

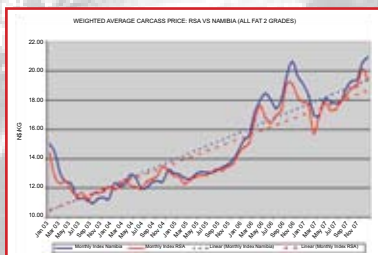
# Witvlei Meat

Witvlei Meat was established in August 2006. A year later, on 25 July 2007, export approval was obtained for becoming a European Union (EU) Beef Export Abattoir and processing facility in the town of Witvlei.

Since then Witvlei Meat has employed approximately 100 permanent staff members on an equal opportunity base to supply customers in Europe and the Scandinavian countries.

Among the unique features Witvlei Meat introduced to unlock value for the producer are:

- **To pay a premium of N\$1/kg** announced to the media as follows: **Media-aankondiging op 24 Julie 2007:** "Ons sal die produsent betaal volgens die aangekondigde prys in die media, insluitend die premie. **Bo en behalwe hierdie prys betaal Witvlei Meat op alle diere behalwe vroulike diere, bulle en VET-graderings 0,1 en 6 'n verdere premie van N\$1/kg** op 14 dae terme ná slagting slegs op Vrydae."
- **Competition and an alternative: Could the competition that was created have added some of the value that was unlocked to the producer in the last two years?**  
Substantial value was unlocked in this agricultural sector with as much as an increase of between 38 to 40% in the producer price compared to two years ago. Which portion of this value can, however, be contributed to competition is not clear.



\*Supplied by the Meat Board of Namibia

- **Unique full-colour printed cartons** – a first in Africa – with an artist's impression of the natural beauty and diversity of Namibia depicted on it.



- **Branded vacuum-packed product** – another first in the Southern African Beef Industry – with the theme "Natural Namibian Beef – Free from Hormones and Growth Stimulants", also repeated on the carton.



- **Specification, branding and labelling supplied to the customers' requirements** to enable the product to move directly to the shelf.



- **Two of various cost-saving measures:**

1. Using fat and tallow obtained from by-products as fuel to heat the plant – another first in Africa – with a local company RENTEC from Walvis Bay installing Italian technology that is now used as a model for implementation in the rest of Africa, including South Africa.
2. Packing containers at the plant, eliminating double handling, additional cold storage and costs with a turnaround time of less than 30 days before the product is on shelves in Europe with shipments loaded directly from Walvis Bay or Cape Town.



- **Slaughter capacity: 27 000 head of cattle annually.**