



**Collaboration as a catalyst -
The strategy for growing
pork as a category**

23 June 2026





BEAUTY WITH A BITE:
MAYBELLINE PARTNERS
WITH NANDO'S FOR
#HOTMESS CAMPAIGN

Pork & Apple Recipes That Go Beyond the Roast

by CRUSH



PORK FACTS THAT WILL SURPRISE YOU!

[READ MORE](#)

Simply Porkatious!

Stellenbosch
UNIVERSITY
OF FORT HARE

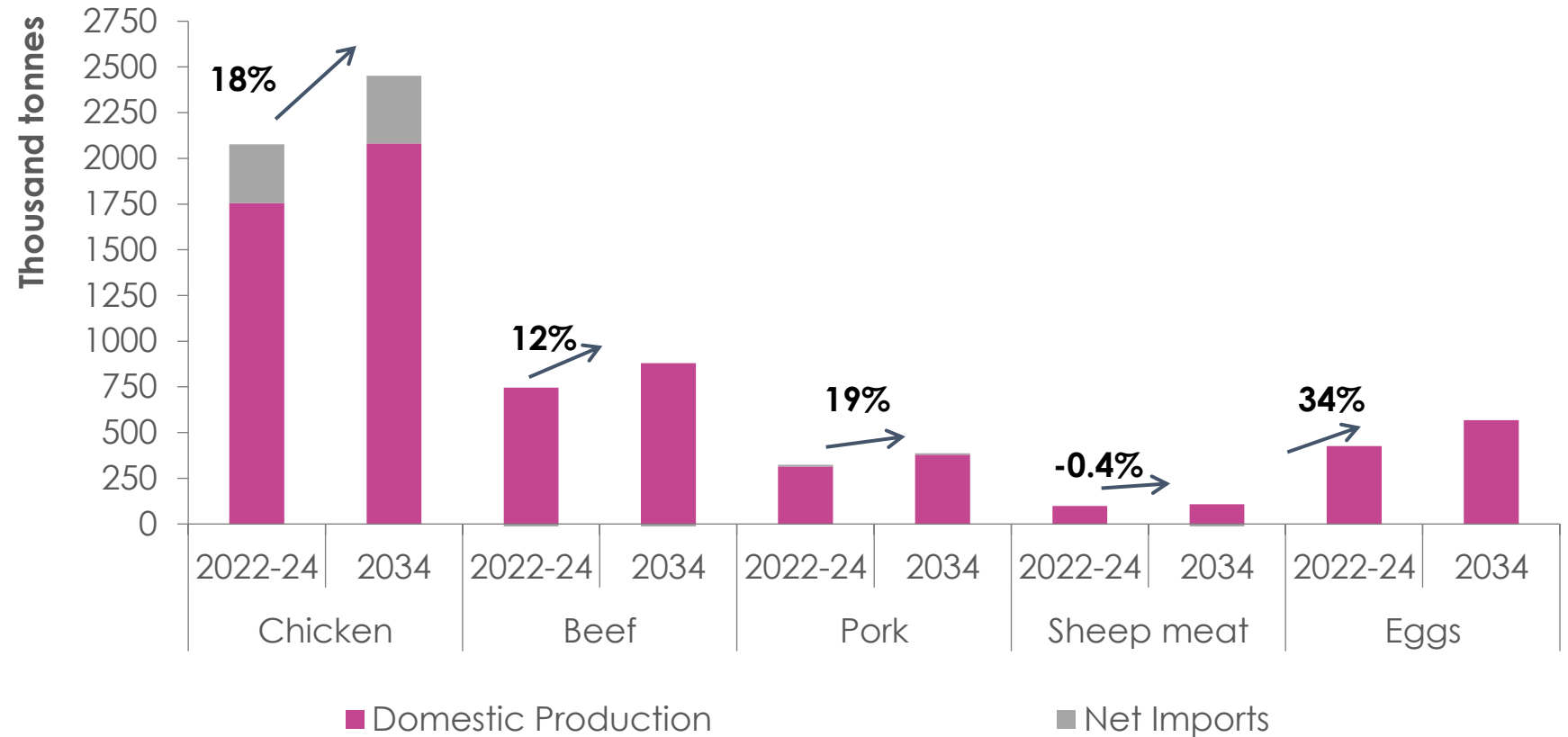
Division of Human Nutrition
Afdeling Menslike Voeding
iCandela lebondele voluntes

The SA pork industry at a glance

ZAR 11 Billion GVA

5.6kg per capita
consumption

Poised for growth





How do we ensure that pork becomes a menu staple?

Our Vision:

Build the **best freely available pork teaching resource** in SA, mapped to the **QCTO NQF Level 5** (Chef) curriculum. Distributed at no cost to every accredited school. On SAPPO Academy platform.



CHEF
**NTI
RAMABOA**

Instagram: **300,000** followers

Tik Tok: **15,000**

Known for promoting
**modern African and
township-inspired cuisine**

Leveraging Collateral for New Frontiers

From farm gate to *Kasi* Plate....

- **45,000** licensed township taverns and shabeens – **R110,000** billion a year
- **50,000** Kasi kos outlets – **R90,000** billion a year
- **920,000** back yard room rentals – **R30 billion**
- Experts like GG Alcock and Michelle Thackwray estimate the township economy in South Africa close to **R 1 trillion**.





PORK & PINOTAGE

• DRIVEN BY COLLABORATION •

TOGETHER, WE BUILD A BRIGHTER FUTURE



STRONGER
PRODUCTION
BETTER TOGETHER



PINOTAGE
EXCELLENCE
ROOTED IN SA



DRIVEN BY
COLLABORATION
SHARED SUCCESS



CONNECTED
VALUE CHAIN
STRONGER TOGETHER



BRIGHTER
FUTURE
LIMITLESS POTENTIAL

PEOPLE | PARTNERSHIPS | POSSIBILITIES | PROSPERITY



Thank You

