

## What's the 'beef' with the meat industry?

The SA Feedlot Association says newspaper reports that beef in South Africa is in short supply are "inaccurate" and have created confusion among consumers. Spokesperson Dave Ford says that there is in fact an oversupply of beef in the market place. "In addition, the price of beef, which is determined by its availability, has dropped and is currently at the same level it was selling for in September 2006, testimony to the current surplus availability of beef. Retailers have been urged to adjust their pricing accordingly and pass the cost saving onto consumers," explains Ford.

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