

Dear Producer

For your convenience the Afrikaans version follows the English news.

In this week's news:

1. Beef measles detected in large number of carcasses at Windhoek abattoir
2. Share your marketing plans with Meatco and secure a slaughter allocation
3. Meatco Fireside Comedy Show
4. Top ten producers of the month
5. Important Meatco dates

1. Beef measles detected in large number of carcasses at Windhoek abattoir

Following the high number of measles detected recently in carcasses at the Windhoek abattoir, herewith some general information regarding the causes of beef measles and how to prevent it. Beef tapeworms live in the food canal of people in the form of white, long worms of between 10 to 15 meters long. People get beef tapeworms by eating beef which has not been cooked well which contains measles.

Cattle get measles by grazing on pastures soiled by the excreta of humans who have beef tapeworms. They also get measles from animal handlers who are infected with beef tapeworms when the worms crawl out of the faeces of handlers who might be infected and infect the kraal, feed and water-troughs.

Beef with measles

- After the tapeworm eggs have been ingested by cattle, they hatch in the food canal.
- The young worms go through the wall of the food canal and enter the bloodstream.
- The worms reach the muscles (beef) through the blood and become fixed there in the form of measles.
- Measles in beef look like little white sacs filled with water.

How to prevent tapeworm infection

- Do not buy meat from informal (unregistered) butchers because it may have measles.
- Make sure that you eat meat which is well cooked. This will kill the measles.
- Do not eat raw meat.
- If you suspect that beef contains measles you must freeze it for at least 3 days at a very low temperature before eating it (-18 °C).
- Use proper toilets. Never use the veld as a toilet.

How to prevent measles in your cattle if you are a farmer

- Provide proper (clean) toilet facilities for your herdsmen.
- If toilets are well-ventilated, people are more inclined to use them. Unventilated toilets cause a foul repugnant odour.
- Inform your employees (workers) about tapeworm infection.
- Provide treatment for your employees against beef tapeworm.
- Keep your animals in fenced pastures—do not let them graze on roadside verges because inconsiderate travelers frequently defecate there.

Why should you prevent measles in your cattle?

- You must ensure that you produce *safe* food for the consumer.
- You will get less money for your beef if your cattle are slaughtered at a controlled abattoir where proper meat inspections are carried out and your cattle are found to be infected with measles.
- Beef containing measles will infect more people, which in turn will infect greater numbers of cattle.

2. Share your marketing plans with Meatco and secure a slaughter allocation

In order for a producer to secure him or herself with a slaughter allocation, it is vital that he/she request such a slaughter space from Meatco's Procurement Department.

Realizing that a sizeable number of producers are preparing to slaughter from October to January 2009, but have not necessarily secured a slaughter allocation with Meatco, producers are herewith invited to share their marketing plans with Procurement as to enable Meatco to plan around abattoir capacity and accommodate as many producers as possible.

If you intend to market cattle during this time, kindly please contact your nearest Procurement Office at

- 061-3216094 in Windhoek;
- 062-562091 at Gobabis
- 062-505707 at Okahandja;
- 067-302172 at Otjiwarongo;
- 067-242968 at Grootfontein;
- 067-317689 at Okakarara;
- 065-220241 in Oshakati;
- 065-273310 at Opuwo;
- 066-255496 at Rundu and
- 066-253662 at Katima Mulilo.

3. Meatco launches exiting Fireside Comedy Show

The search for Namibia's hottest new comedy act is officially on, following the launch of the Meatco Fireside Comedy show at the annual Ongwediva Trade Fair. Meatco will be visiting various towns and villages across northern Namibia to find the best comedian in the region who will finally compete for the title of Northern Comedy King and N\$20,000 cash.

The first regional winner was announced on 12 September. She is Wilhelmina Lukas from the Oshana region. Other regional winners thus far include Paulus Matthias from Ohangwena and Andreas Naimwaka from the Omusati region.

Ultimately aimed at stimulating two-way dialogue between Meatco and its stakeholders, this exciting new public engagement campaign is designed for Meatco and its stakeholders to engage in a relaxed atmosphere.

The Meatco Fireside Comedy Show builds on the concept of using comedy and industrial theatre to show farmers that Meatco is aware of the issues, especially in the Northern Communal Areas (NCAs), and is willing and wanting to discuss possible solutions with farmers. With the fire's significant symbolic value of bringing people together, the initiative indicates Meatco's understanding and respect for

traditional “fireside” culture. It will help build dialogue, yet will be a great deal of fun as the best comedians compete against each other. All the while the corporation and its stakeholders’ less serious side are exposed and the open discussion of matters of mutual importance is facilitated.

The Fireside Comedy Show will be rolled out to the different regions to find a regional winner by way of weekly activation activities followed by auditions and finals within the same week. The regional finalists will then meet up in November in order for the Northern Comedy King to be crowned by way of a knockout performance.

These regional auditions and competitions are open for anyone and everyone to attend and participate in and are free of charge. What is more, the competition will be broadcast on Namibia’s national broadcaster, the NBC.

The campaign will be extended to the southern parts of Namibia in 2010.

4. Top ten producers of the month August 2009

Nr.	Producer	Point
1	J.P. Jooste	93.20
2	C.J. Smith	93.00
3	J.H. Botha	92.40
4	K.H. van Biljon	91.90
5	H. Diekmann T/A H.D. Farming	91.80
6	G. Wölbling	91.50
7	H.H.K. Kronsbein	91.20
8	Nico Visser Trust	90.90
9	S. Coetzee	90.80
10	E.N. von Freier	90.80

5. Important Meatco dates (2009 & 2010)

Last series of Farmer Liaison Committee Meetings (FLCMs) for 2009:

Tuesday, 20 October 2009 at Otavi

Wednesday, 21 October 2009 at Okahandja

Thursday, 22 October 2009 in Windhoek

Annual Producer Awards

Friday, 30 October 2009

2010

Annual General Meeting

Friday, 4 June 2010

National Braai Competition, hosted by Sonop FA

23 & 24 April 2010 at the Gobabis Show Grounds. If you have not yet entered, kindly please contact the Chairman of Sonop FA, Mr. Johan de Jager as soon as possible as this competition is experiencing a revival with a lot of interested participants from across the country. Mr. de Jager can be reached at 081 268 6930.

FLCMs 2010

23 February 2010 at Groofontein
24 February 2010 at Otjiwarongo
25 February at Gobabis

22 June 2010 at Tsumeb
23 June 2010 at Okahandja
24 June 2010 at Windhoek

19 October 2010 at Otavi
20 October 2010 at Otjiwarongo and
21 October 2010 at Gobabis.

Your next e-newsletter will be sent on Wednesday, 15 October 2009.

Geagte Producente

In die week se nuus:

1. Groot hoeveelheid karkasse met masels by Windhoek abattoir gevind
2. Deel u bemerkingsplanne met Meatco en verseker sodoende 'n slagbeurt
3. Meatco Fireside Comedy Show
4. Top tien produsente van die maand
5. Belangrike Meatco datums

1. Groot hoeveelheid karkasse met masels by Windhoek abattoir gevind

Ná aanleiding van die groot hoeveelheid karkasse met masels wat onlangs by die Windhoek abattoir gevind is, volg inligting rakende die oorsaak van masels in beesvleis en hoe dit voorkom kan word. Beesvleislintwurms lewe in die spysverteringskanaal in die vorm van lang, wit wurms wat tussen 10 en 15 meter lank is. Mense kry lintwurms in deur beesvleis wat masels bevat te eet as dit nie behoorlik gekook is nie.

Beeste kry lintwurms in deur weiding te vreet wat besmet is met die ontlasting van mense wat lintwurms het. Hulle kan ook masels kry wanneer die wurms uit die ontlasting van dierehanteerders wat daarmee besmet is, kruip en die kraal, voer en waterbakke besmet.

Beesvleis met masels

- Nadat die lintwurm se eiers deur die bees ingeneem is, broei dit in die dunderm uit.
- Die jong wurms dring deur die wande van die dunderm en beland in die bloedstroom.
- Die wurms bereik die spiere (vleis) deur die bloed en vestig hulself daar in die vorm van masels.
- Masels in beesvleis lyk soos klein, wit sakkies wat met water gevul is.

Hoe om lintwurmbesmetting te voorkom

- Moenie vleis by informele (ongeregistreerde) slagters koop nie aangesien dit met masels besmet kan wees.
- Maak seker dat die vleis wat jy eet deeglik gekook is. Dit sal die masels doodmaak.
- Moenie rou vleis eet nie.
- As jy vermoed dat beesvleis masels het, vries dit vir ten minste drie dae teen 'n baie lae temperatuur (-18 °C) voor jy dit eet.
- Gebruik behoorlike toiletgeriewe. Moet nooit die veld as toilet gebruik nie.

Hoe om te voorkom dat jou bees besmet word

- Voorsien jou beeswagters van behoorlike (skoon) toiletgeriewe.
- Indien die toilette goed geventileer is, sal mense meer geneig wees om hulle te gebruik. Ongeventileerde toilette veroorsaak aaklige, afstootlike reuke.
- Lig jou werkers in oor lintwurmbesmetting.
- Maak voorsiening dat jou werkers behandeling teen lintwurms ontvang.
- Laat wei jou diere op afgekampte weiding. Moenie toelaat dat hulle die stroke langs paaië beweë nie omdat onnadenkende reisigers dikwels daar ontlaas.

Hoekom jy masels in jou beeste moet voorkom

- Jy moet verseker dat veilige voedsel aan die verbruiker gelewer word.
- Jy sal minder geld vir jou beesvleis kry as die beeste by 'n goedgekeurde slagpale geslag en geïnspekteer is en bevind is dat hulle met masels besmet is.
- Beesvleis wat met masels besmet is, sal al meer mense besmet wat weer tot 'n hoër besmetting by beeste sal lei.

2. Deel u bemerkingsplanne met Meatco en verseker sodoende 'n slagbeurt

Ten einde 'n slagbeurt te verseker, is dit van belangrik dat produsente aansoek doen vir 'n slagbeurt by Meatco se Voorsieningsdepartement.

Wetende daar is 'n groot getal produsente wat van plan is om tussen Oktober 2008 en Januarie 2009 te slag maar nog nie vir slagbeurte aansoek gedoen het nie, word produsente hiermee vriendelik uitgenooi om hul bemerkingsplanne met Meatco se Voorsieningsdepartement te deel. Sodoende kan Meatco vroegtydig sy kapasiteitsbeplanning doen en soveel moontlik produsente akkommodeer.

As u van voorneme is om bees gedurende die voorgenoemde tydperk te bemark, kontak asseblief u naaste Voorsieningskantoor by:

- 061-3216094 in Windhoek;
- 062-562091 op Gobabis

- 062-505707 op Okahandja;
- 067-302172 op Otjiwarongo;
- 067-242968 op Grootfontein;
- 067-317689 op Okakarara;
- 065-220241 in Oshakati;
- 065-273310 op Opuwo;
- 066-255496 op Rundu en
- 066-253662 op Katima Mulilo.

3. Meatco soek na Namibië se beste grapjas

Die soektog na Namibië se beste grapjas is amptelik aan nadat Meatco sy *Fireside Comedy Show* by die Ongwediva Handelskou van stapel gestuur het. Meatco sal verskeie dorpe en nedersettings regoor noordelike Namibië besoek om die beste komediant in elke streek te vind, wie uiteindelik sal meeding om die titel as die Noordelike Grapjas Koning. 'n Yslike N\$20,000 is op die spel.

Die eerste streekswenner is op 12 September aangewys. Sy is Wilhelmina Lukas van die Oshanastreek. Ander streekswenner tot dusver sluit in Paulus Matthias van Ohangwena en Andreas Naimwaka van Omusati.

Hierdie publieke bewusmakingsveldtog het ten doel om 'n beter gesindheid teenoor Meatco en sy bedrywe te skep in die gemeenskappe waarin hy sake doen. As gevolg van die oorheersende negatiewe persepsies van Meatco veral in die Noorde van die land sal die program hoofsaaklik vanjaar op die noordelike dele fokus, waarna dit volgende jaar na die res van Namibië sal uitkring.

Omdat dit algemeen aanvaar word dat humor sowel as gesprekvoering rondom die oop vuur mense nader aan mekaar bring, is die Meatco *Fireside Comedy Show* spesiaal ontwerp om Meatco en sy insethouers die geleentheid te gun om in 'n ontspanne atmosfeer met mekaar te skakel. Hierdie inisiatief is bewyse van Meatco se gewilligheid om met produsente oor die verskeie kwessies te gesels en gesamentlike oplossings te vind.

Die streeksoudisies en kompetisies is oop vir elkeen en almal om by te woon en is gratis. Die kompetisie sal ook deurlopend op die nasionale uitsaaier, die NBC, gebeeldsend word.

4. Top tien produsente van die maand: Augustus 2009

Nr.	Produsent	Punt
1	J.P. Jooste	93.20
2	C.J. Smith	93.00
3	J.H. Botha	92.40
4	K.H. van Biljon	91.90
5	H. Diekmann T/A H.D. Farming	91.80
6	G. Wölbling	91.50
7	H.H.K. Kronsbein	91.20
8	Nico Visser Trust	90.90
9	S. Coetzee	90.80
10	E.N. von Freier	90.80

5. Belangrike Meatco datums (2009 & 2010)

Laaste reeks skakelkomiteevergaderings vir 2009

Dinsdag, 20 Oktober 2009 op Otavi
Woensdag, 21 Oktober 2009 op Okahandja
Donderdag, 22 Oktober 2009 in Windhoek

Jaarlikse Produsente-toekennings

Vrydag, 30 Oktober 2009

2010

Algemene Jaarvergadering

Vrydag, 4 Junie 2010

Nasionale Braaikompetisie, aangebied deur Sonop Boerevereniging

23 & 24 April 2010 by die Gobabis Skougronde.

Skakelkomiteevergaderings 2010

23 Februarie 2010 op Groofontein
24 Februarie 2010 op Otjiwarongo
25 Februarie op Gobabis

22 Junie 2010 op Tsumeb
23 Junie 2010 op Okahandja
24 Junie 2010 in Windhoek

19 Oktober 2010 op Otavi
20 Oktober 2010 op Otjiwarongo en
21 Oktober 2010 op Gobabis.