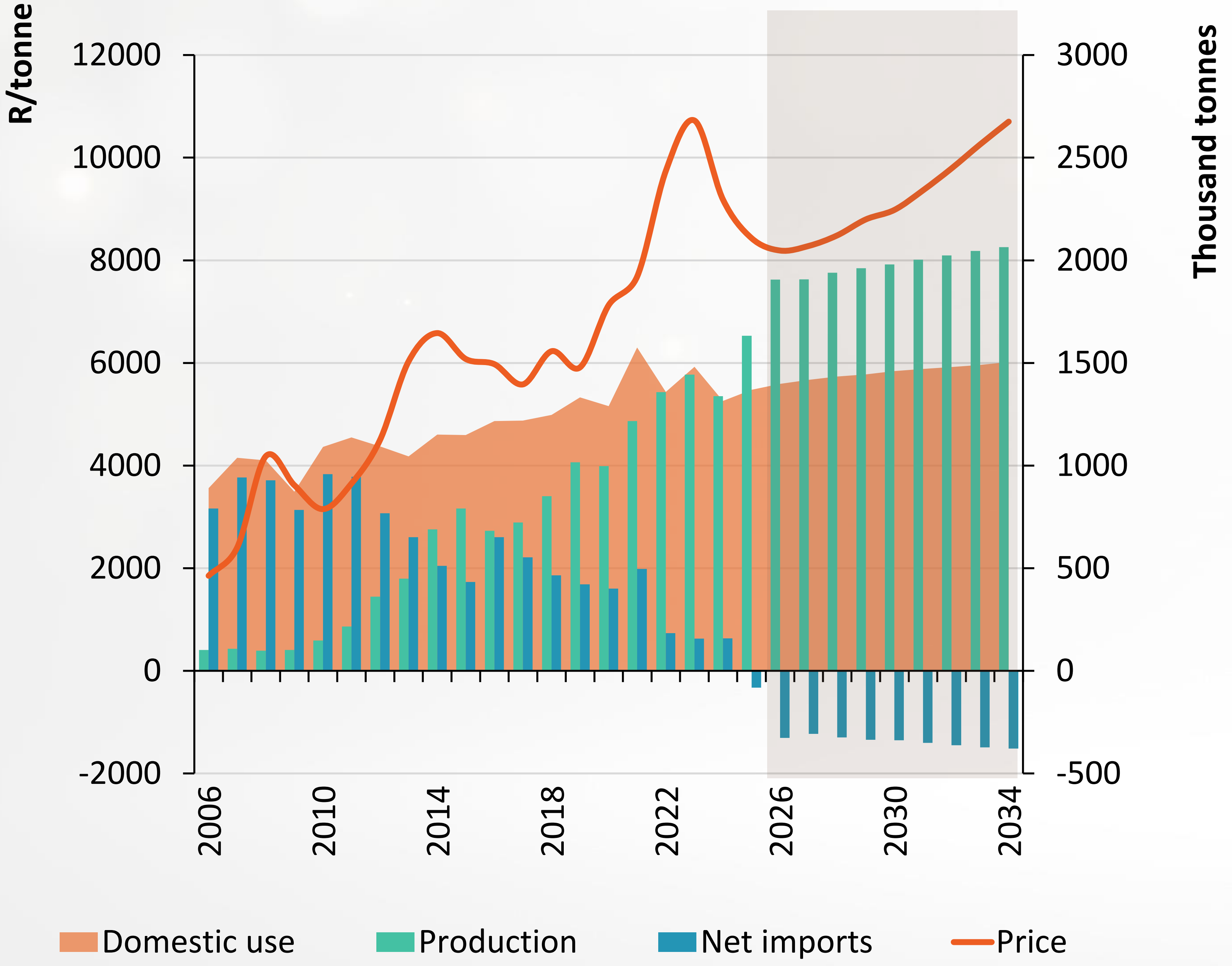


Canola – the fastest growth on record

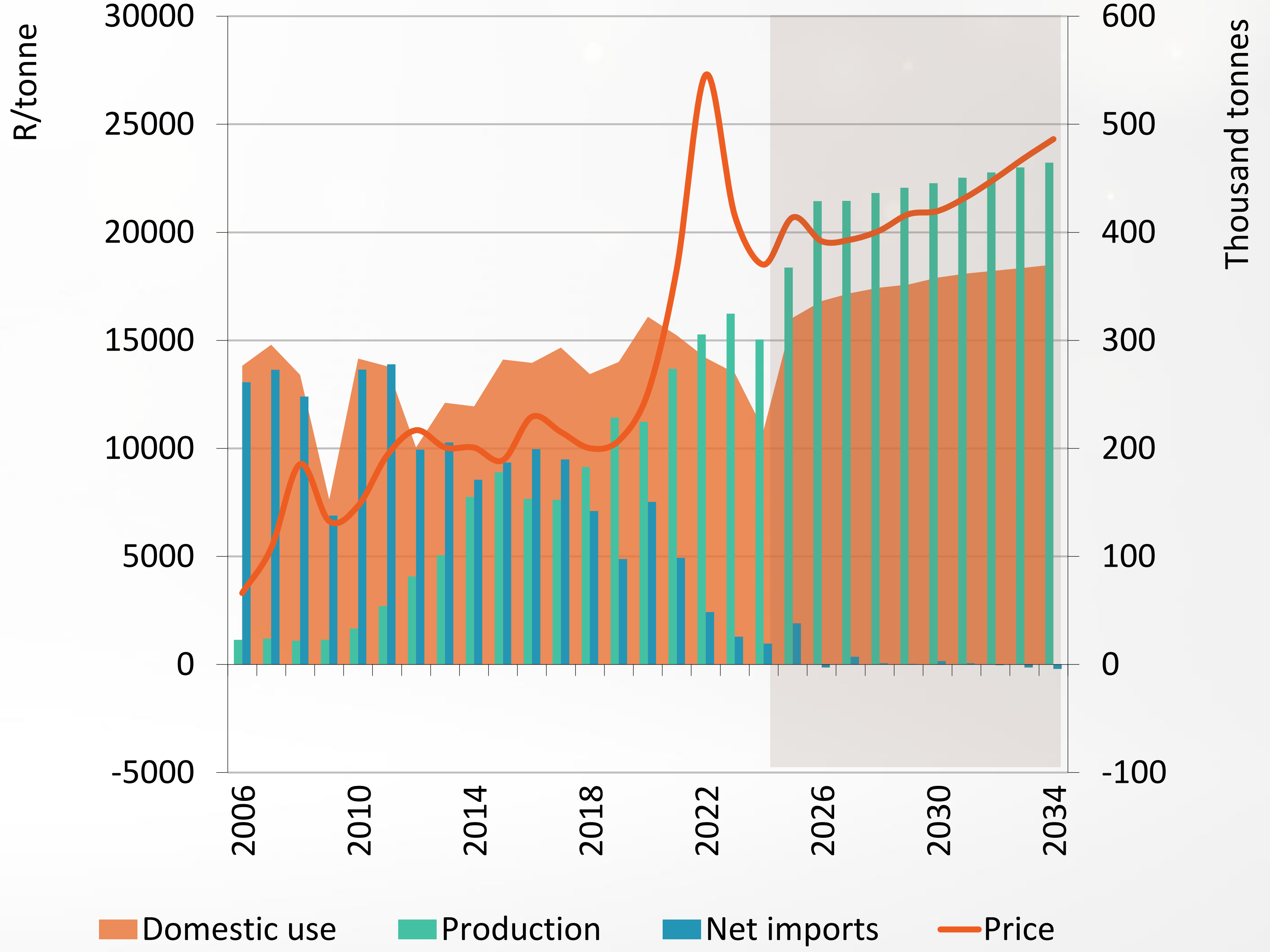


Next phase
Meal and veg oil competing at export parity

Soybean meal production, use, trade and prices: 2006-2034



Soybean oil production, use, trade and prices: 2006-2034



Learnings from success

Four key drivers that drove one of the biggest successes in SA agriculture

- Major opportunity for import replacement of soybean meal created by the rapid expansion, mainly in the production of poultry and other livestock products
- Strong awareness drive by organisations like PRF, OAC & GrainSA on technology transfer, extension, etc.
- Clear policy directive by DTIC to promote private sector investments in crushing plants
- Extensive cultivar trials, improved farming practices, introduction of technology levy, plant breeding, soil management, technologies for pest control, seed production technologies and machinery improvement

Key drivers of future growth

- Slow growth in local economy dampens local meat consumption and derived demand for feed… the focus will have to be on soybean, soybean meal and soya oil exports – **opening of new export markets is key**
- Research & technology: Access to latest technology critical to maintain growth trajectory – **focus on potential of new breeding techniques** (NBT's) opening the door for wider participation that is competitive
- Efficiency gains in the supply chain – **improvement in infrastructure** (electricity, roads, rails, ports)
- **Effective support services** (extension, finance, mechanisation) for new entrant farmers
- Safety and security – impact of crime is having a major impact on **costs in the value chain and investment confidence**
- SA's agriculture (export-led) and industrial policy (local market protect) is often at odds with one another – in the new trading environment, one must assess the **cost and benefit of new trade deals. Human capacity in trade analysis & negotiations etc.**

PROTEÏENNAVORSINGSTIGTING
PROTEIN RESEARCH FOUNDATION

THANK YOU

VISIT US

011 803 2579

www.proteinresearch.net