



## MERGER NOTICE NO 24: 2021

### **THE PROPOSED ACQUISITION OF 25% ISSUED SHARES IN ROSS CENTRAL AFRICA LIMITED BY AVIAGEN EUROPEAN HOLDINGS LIMITED FROM ROSS BREEDERS ZAMBIA LIMITED, ULTIMATELY LEADING TO A JOINT VENTURE BETWEEN AVIAGEN EUROPEAN HOLDINGS LIMITED AND ROSS BREEDERS ZAMBIA LIMITED**

Pursuant to Section 49(1) of the Competition Act of 2018, the Competition and Consumer Authority has received a merger notification in relation to the proposed acquisition of 25% of the issued shares in Ross Central Africa Limited ("the Company") by Aviagen European Holdings Limited ("Aviagen") from Ross Breeders Zambia Limited ("RBZ") which will eventually result in a joint venture between Aviagen and RBZ in respect of RBZ's existing grandparent generation poultry operation located in Zambia ("the Target Business") which is to be transferred to the Company as part of the transaction.

The Acquiring Enterprise, Aviagen, is a private company incorporated in accordance with the Laws of England and Wales. It is directly controlled by Aviagen Group Holding, Inc. Aviagen is a global poultry breeding operation. It supplies grandparent stock and parent stock to customers worldwide under the Arbor Acres, Indian River, and Ross brand names. None of Aviagen's subsidiaries has operations in Botswana.

The Directors of Aviagen are: Christopher Paul Hill (British), Wendrell Waller Dye (American) and Blake Kenneth Williamson (British).

The Target Enterprise, Ross Central Africa Limited ("the Company") is incorporated in accordance with the Laws of the Republic of Zambia. The Company is a wholly-owned subsidiary of RBZ. In turn, RBZ is a subsidiary of Ross Africa Limited which is in turn a wholly owned subsidiary of Country Bird Holdings (Pty) Ltd ("CBH").

The Company was incorporated for the purpose of this transaction and therefore does not currently trade. RBZ is an integrated poultry producer that currently supplies parent stock, broiler day-old chicks, broiler hatching eggs, stock feed and processed chicken products to various customers across Zambia. The Target Business, which is currently operated by RBZ in Zambia, involves the rearing of grandparent stock to produce parent stock. This parent stock is sold to customers in Zambia and also exported to various countries within the region.

In Botswana, the Target Business makes direct sales of parent stock to its sister company Master Farmer Feeds (Pty) Ltd which is also ultimately controlled by CBH.

The Directors of RBZ are: Anthony Collet (British), Kevin James (Zimbabwean) and Colin Lindsay (Zimbabwean).

According to section 50(3), of the Competition Act 2018, "any person, including a third party not a party to the proposed merger, may voluntarily submit to the inspector or the Authority any document, affidavit, statement or other relevant information in respect of a proposed merger."

The Competition and Consumer Authority therefore seeks any stakeholder views for or against the proposed merger, which may be sent within 10 days from the date of this publication to the following address:

Director, Mergers and Monopolies  
Competition and Consumer Authority  
Private Bag 00101  
Plot 28, Matsitama Road, Main Mall  
Gaborone  
Tel: +267 3934278 Fax: +267 3121013  
Email: CA@competitionauthority.co.bw