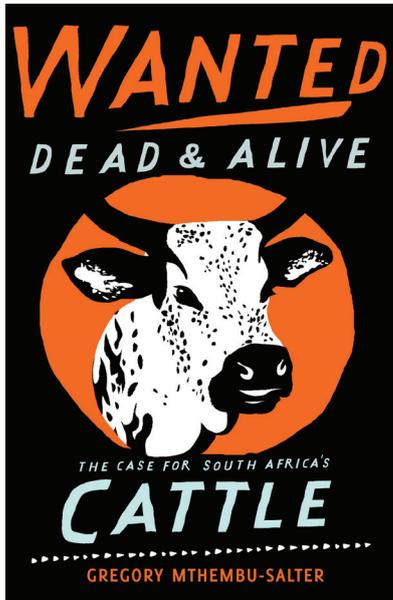


# FACE2FACE PRESS RELEASE

Face2Face is an imprint of Cover2Cover Books.

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**ISBN:** 978-1-928466-13-0

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**Author:** Gregory  
Mthembu-Salter

**RRP:** R250

2019 September

**Non-fiction**



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Face2Face Books is proud to publish *Wanted Dead & Alive: The Case for South Africa's Cattle*.

This engaging book brings history, science, economics and popular culture together in a timely discussion about South Africa's national cattle hunger, and whether it can be justified in a period of accelerating climate change.

The author, Gregory Mthembu-Salter, is a journalist and researcher who first encountered South Africa's love of cattle during his own lobola negotiations. He writes:

*South Africans love their cattle, dead and alive. They may be commercially farmed or part of a small and cherished family herd. They may be lined up for ilobola, milked for amasi or meet their end as choice cuts on the braai. But the love is there.*

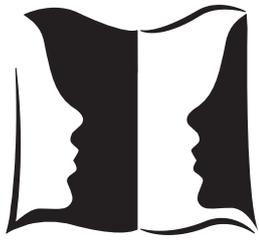
The book traces his personal journey through kraals, rangelands and feedlots across South Africa to find out more about the national hunger for cattle. It poses urgent questions about keeping cattle – given what we know about climate change, should we still be raising and eating them? And how do we weigh the cultural and economic value of cattle against their environmental impact? He takes a broad sweep – drawing on such diverse sources as politicians involved in land reform, history, braai-side interviews with cattle farmers and abattoir owners, conversations with his mother-in-law, and analysis of cutting-edge science.

In conclusion, Mthembu-Salter suggests that perhaps 'cattle can remain wanted and treasured ... more as living assets, kept in modest numbers on land where crops will not thrive, whose beef is eaten rarely – and, when it is, is savoured.'

## Foreword by President Cyril Ramaphosa

"Passionately and colourfully, Gregory Mthembu-Salter walks us through history and causes us to look at our future differently, perching us uncomfortably on the horns of multiple dilemmas."

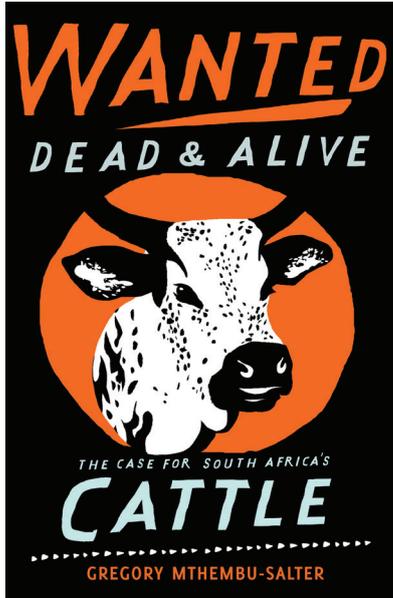
– Cyril Ramaphosa



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### Responses from readers

“An intelligent, lovely read – with well-researched historical background.”  
– Mphuthumi Ntabeni, author of *The Broken River Tent*

“In pastoralist societies, animals have a cultural heft, a gravitas that has been all but completely ignored in discussions around the value of animal agriculture in South Africa. This eye-opening book takes the discussion back to first principles, to vital but unspoken facets of livestock which must be aired; and it suggests a possible route to satisfying both human and climate justice.”

– Mandi Smallhorne, President, South African Science Journalists' Association

“Why do we South Africans so love our meat? I think it is because it is where we all come from. From our forefathers, black and white, we all fall into the same cultural way of doing things. And it has been our way of doing things for a very long time.”

– Mzoli Ngcawuzele, owner of Mzoli's

### About the author

Gregory Mthembu-Salter is a writer, researcher, journalist and DJ. Born and raised in the UK, he emigrated to South Africa in the mid-1990s for love, and shows no signs of leaving. Mthembu-Salter mostly writes about the political economy in Southern and Central Africa – the politics of business, the business of politics – but has long yearned to widen his scope to embrace science, history, culture ... and cattle. He is married with three children. This is his first book.