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MEDIA RELEASE

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LAUNCH OF MEATCO'S EKWATHO PROJECT

MEATCO's support project to assist farmers in rearing slaughter cattle was today formally launched under the new name, Ekwatho.

The pilot phase was launched in November last year and the first 250 slaughter cattle from the project were recently delivered to Meatco. Close to 8 000 head of cattle from the 64 approved applicants have been procured to date, amounting to a value of nearly N\$25 million.

Four banks, namely First National Bank, Bank Windhoek, Standard Bank and Agribank signed an agreement of understanding with Meatco. Nedbank will be signing the agreement at the launch as part of the day's activities.

Providing farmers with the needed monetary and technical assistance to produce slaughter cattle in the most cost effective way, the Ekwatho Project is aimed to counter the hefty number of weaners that leave Namibia every year with no value being added to it locally.

Meatco's dwindling slaughter numbers will at the same time be addressed as optimum numbers of marketable cattle can be secured via the project throughout the year.

The main beneficiaries of this project are weaner producers, as they are offered an alternative market to sell their animals to. Secondary beneficiaries are all those in the value chain after the weaners have been produced. This includes specialized backgrounders and finishers, animal feed manufacturers, financiers, marketing agents, transporters and production-input suppliers.



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Eight proposed different Beef Production and Financing Models based on weaner production; specialized back-grounding and finishing exist within the project.

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