



Head Office

Sheffield Street

P.O. Box 3881

Windhoek Namibia

Tel: +(264) 61 321 6400

Fax: +(264) 61 217 045

MEDIA RELEASE

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Meatco introduces cash on the spot for NCA farmers.

After many years of quarantine for animals in the Northern Communal Area (NCA) area Meatco has now introduced a system of buying cattle on the hoof for cash from communal farmers in the NCA area. This system was introduced in September 2009 and has many communal farmers happy due to the hassle free system. Once a price has been mutually agreed a farmer can get his money on the spot for his cattle.

The benefits are enormous especially to the farmer, the 21 waiting days at the Quarantine are eliminated and the farmer has his money immediately. Furthermore any further risk in case of sickness or death of animal after transaction is transferred to Meatco, thus alleviating any burdens from the farmer. This scheme has proven to be very popular with the communal farmers and has contributed to an increase in cattle marketed to Meatco.

Prior to September 2009, the South African market required that cattle from NCA be quarantined, however this ban was been lifted and has made it easier for meat from the NCA to be exported into this market. The only areas that are still exposed to quarantine are the Mukwe and Ndiyona Constituency in Kavango region, as well as the whole Caprivi region due to the status of FMD.

In an attempt to enhance and add value, Meatco has introduced a better vacuum packing system for products out of the NCA, some of these are exported in frozen form to South Africa. Currently it is only meat from Oshakati factory that is exported whilst the product from Katima are marketed locally. Meatco is also exploring new markets for the NCA cattle within the SADC region as well.



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In order to increase awareness of this new benefit to the farmers Meatco is currently engaged in an extensive information sharing campaign in the regions. Meetings are scheduled throughout the year in order to ensure that the farmers are aware and informed of the new initiatives of Meatco. Communication and communal farmers engagement is high on the corporate agenda of Meatco for the NCA and in this regard have appointed a dedicated Public Relations Practitioner, Mr. John Kamati, who will be responsible for this function. He will be stationed in Oshakati, however will be operating throughout the whole NCA.

Issued by: Corporate Communications Department
Contact: Vicky Muranda
Senior Manager: Corporate Communication
Tel. 061 321 6443
Mobile.
E-mail: vmuranda@meatco.com.na

Contact: John Kamati
PR Practitioner (NCA)
Tel. 061 321 6442
Mobile. 081 1415333
E-mail: jkamati@meatco.com.na