



## SAMIC Press Statement

15 April 2024

South African Meat Industry Company

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### SAMIC announces appointment of Executive Director

“Following a rigorous and comprehensive recruitment process, SAMIC has the pleasure to announce that Mr Tom Westphal has been appointed as Executive Director of SAMIC as from May 2024. Tom brings with him more than 30 years of experience in the food and feed industry, having worked in technical, operational and commercial roles. He has worked closely with legislators on food regulations, certifications, and food standards.”, Dr John Purchase, Chairman of SAMIC, said today.

The South African Meat Industry Company (SAMIC) is a regulatory, independent, and impartial 3<sup>rd</sup> party company (NPC) that was originally established by the Red Meat Industry Forum of South Africa after the closing of the then Meat Board in November 1997. The National Department of Agriculture, Land Reform and Rural Development (DALRRD) appointed SAMIC as an assignee for the purpose of the application of sections 3(1)(a) and (b) and 8 of the Agricultural Product Standards Act, 1990 (Act 119 of 1990), and its amended regulations, with regards to the classification and marking of meat intended for sale in the Republic of South Africa, as well as to oversee the implementation of the mentioned regulations. The regulations prescribe the classification categories of carcasses and regulate or prohibit the use of certain indications and claims on carcasses and meat in connection with the sale thereof.

While the above remains SAMIC’s core function, through its SANAS accreditation and wide ranging expertise, it has further diversified its service offering to independent brand auditing of Quality Indications in the broader meat industry. All these Quality Indications are registered with DALRRD. SAMIC also does independent and impartial hides and skins audits for export purposes under the auspices of The Animal Health Act 2002 (Act Nr 7 of 2002) at abattoirs, intermediate stores and at harbours. SAMIC furthermore does independent and impartial wool and mohair audits under the same Act. Please consult [www.samic.co.za](http://www.samic.co.za) for more information on SAMIC.



Dr JL Purchase (Chairman)(Non-Executive Director); Adv L Kügel (Non-Executive Director)  
Dr L Simela (Non-Executive Director); Mr SF Streicher (Non-Executive Director)  
Mr G van der Burgh (Non-Executive Director); Mr PH Hlomendlini (Non-Executive Director)  
Mr RJ van der Westhuizen (Executive Director)



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“Quality assurance and quality control are pillars of Mr Tom Westphal’s career experience and are a standing principle to manage and abide by. He has deep appreciation for the impact of the cost implications and the benefits of quality and product standards from a regulatory and consumer perspective. He is a recognized authority on quality and food safety auditing, as well as has played a leadership role in the quality auditing system of South Africa (SANS Committees), and in South African food industry bodies. This all bodes well for the South African and global consumer of especially our superior meat and livestock products, as we endeavour to meet the high standards required by the consumer and legislation”, Dr Purchase said.

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