

# Media Release

Tuesday, 9 September 2008

## **Exporting Free Range beef – a first for Africa**

THE Meat Corporation of Namibia (Meatco) made industry history today when it launched its new product brand name, Natures Reserve. Namibia is Africa's first and still the only exporter of Free Range branded beef. Coinciding with the 2009 World Meat Congress in South Africa, the formal launch of the new brand took place in Cape Town at Simons.

Natures Reserve is an extension of the unique value proposition that Meatco's Free Range beef has to offer. Following the growing global demand for healthier food that is produced naturally and without the use of hormones, the freedom of cattle to express natural behaviour is at the heart of the brand.

Consumers who demand healthier food are willing to fork out more money for these products that include, but are not limited to, Free Range beef. These customers consider a premium a small price to pay for healthier living, eating a healthier product, helping to save the earth and treating animals kindly.

The Free Range method of farming beef complies with internationally accepted animal welfare principles. All Natures Reserve cattle will be fully traceable to the farm of origin by batch and each animal has a unique identification ear tag. All cattle must be registered with the Farm Assurance Namibia Scheme (FanMeat) and must conform fully to the husbandry, welfare and overall requirements of the standard. No hormones or antibiotics are allowed to be used on any Natures Reserve cattle.

Ends/237 words.

Issued by: Corporate Communications  
Monja Viljoen  
Producer Communications  
Tel: 061 321 6442  
Fax: 061 217 045  
E-mail: [mviljoen@meatco.com.na](mailto:mviljoen@meatco.com.na)

Contact person: André Mouton  
Senior Manager: Marketing  
Tel: +264 61 321 6441  
Fax: +264 61 217 045  
Mobile: +264 81 129 8806  
E-mail: [amouton@meatco.com.na](mailto:amouton@meatco.com.na)