

PETFOOD FORUM

Where the GLOBAL PET FOOD
INDUSTRY does business

M
25
& beyond

Exploring Fresh African Game Meat in Pet Food Products

for a Novel and Sustainable
Approach to Pet Nutrition

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#petfoodforum

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Sustainability in The Pet Food Industry



Sustainability is a priority as consumer awareness reshape industry practices.



Alternative proteins are in demand due to global shortages and dietary sensitivities.



Pet humanization drives premium nutrition, supporting both health and sustainability.



Sustainable sourcing and production ensure long-term resource stability.



Regenerative methods reduce environmental impact, securing the industry's future.

Sustainable Development

Sustainable development: “ development which meets the needs of current generations without compromising the ability of future generations to meet their own needs” – Brundtland and Khalid

The different keys to sustainability



ENVIRONMENTAL SUSTAINABILITY

Focuses on responsible sourcing, waste reduction, and lowering emissions to protect the planet.



ECONOMIC SUSTAINABILITY

Emphasizes cost-effective practices, circular economy models, and innovation to support communities and markets.



SOCIAL SUSTAINABILITY

Highlights ethical sourcing, community engagement, and transparency to build trust.



NUTRITIONAL SUSTAINABILITY

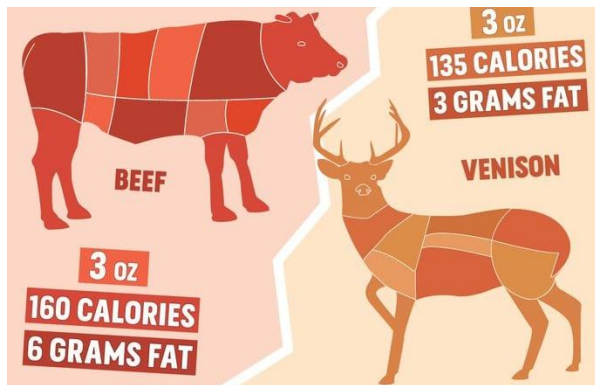
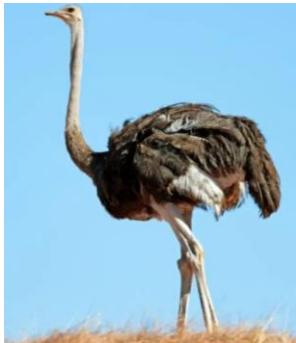
Concentrates on education, employee well-being, and animal welfare for a balanced society.



Novel and Alternative Proteins

NOVEL PROTEINS:

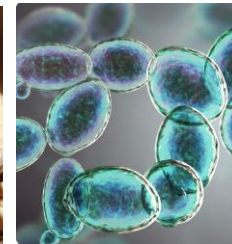
- **Source:** Uncommon ingredients like exotic meats (duck, ostrich, antelope, venison, rabbit)
- **Purpose:** Address specific dietary sensitivities or allergies as these proteins are unfamiliar to the animal's immune system.



Dimberg, K. (2022) Venison vs beef: Which is healthier?, Taste of Home. Available at: <https://www.tasteofhome.com/article/ground-venison/>

ALTERNATIVE PROTEINS:

- **Source:** Different from traditional meat sources such as beef & chicken
- **Purpose:** Substitute conventional proteins for sustainability, varied nutrition, or alternative dietary choices.



Lehr, A. (2020) Mealworms vs. Black Soldier Fly Grubs, Mealworms vs. Black Soldier Fly Larvae. Available at: <https://grubblyfarms.com/>

South African Game Meat Industry

SOUTH AFRICA RENOWNED INTERNATIONALLY FOR ITS ABUNDANT WILDLIFE:



www.karoowildza.com

GAME MEAT:

- Includes springbok, impala, kudu, eland, wildebeest, oryx, and zebra etc.
- Primarily sourced from Africa, with South Africa being top producer
- Farmed/ranched extensively, with animals typically free-roaming
- Includes ostrich meat (based on HS code) – predominantly produced following conventional livestock farming methods¹
- Nutritionally comparable to venison



www.velvet.org.nz/what-is-velvet/velvet-introduction/deer-farming

VENISON MEAT

- Refers to meat from deer
- Predominantly sourced from USA and New Zealand
- Farmed using both intensive and extensive systems
- Nutritionally comparable to game meat

¹ “Around 70% of the world’s ostriches are located in SA and exports around 90% of ostrich products, according to the Profile of the South African Ostrich Market Value Chain 2019 published by DAFF” – Game Meat Strategy



South African Game Meat Industry

THE RISE AND FALL OF THE GAME MEAT TRADE

- Karoo farmers have long diversified livestock with species like springbok, promoting sustainability and local economies.
- A 2011 export ban on antelope meat nearly collapsed the game meat industry.
- In 2023, the Game Meat Strategy of South Africa was published to formalize and transform the game meat industry.
- Multiple avenues were allocated for the use and commercialization of game meat, yet the potential of the pet food industry to contribute was not considered.

Industry African Antelope



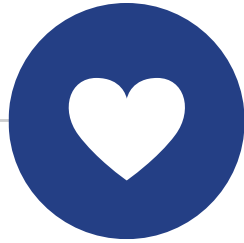
AFRICAN ANTELOPE MEAT HAS SEVERAL BENEFITS:



Nutrient Profile:
It's a lean, high-quality source of protein. Compared to other meats, antelope is lower in fat, making it a healthier choice. Good source of nutrients like essential amino acids, PUFA, and iron



Hypoallergenic Properties:
Novel protein that is more suitable for pets with sensitivities or intolerances to chicken, beef, and other common proteins, reducing the risk of adverse reactions.



Palatability:
Unique, game-flavour that appeals to many dogs, which makes it an excellent treat for appetite stimulation and encouraging positive behaviour.



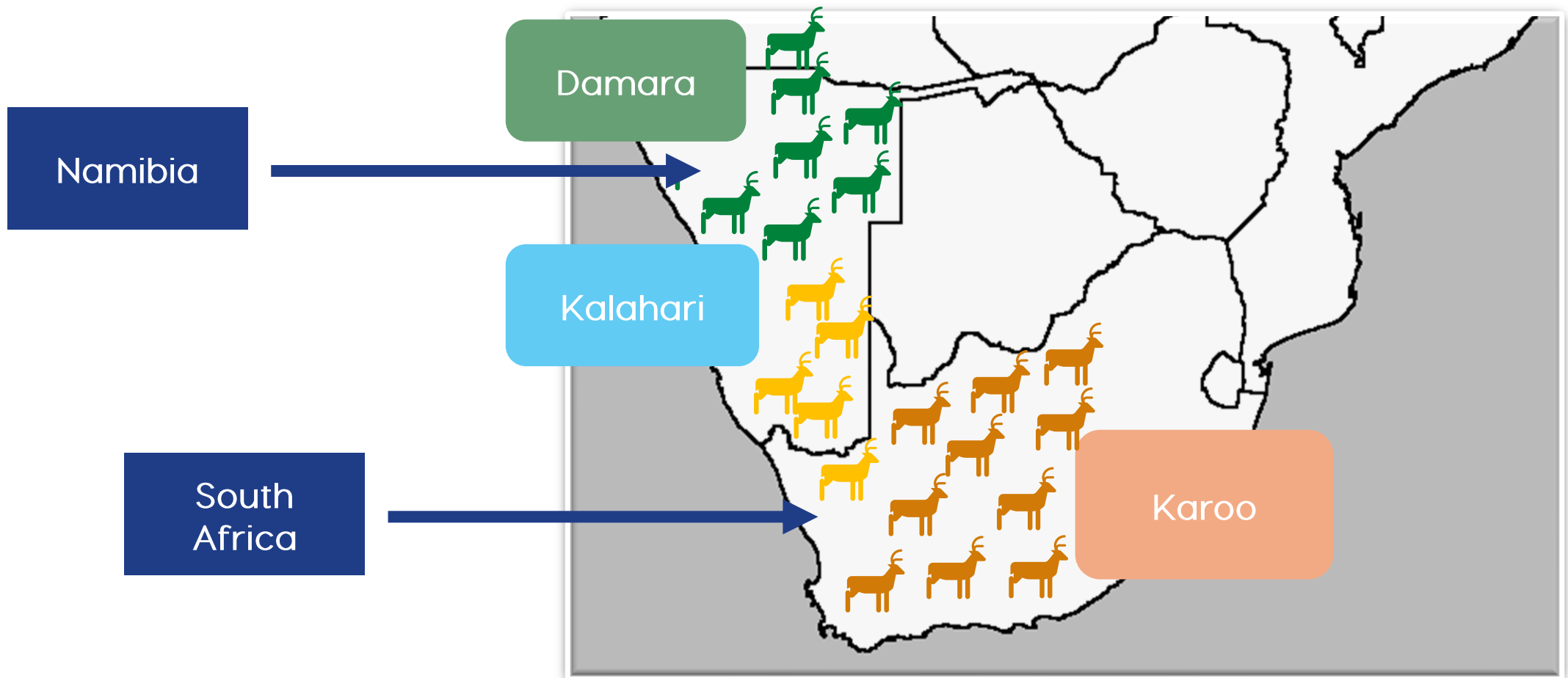
Sustainability & environmental impact:
Choosing products made from wild, sustainably sourced African antelope supports biodiversity and ecological balance



No hormones or additives:
Free-roaming game feed on natural vegetation and produce meat that is free from artificial additives or hormones making it an organic/natural choice

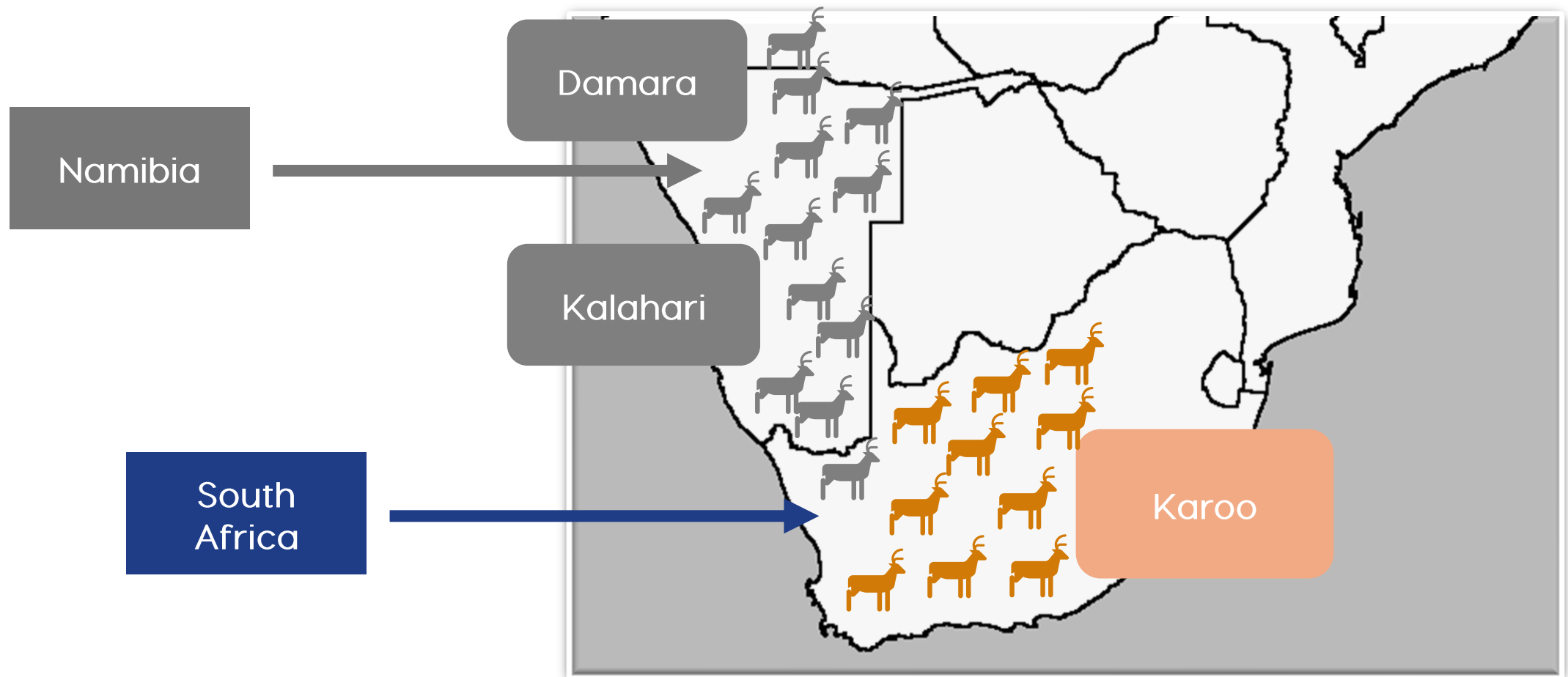
African Antelope: Springbok

Malan, C., Hoffman, L. C., & Strydom P.E. (2020). *Quantifying of the Springbok (Antidoras marsaupilais)*. (March), 1–142. MSc thesis. University of Stellenbosch. South Africa.



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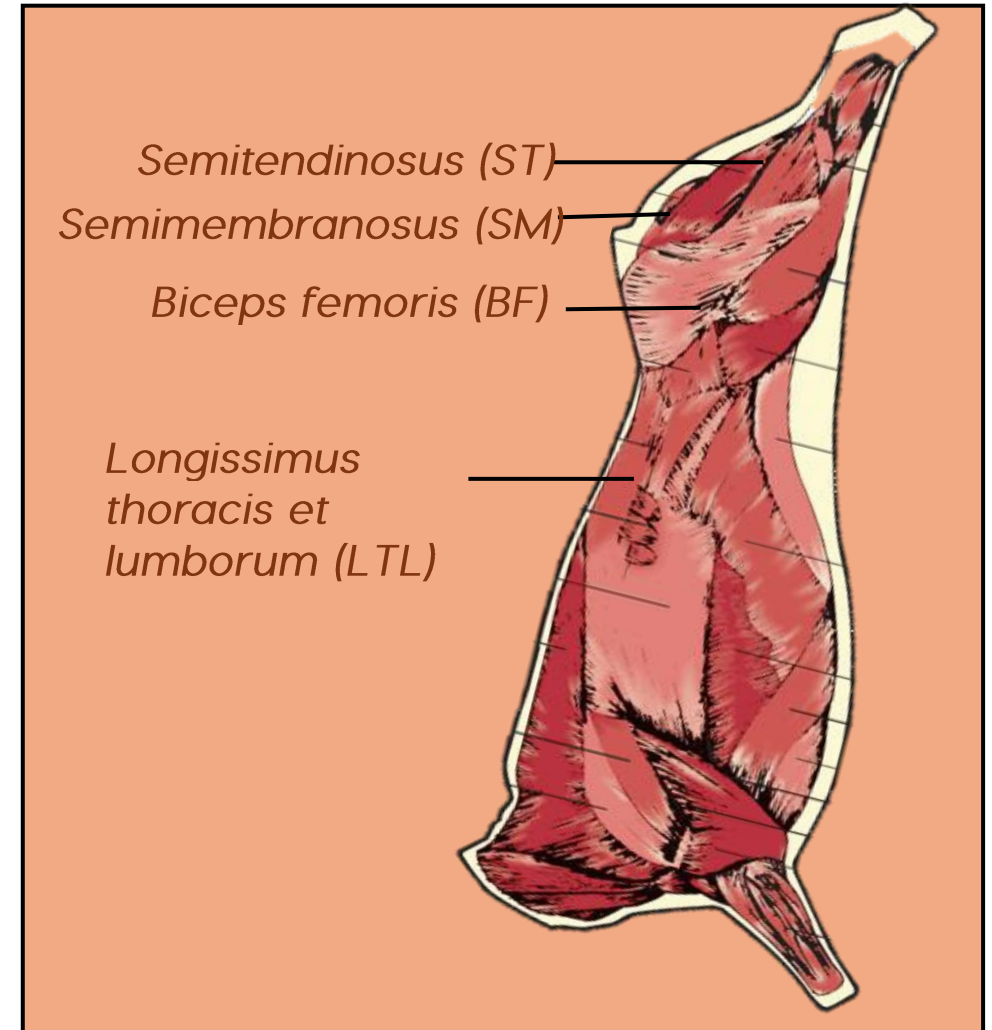


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OBJECTIVE #1: Determine the influence of subspecies, sex and intensity of culling on the **chemical composition** (moisture, fat, protein, intramuscular fat & ash) of springbok meat.

CONCLUSION #1: The Damara and Karoo subspecies did not differ in terms of chemical composition and the **differences observed in IMF** between **male and female springbok** were **minimal** and would not necessarily have a nutritive or marketable effect.



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Parameter	Range for Karoo Springbok
Moisture	72.1 - 75.9%
Protein	20.0 – 23.5%
Fat	2.0 – 4.1 %
Ash	1.2 – 1.4 %

Sustainable Development Goals – 15 & 12



15 LIFE ON LAND



GAME RANCHING & ENVIRONMENTAL SUSTAINABILITY:

Protect, restore, and promote sustainable use of terrestrial ecosystems, sustainably manage forest, combat desertification, and halt and reverse land degradation and halt biodiversity loss.

- **Sustainable Land Use & Biodiversity:** Game ranching promotes sustainable land management - utilises marginal land while preserving natural habitats.
- **Environmental Efficiency:** Game animals are resilient, requiring less water and feed, ideal for arid regions.
- **Conservation & Responsible Meat Production:** Supports ecosystems and offers a sustainable alternative to livestock.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Ensure sustainable consumption and production patterns

RESPONSIBLE SOURCING AND PRODUCTION OF GAME MEAT PRODUCTS:

- **Ethical sourcing** aligns with South Africa's game meat industry goals. (Production target: Increase from 66,140 to 110,232 US tons annually.)
- **Utilizing secondary products** (trimmings & offal) in pet food reduces waste.
- **Community impact:** Integrating 2.47 million acres of community-owned land strengthens local value chains.

Sustainable Development Goals – 8 & 5



8 DECENT WORK AND ECONOMIC GROWTH



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

DRIVING JOBS AND ECONOMIC GROWTH:

- **Job Creation:** Game meat strategy aims for 200,000 rural jobs by 2030, building on 100,000+ already created.
- **Transformation & Empowerment:** Supports PPPs, co-operatives, and land redistribution to uplift disadvantaged communities/individuals.
- **Economic Growth:** Expands job opportunities in game ranching, processing, and sales, strengthening local economies.

5 GENDER EQUALITY



Achieve gender equality and empower all women and girl.

WILDLIFE RANCHING & GENDER EQUALITY:

- **Higher Employment:** Wildlife ranching employs more women than conventional agriculture (SDG5 Target 22).
- **Better Opportunities:** Ecotourism ranches provide the most jobs and highest wages for women.
- **Economic Empowerment:** Higher salaries, permanent employment and female participation drive gender equality (SDG5).

Denner, C., Clements, H. S., Child, M. F., & De Vos, A. (2024). The diverse socioeconomic contributions of wildlife ranching. *Conservation Science and Practice*, 6(7), e13166. <https://doi.org/10.1111/csp2.13166>

Montego's Commitment & Contribution



SUSTAINABLE.
ETHICAL. **EXCEPTIONAL.**



REWARD. REVIVE.
REWILD

Our commitment to the springbok is to sustain the Karoo's vibrant and diverse population of African antelope.

Sourcing our antelope is not merely a supply-chain process but a careful and considered effort to balance ecological stability with humane practices.

We aim to reward pets with high-quality nutrition, revive ecosystems through responsible game meat sourcing, and rewild the Karoo by supporting conservation efforts and local African communities

Montego's Commitment & Contribution

M
25
& beyond



25
years

A Legacy of Pets,
Purpose & Progress

Thank You!

