

Voluntary Report – Voluntary - Public Distribution

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Report Name: South Africa Publishes Regulations for Meat Analogues

Country: South Africa - Republic of

Post: Pretoria

Report Category: FAIRS Subject Report

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Report Highlights:

The Ministry of Agriculture in South Africa has issued new regulations under the Agricultural Product Standards Act, 1990, to govern meat analogues. Published on July 18, 2025, these regulations will take effect after 12 months. The regulations require terms like "burger" or "sausage" to be preceded by descriptors such as "plant-based" or "vegan," while references to animals or meat products (e.g., "chicken-style") are prohibited.

The Ministry of Agriculture has published [regulations](#) governing meat analogues intended for sale in South Africa under the Agricultural Product Standards Act, 1990 (Act No. 119 of 1990). These regulations address definitions, general standards, container specifications and labeling requirements for meat analogues. Published on July 18, 2025, the regulations will take effect 12 months after the date of publication.

The regulations define “meat analogue” as a product made from non-animal ingredients, available in various forms such as coarse ground, emulsified, or loose fill. These products approximate the sensory qualities and nutritional characteristics of specific types of meat products in appearance, presentation and intended use, corresponding to meat or meat-based products. The regulations state that meat analogues must contain protein content of at least nine percent if formulated and intended to replace meat in products such as burgers, patties, sausages, bangers, and mince. Additionally, a meat analogue must not include ingredients or additives derived from animal origin, except for egg, milk, or honey when vegetarian claims are made.

The regulation also establishes marking requirements to help consumers understand the nature of the product. Terms such as “burger,” “patty,” “sausage,” and “banger” can be used, but they must be preceded by descriptive qualifiers such as “plant-based,” “fungi-based,” “mushroom-based,” “vegan,” “veggie,” or “vegetarian.” Further, expressions such as “chicken-style,” “beef-style,” or similar references to animals or meat products are prohibited on product packaging.

In 2022, the Ministry of Agriculture initially proposed banning the use of terms such as "burger," "sausage," or "nugget" for meat analogues. However, after receiving significant feedback from both the meat industry and the plant-based food industry, the Ministry revised its approach and published the current regulations.

Attachments:

[Media Statement publication of the regulations relating to meat analogues intended for sale in South Africa.pdf](#)

[Regulations Relating to Meat Analogues Intended for Sale in South Africa.pdf](#)