Game meat exports to Europe from both South Africa and Namibia have increased steadily over the past number of years. This presentation will explore the possible reasons for this increase as well as the consequences on wildlife numbers in these two countries. The producers of game meat have been able to satisfy the requirements of the discerning first world consumers towards meat. These include sustainable and eco-friendly production, perception of a low carbon footprint, ethical harvesting methods, and first world processing technology, thereby ensuring that the meat is safe, contains no residues, and is wholesome and nutritious. Game numbers have increased due to most producers following a holistic production and marketing strategy that includes non- as well as consumptive use. The former includes photographic safaris whilst the latter includes selling of live animals, trophy and local hunting as well as commercial harvesting. Threats to this industry such as bush meat are also discussed.

Professor Louw Hoffman, an internationally recognized expert on exotic meats, describes himself as a frustrated farmer who lost his Zimbabwean ranch due to political turmoil in that country and who is now an academic. He obtained his PhD on the meat quality of sharptooth catfish. He has since been employed as an academic at the University of Stellenbosch, South Africa. Prof Hoffman has been actively involved in the training of postgraduate students and research with a strong influence on factors influencing the meat quality of exotic game and ostrich meat. He has published over 125 internationally peer reviewed papers and has received numerous awards for his research contributions.