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# MEDIA RELEASE

Friday, 5 February 2010

## Meatco puts the Norway matter into perspective

Meatco refutes allegations of squeezing Witvlei Meat out of the Norwegian market as reported in the Windhoek Observer of Saturday, 30 January-February 5, 2010.

Meatco, has noted with interest, media coverage about its dealings in Norway. In actual fact, the articles on page three (3) of the Windhoek Observer with the headline “Meatco squeezes Witvlei out of Norway market”, carried some fundamental factual misrepresentations as it created the impression that Meatco is an unfair player in the industry and in the process may mislead the Namibian public and further harm the image of Meatco with a staff compliment of over 1300.

This release is therefore aimed at correcting this assertion and to put matters into perspective.

The facts are as follows:

- a. The Norway Quota for Namibia and Botswana works on a first come first serve basis;
- b. The product is imported into Norway by Norwegian importers/customers. All three parties, namely Witvlei Meat, Botswana Meat Commission (BMC) and Meatco compete for that quota, which has traditionally been shared 50:50 between Botswana and Namibia (Meatco and BMC);
- c. Our information is that Witvlei Meat tried to put over 700 metric tons into the Norwegian market during the first week of January 2010 and, in fact, delivered 408 metric ton against the quota. Meatco delivered 955 metric ton, with BMC filling the balance. This means that Witvlei Meat, relative to its total production got a much larger share of the Norwegian quota than Meatco in 2010;

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- d. Witvlei Meat has hardly been discriminated against or excluded from the Norwegian market when it has, in fact, secured some 20% of the quota against its own annual production, whilst for Meatco this would amount to some 3.5%. All the while Meatco operates well below its capacity compared to Witvlei Meat that can operate at full capacity.

Finally, Meatco denies the allegations of being a recipient of Witvlei's confidential information through "some" AgriBank Board Members and demands evidence thereof.

Ends 324 words.

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