



# BOTSWANA MEAT COMMISSION

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## PRESS RELEASE

### REVISION OF PRODUCER PRICES

The Botswana Meat Commission would like to inform Cattle Producers and members of the Public that starting from the week beginning 1<sup>st</sup> August 2010, cattle prices will be reduced incrementally by 10 Thebe (P0.10) each week over a period of twenty weeks. The purpose of this producer price reduction is to realign the Botswana prices to regional Export Price Parity (EPP) levels. This reduction translates into a price reduction of P2.00 per kg of Cold Dressed Mass (CDM) by the end of the twenty weeks.

Producers and members of the public are requested to note that at the beginning of 2009, the BMC took a decision to increase producer prices by P2.00 per kg of Cold Dressed Mass (CDM) over and above the regional EPP prices because of positive projections which assumed continued achievement of the good beef market prices achieved in 2008. Unfortunately the global credit crunch that followed in 2009 drove beef market prices down resulting in huge losses for the BMC.

The decision to adjust prices at this stage is motivated by the need to ensure the sustainability of the BMC for the long term benefit of cattle producers while at the same time ensuring that producers are at the very minimum paid in line with competitive prices prevailing in the region.

The Botswana Meat Commission would like to assure all Stakeholders that it is committed to marketing and selling beef products locally and internationally for the best prices to ensure maximum returns for the cattle industry in Botswana.

**S K MOLAPISI**  
**ACTING CHIEF EXECUTIVE OFFICER**

cc. BMC Board Members  
BMC Employees



.....**ECCO**, the sign of excellence.....  
*All correspondence to be addressed to the CEO*

