

## Bloemfontein woman becomes internationally qualified Master Butcher



Jeanetta Niemand from Bloemfontein in the Free State, became one of the first 13 women on the continent to join the global club of certified Master Butchers when she graduated from the Shoprite Group's Master Meat Artisan Programme in July 2023.

This elite butchery learning programme, underwritten by the United Kingdom's Institute of Meat, provides participants with extensive knowledge in meat processing practices from farm to fork. To qualify, butchers are required to build a substantial portfolio of evidence that includes modules on butchery expertise, business acumen and food hygiene and safety, among others.

"It's a great honour to be one of the first women at the Group to qualify as a Master Butcher. I'm used to hard work and when I want to accomplish something I put the best of myself into it," says Niemand.

While working as a counter assistant 17 years ago she'd watch the blockman in the butchery cutting up meat. The precision with which he portioned the various cuts of meat fascinated her and she's been working in the meat industry ever since, joining Checkers Langenhoven Park as Meat Market Manager in 2021.

"When I started with the Master Meat Artisan Programme, I thought I knew everything about meat. I soon found out that there were things I didn't know. The programme taught me about grading different cuts of meat and the finer details on how to make the butchery profitable. My knowledge has broadened significantly, and I can't wait to share my expertise with customers," commented Niemand.

The Group is the only company in Africa to provide this exclusive and highly specialized butchery learning programme. It aims to boost the development of a scarce and sought-after skill, provide career opportunities for its employees and put the Group on the map as world-class specialists in meat processing.

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