

## I am a butcher – How do I qualify to sell Karoo Meat of Origin?

Go to [www.karoomeatoforigin.com](http://www.karoomeatoforigin.com) and fill in the application form to use the certification mark. You will need to pay a certification fee and your premises will need to be audited by third party auditors. The guidelines will be forwarded to you on receipt of your application. Once you pass the audit, KDF will authorise you to sell Certified Karoo Meat of Origin. The authorization is valid for 1 year during which time your premises might be inspected at regular intervals. Should you not comply to the standards of the certification mark, your qualification will be revoked.

## I am a chef and would like to offer the Karoo meat in my restaurant. How do I go about advertising it?

If you are a chef or caterer you can also go to [www.karoomeatoforigin.com](http://www.karoomeatoforigin.com) and submit an application to use the certification mark on your menus. Once your application is received and you have paid your fee, you will be able to use the certification mark and market the KMOO lamb on your menu. You may however only source lamb from Certified abattoirs, farmers and meat packers/processors. Marketing information is available from our website and we would love feedback from your customers.

## I am a farmer and would like to join the Karoo Meat of Origin consortium. Do I qualify?

You qualify if your farm is located in any of the following municipalities: go to [www.karoomeatoforigin.com](http://www.karoomeatoforigin.com) and fill in the application form to get your farm certified. You will need to pay a certification fee and your premises will need to be audited by third party auditors. The guidelines will be forwarded to you on receipt of your application. Once you pass the audit, KDF will authorise you to supply lamb to a certified abattoir.

## list of municipalities in the Karoo that qualify under the KMOO certification.

MUNICIPALITY	TYPE1	PROVINCE	DISTRICT2	Area (km2)
Camdeboo	B	Eastern Cape	DC10	7230
Inxuba Yethemba	B	Eastern Cape	DC13	11592
ECDMA10	DMA	Eastern Cape	DC10	13280
Karoo Hoogland	B	Northern Cape	DC6	29397
Ubuntu	B	Northern Cape	DC7	20389
Umsobomvu	B	Northern Cape	DC7	6819
Emthanjeni	B	Northern Cape	DC7	11390
Kareeberg	B	Northern Cape	DC7	17702
Beaufort West	B	Western Cape	DC5	16330
WCDMA05	DMA	Western Cape	DC5	5587
Letsemeng	B	Free State	DC16	10225
Kopanong	B	Free State	DC16	15248
Mohokare	B	Free State	DC16	8776
Tokologo	B	Free State	DC18	9326
NCDMA06	DMA	Northern Cape	DC6	24764
NCDMA08	DMA	Northern Cape	DC8	65103
Hantam	B	Northern Cape	DC6	27968
Kai !Garib	B	Northern Cape	DC8	7446
//Khara Hais	B	Northern Cape	DC8	3444
!Kheis	B	Northern Cape	DC8	6436
Kh i-Ma	B	Northern Cape	DC6	8332
Nama Khoi	B	Northern Cape	DC6	15025
Kamiesberg	B	Northern Cape	DC6	11742
Siyathemba	B	Northern Cape	DC7	8209
Siyancuma	B	Northern Cape	DC7	10024
Renosterberg	B	Northern Cape	DC7	5527
Thembelihle	B	Northern Cape	DC7	6980
Sol Plaatjie	B	Northern Cape	DC9	1877
NCDMA07	DMA	Northern Cape	DC7	15687
Laingsburg	B	Western Cape	DC5	8784
Prince Albert	B	Western Cape	DC5	8153
Blue Crane	B	Eastern Cape	DC10	9836
Ikwezi	B	Eastern Cape	DC10	4453
Baviaans	B	Eastern Cape	DC10	7727
Tsolwana	B	Eastern Cape	DC13	6025
Inkwanca	B	Eastern Cape	DC13	3584
ECDMA13	DMA	Eastern Cape	DC13	133
Maletswai	B	Eastern Cape	DC14	4358
Gariep	B	Eastern Cape	DC14	8911

Notes: 1 – See the Local Government: Municipal Structures Act (Act 117 of 1998)  
2 – As determined by the Municipal Demarcation Board



Do you know  
the origin of  
the meat  
you buy?

[www.karoomeatoforigin.com](http://www.karoomeatoforigin.com)



## As consumers today we want to know and trust the origin of our food.

Our concerns about the welfare and safety of our produce are increasingly dominating our choices and purchase decisions.

Being able to trace our meat back to its source, communicating directly with the farmer and interacting with the custodian of our food is becoming more important and doable on the Internet.

**The Karoo** is increasingly used as a brand, signifying space, emptiness and a pristine environment. This geographic area has also been the traditional home for wool and lamb production in South Africa. Karoo lamb is well known for its intricate flavour – that of herbed meat with every district arguing the case for their meat having the most flavour and exceeding expectations as a main meal or a Sunday roast.

So, how can you know that your Sunday roast is actually from the Karoo?

## What is Karoo Meat of Origin?

A group of passionate Karoo farmers, government officials and concerned citizens established The Karoo Development Foundation (KDF) in 2009 in order to:

- Trace, record, preserve and commemorate the rich heritage of the Karoo
- Promote social and economic development in the Karoo
- Keep in custody such heritage for the descendants of the inhabitants of the Karoo and the South African public in general.

The Foundation registered the protocols at the Department of Agriculture as well as the **certification mark** in order to protect the true **origin of the product**. The Certified Karoo Meat of Origin trace code **guarantees** the origin, flavour and quality of Karoo meat.

It is applied to all mutton and lamb, regardless of breed, produced and slaughtered in the Karoo region. Only sheep originating from (i.e. born and raised in the Karoo or having spent a minimum of 6 months in the Karoo before slaughter) are considered. All meat must comply with legal requirements as far as quality and safety is concerned. The KDF third party auditors check all processes.

Example of Karoo meat of origin **certification** and **tracking** number:

Certification number 2011/100

Tracking number P023003000

Visit [www.karoo meatoforigin.com](http://www.karoo meatoforigin.com) and enter the Tracking number (see above) for more information on origin of Farm. Enter the Certification number (see above) for more information on Packer/Processor.



## What is the definition of the Karoo?

It has been scientifically proven that the distinctive character and flavour of the lamb is mainly derived from naturally occurring, predominant indigenous vegetation consisting of 6 specific Karoo Bush. (Silverkaroo, Skaapbossie, Kapokbossie, Rivierganna, Ankerkaroo and Perdebos).

The Karoo has then been defined with reference to municipal districts in which the above-mentioned typical vegetation is found. All farmers within these municipal boundaries may apply for certification.

Further brand values for certification are also considered. These include:

- Free range grazing on vegetation where at least 60% is made up of the above mentioned vegetation
- Animal welfare practices
- All abattoirs, slaughtering facilities, meat processing plants, wholesalers, retailers and butchers are to comply to prescribed food safety and quality standards and full traceability needs to be in place.