

10 April 2025

Kind Attention:

Latiefa Behardien

Chief Food Technology (Food Safety and Quality) and Sustainability Officer

Woolworths

Email: latiefabehardien@woolworths.co.za

Dear Latiefa,

Greetings to you.

We write to ask if Woolworths may be prepared to consider a label on its lamb and mutton products that assures the customer that shade was indeed provided for the animals during their life-times spent on range in blistering heat.

The Humane Education Trust first attempted to resolve this problem by approaching the South African Bureau of Standards. We requested that a minimum standard for sheep production should include the provision of shade. However, it transpired that since there are no official minimum standards for sheep, this request would likely take a very long time to even begin to get through the system.

The Humane Education Trust continues to receive complaints from the public, especially tourists, about the sheep they see on range, huddled together in an attempt to find shade in each other's shadows in 45 degree heat.

We have conducted research on the commercial benefits of ensuring shade for sheep, and request you please to see a pdf from our website in this regard, especially our article titled 'The provision of shade for sheep makes economic sense'. See [HERE](#).

One of our consultants in this matter, Dr Bool Smuts, founder of the Landmark Foundation, believes that shade cloth with a minimum of 70% sun block-out should be provided.

Thank you for your consideration of this request. If Woolworths were to agree to this request, we would give it much publicity in our magazine Animal Voice <https://www.animalvoice.org/>

Kind regards,

LOUISE VAN DER MERWE

Managing Trustee | The Humane Education Trust

Director | Nature-Based Education, Cape Town, South Africa

Editor | Animal Voice

Mobile | 082 457 9177

Email | avoice@yebo.co.za

Website | <https://www.naturebased.education/> | <https://www.animalvoice.org/>