



## agriculture, land reform & rural development

Department:  
Agriculture, Land Reform and Rural Development  
REPUBLIC OF SOUTH AFRICA

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### FOR ATTENTION:

### ALL PROCESSORS, IMPORTERS AND RETAILERS OF MEAT ANALOGUES

#### ILLICIT USE OF THE PRODUCT NAMES IN RESPECT OF NAMES EXCLUSIVELY PRESCRIBED FOR PROCESSED MEAT PRODUCTS

1. It has come to the Department of Agriculture, Land Reform and Rural Development's (DALRRD) attention that various meat analogues are currently presented for sale on the local market using the product names prescribed for processed meat products. These product names include descriptions such as for example "Vegan Veggie Biltong", "Mushroom Biltong", "Plant based Meatballs", "Vegan Nuggets", "Vegan BBQ Ribs", "Plant Based Bratwurst", "Chorizo & Red Pepper Vegetarian Sausages", "Plant-Based Chicken-Style Strips", etc.
2. The classification, packing and marking of processed meat products intended for sale in the Republic of South Africa are currently regulated in terms of Regulation No.R.1283 dated 04 October 2019.
3. In terms of the said regulation, "**processed meat**" is defined as *meat that has undergone any action that substantially altered its original state (including, but not limited to, heating, smoking, curing, fermenting, maturing, drying, marinating (surface application), extraction or extrusion or any combination of all these processes), but excludes raw processed meat.*
4. Meat analogues must not use the product names prescribed and reserved for processed meat products since the scope of the above-mentioned regulation does not include meat analogues.
5. The assignee designated for the inspection of processed meat products, namely the Food Safety Agency (Pty) Ltd, will in terms of section 8 ('Seizures') of the Agricultural Product Standards Act 119 of 1990 ("the APS Act") seize any meat analogue products using the product names prescribed for processed meat products.

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6. In terms of section 11 of the APS Act, it is an offence to use product names that are prescribed or reserved for processed meat in the sale of meat analogues.

Kind regards,



**EXECUTIVE OFFICER.**  
**AGRICULTURAL PRODUCT STANDARDS**

