

**LIVESTOCK
AND LIVESTOCK
PRODUCTS BOARD
OF NAMIBIA**

MEAT *CHRONICLE*

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Courtesy visit to the Minister of International Relations and Trade



The LLPBN, as the regulator of the livestock and livestock products industry, paid a courtesy visit to the newly appointed Minister of International Relations and Trade, Hon. Selma Ashipala-Musavyi. The purpose of the visit was twofold: First, to congratulate the honourable minister on her appointment and to express the LLPBN's support for her expanded mandate, which now includes both international relations and trade. Second, to discuss key livestock trade-related matters, including the diversification of livestock product markets, the poultry market share scheme, livestock fodder production and the development of the hides and skins sector.

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Import restrictions on genetic materials of cloven-hoofed animals from South Africa

In line with the provisions of the Animal Health Act 1 of 2011, the Directorate of Veterinary Services hereby informs farmers of the restrictions on the importation of genetic materials (semen and embryos) of cloven-hoofed animals from South Africa.

These measures are necessary to protect the livestock industry following the outbreak of foot-and-mouth disease (FMD)

and imposed movement restrictions on the movement of cloven-hoofed genetic materials as reported on 17 March 2025.

All previously issued veterinary import permits for genetic materials are hereby cancelled until further notice. Importers are urged to contact the veterinary import office at +264 61 208 7890/1/2 or email DVS3@mawlr.gov.na for queries or clarifications.

Livestock marketing training in Okakarara

The LLPBN conducted livestock marketing strategy training in Okakarara for members of the Otjozondjupa Communal Farmers Union. Victor Klaze from the FAN Meat Office and Desmond Cloete from the LLPBN marketing division facilitated the training sessions.

The objective of the training was to equip members of the district farmers associations with the knowledge and skills needed to formalise their livestock marketing efforts to improve household income and enhance food security.



FAN MEAT ISO 9001:2015 CERTIFICATION

The Farm Assured Namibian (FAN) Meat division of the Livestock and Livestock Products Board of Namibia (LLPBN) is proud to announce that it successfully completed an ISO9001:2015 recertification audit conducted on 2 and 3 December 2024.

The FAN Meat division implements and maintains the ISO9001 quality assurance standard to ensure international management standards are adhered to and recognised by our international trading partners. The FAN Meat scheme forms the backbone of assurance regarding the safety and wholesomeness of our Namibian meat.





NOTHING LIKE *quality* NAMIBIAN MEAT

The Farm Assured Namibian Meat Scheme (FAN Meat) of the Livestock and Livestock Products Board is a scheme which provides assurance of the safety, healthiness, quality and traceability of Namibia's export meat, which is **naturally produced, hormone and growth stimulant free** and obtained from humanely treated livestock.

Namibia's **premium quality meat** is regulated and verified by the LLPB cross the value chain according to **international standards**.

For more information on the import and export of Namibian meat, please contact us at:

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Shaping a brighter tomorrow

In planning to shape a brighter tomorrow, one must look at the past, learn from both success and failure, identify strong points and sharpen a sense of direction. It will require us to take responsibility, be proactive, collaborate and embrace diversity. It is not a time to lose momentum but to gain new momentum.

- Namibia has gained international recognition for innovative and proactive steps taken several years ago, which have placed the livestock industry on the global map. Such steps include the development and introduction of a world-class livestock identification and traceability system. This system has allowed Namibia to continue trading with top meat markets amid an international mad cow disease crisis. Since its introduction in 2005, several changes have been made to the system to improve functionality and effectiveness. However, improved record-keeping and data submission must be done by producers to ensure a streamlined system, accurate and fit for purpose. For this, producers should take ownership of the data quality and submit it on time. A database is only as good as the data entered. Therefore, each producer is responsible for ensuring that record-keeping on ground level is watertight and that data on the system is accurate.
- NamLITS online has been developed and expanded to allow producers to enter data, order official ear tags and apply for movement permits online. Several NamLITS online cafes have been registered across the country to assist producers who do not have access to internet facilities. Increasing the number of NamLITS online cafes, improving the user experience on NamLITS online, and increasing functionality while maintaining the system's integrity can facilitate livestock marketing while reducing the so-called red tape associated with such marketing.
- Namibia has managed to maintain a commercial disease-free zone since 1964, with official recognition as free from foot-and-mouth disease (FMD), bovine lung sickness (CBPP) and small stock pest. Exceptional collaboration between the directorate of veterinary services and the livestock sector has greatly contributed to this success. However, increasing alertness and emergency preparedness for incursions into the commercial zone would be prudent to shape a brighter tomorrow. Producers must be sharpened in the clinical signs of notifiable diseases to act as the first line of defence.

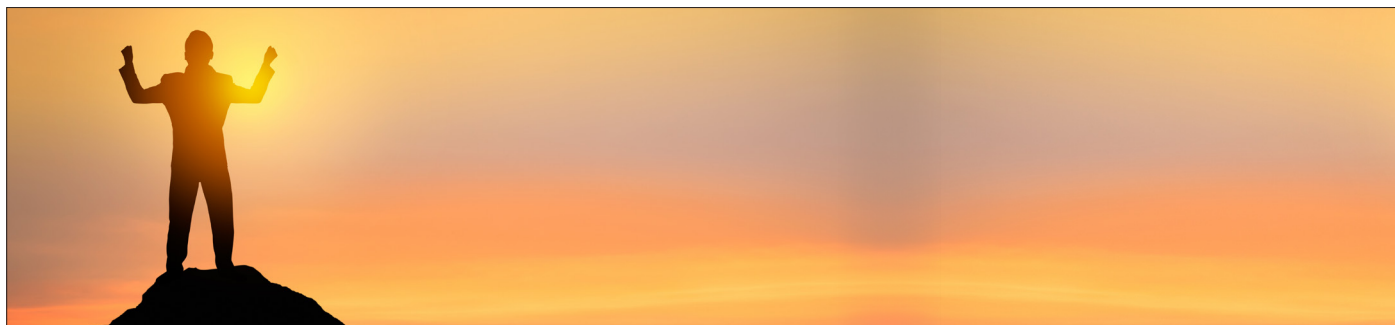


Dr Anja De Witt-Boshoff of the LLPBN
... dedicated in her profession and as
mother of her son, Christiaan.

Furthermore, a practical and cost-effective action plan must be developed and practised with a clear chain of command that can react immediately. This preparedness should include setting up emergency equipment stores that could be mobilised quickly, evaluating and maintaining strategic internal game-proof fences, creating extensive awareness and providing education.

- Building on the success of one commercial free zone, Namibia could embark on the establishment of more such free zones to include more producers in the commercial chain. Using the experience gained over decades could afford more Namibians the opportunity to produce for the world's most lucrative meat markets.
- Research conducted in the Zambezi Region to support marketing in livestock and livestock products in areas not officially free from FMD and CBPP was hugely successful. It led to the amendment of the chapter on FMD in the terrestrial animal health code of the World Organisation for Animal Health. This research paved the way for commodity-based trade and created an opportunity for producers residing and farming in areas not officially free from FMD. However, research must continue to find more cost-effective and practical ways to provide the appropriate level of protection to trading partners while maintaining our rich heritage of free-roaming game in designated areas. Whereas the rest of the world can aim to become FMD-free, Namibia has to learn to live with and produce amid FMD.
- The Farm Assured Namibian (FAN) Meat scheme, developed in a collaborative effort between the DVS and the livestock industry, aims to provide assurance to consumers of Namibian meat regarding the safety and wholesomeness of the product. This scheme has given Namibia an advantage over regional producers. Expanding on the scheme regarding attributes and increasing export quality control at export abattoirs, a targeted marketing strategy is being developed to elevate the appeal of the Namibian product in international markets. Focusing on and marketing the uniqueness of production will form the basis of the compelling Namibian story.

In short, my proposed plan for shaping a brighter tomorrow is to learn from successes in the past and strengthen these through strategic advancements. This will be done while maintaining basic principles of quality and integrity to build on the image of Namibia, its products and its producers.



Competitiveness of the meat industry on an international level, solutions to secure a sustainable future

Historically, Namibia has positioned itself as the continental trendsetter in the rearing and exporting of quality livestock and livestock products. Namibia capitalises on the benefits of its dry climate, which affects physical and sensory meat quality attributes immensely. As a result, Namibian beef is marketed as naturally raised with no growth stimulants, which fits the latest organic nature of demands by health-conscious consumers globally.

Namibia's major competitive advantage is that it is one of only three African countries with a World Organisation for Animal Health (WOAH) recognised foot and mouth disease-free zone without vaccination. This sets Namibia apart from other countries on the continent, such as neighbouring South Africa, in terms of the markets it serves. This, coupled with the robust Namibia Livestock Identification and Traceability System (NamLITS) and Farm Assured Namibian Meat Scheme (FAN Meat), ensures that Namibia complies with the toughest market access and sanitary and phytosanitary (SPS) requirements globally. This is evident in the market access under AGOA to the USA, where Namibia is the only African country enjoying the latest tariff regime of president Trump.

Another advantage is the conducive environment created by the Namibian government for slaughter and processing facilities to operate. As a result, Namibia boasts state-of-the-art slaughter facilities that comply with strict global quality management systems, as well as a skilled workforce that manages these facilities. In 2024, Reho Meat Processors attained regional and continental export status and is currently busy with European Union (EU) audits. Savanna Beef, another export facility, is nearing completion, and its shareholding attests to the benefits of this conducive environment. These two facilities supplement the already established Meatco and Beefcor facilities.

As a global player, Namibia has made significant strides in positioning itself as a major player in the red meat export market. However, it faces fierce competition from other major players such as Brazil, Argentina, Uruguay, Australia and New Zealand. The international meat market is highly competitive, with large-scale producers benefiting from economies of scale, aggressive marketing strategies and cost-efficient production methods.

However, Namibia's unique advantage lies in its exclusive access to premium niche markets, particularly the EU, with their health-conscious consumers that have a strong preference for hormone-free, organic and ethically produced beef. Namibia's Southern African Customs Union (SACU) membership has also provided it with preferential trade agreements, opening doors to export opportunities within the region and abroad, with access to the lucrative 3 600 tonne Norwegian beef and 400 tonne lamb quota.

Challenges to sustained competitiveness

While Namibian meat enjoys increased international demand, several challenges may derail its sustained competitiveness.

Climate change is Namibia's major challenge: This is evident in drought spells experienced every second year. The current 2024-2025 rainy season is characterised by extremely sparsely distributed precipitation with excessively different measurements between neighbouring and even on the same farm. Droughts negatively affect Namibia's production potential, and the long-term marketing statistics reveal that during poor seasons, an excessive number of livestock is marketed, while during better seasons, it's fewer as farmers rebuild their



Desmond Cloete
LLPBN Chief of Marketing

herds. Therefore, climate change disrupts the consistent supply of cattle to export abattoirs.

Namibia's inability to produce livestock fodder, especially yellow maize and sunflower: Due to its dry climate, which does not have the necessary fresh water sources inland to sustainably irrigate livestock fodder. Therefore, by default, Namibia exports a significant number of weaners to neighbouring South Africa, where they are reared in feedlots. This is compounded by the high cost of utilities such as electricity and water.

Livestock diseases pose another severe challenge to Namibia's competitiveness. FMD and contagious bovine pleuropneumonia (CBPP) outbreaks in the NCA have eroded market access for NCA beef, and of late, lumpy skins disease (LSD) countrywide has halted marketing of livestock. Land reform, where productive commercial units are demarcated into smaller uneconomical units under the resettlement programme, threatens Namibia's competitiveness. With smaller units, the livestock production system changed from an ox-rearing system to a weaner calf, eroding the throughput at export abattoirs.

Under-funding of key government ministries, departments and directorates. The mandates of two key directorates, the directorate of veterinary services (DVS) and the directorate of agriculture production, extension and engineering services (DAPEES) under the Ministry of Agriculture, Water and Land Reform (MAWLR) are severely impacted due to poor budgetary allocations. Namibia, as a net exporter of meat, rely extensively on the DVS to certify export operations along the value chain. DAPEES, with its national mandate of agriculture extension and advisory services and with more than 124 agriculture development centres across Namibia, struggle to educate livestock producers on good animal husbandry practices and the ever-changing market demands.

Market volatility and price fluctuations: Global meat prices are subject to fluctuations, which can be influenced by factors such as international supply and demand, geopolitical conditions and consumer preferences. This price volatility in key markets can affect profitability and make long-term planning difficult for Namibian producers.

Solutions to secure a sustainable future

For Namibia to remain competitive and secure a sustained future in the ever-changing and volatile international market, it must implement several strategies.

Conducive policy and regulatory support: Namibia possesses well-crafted policies; however, it lacks proper implementation. Therefore, government policies that promote innovation, sustainability, and market access will be crucial in supporting Namibia's long-term competitiveness in the meat sector. This includes streamlining regulations, offering incentives for sustainable practices and working with international trade bodies to ensure favourable access to global markets.

Investment in sustainable farming practices that promote efficient water management, soil conservation and regenerative agriculture. This could be achieved by promoting climate-smart farming techniques such as rotational grazing and drought-resistant crops that may remedy the risk posed by climate change. Additionally, embracing agroforestry and holistic land management practices can help mitigate environmental degradation and enhance resilience to climate shocks. Investment in technology and innovation will

Livestock and meat industry

The livestock and meat industry saw a decline in marketing activities during the first quarter (Q1) of 2025. The cattle sector recorded a sharp decrease of 58%. Marketing activities in the sheep and goat sectors declined, while pork activities increased by 0,6%. However, the industry will remain under severe pressure due to herd rebuilding, limiting the supply of market-ready animals for various channels.

This article will review the performance of cattle, small stock and pork marketing. The review will cover the first quarter of 2025 compared to the same period in 2024.

Cattle sector

The contraction in the cattle sector (58%) was due to good rains received, triggering herd rebuilding which limited the supply of market-ready animals. Compared to Q1 in 2024, the decrease of cattle marketed was observed in all marketing channels, with live exports recording a decrease of 76,77%, A-class abattoirs with 22,04% and B- and C-class abattoirs at 29,38%.

Production and marketing

- Year-on-year, 37 577 cattle were marketed across all channels, depicting a decrease in the performance of the sector by 58% from 89 507 heads marketed during Q1 of 2024.
- The notable decrease is owed to fewer marketing activities, particularly due to a herd rebuilding exercise following good rains at the beginning of 2025, and the reduction of animals supplied as a result of the lumpy skin outbreak.
- A total of 13 370 heads of cattle were exported live on the hoof to neighbouring SADC member states, 17 506 were slaughtered at local A-class abattoirs, and 6 701 were slaughtered at various LLPBN-registered B- and C-class abattoirs nationwide.
- B- and C-class abattoirs slaughtered 6 701 heads of cattle during Q1 of 2025 whereas, throughput at B- and C-class abattoirs during Q1 of 2024 stood at 9 489, showing a decline of 29,38%.
- From the total number of cattle marketed in Q1 of 2025, 35,6% were live exports, export abattoirs took up 46,6% while B- and C-class abattoirs absorbed 17,8% of the market share. Compared to 2024, A-class abattoirs and B- and C-class abattoirs gained 21,5% and 7,2%. Live exports lost 28,7% of the market share.
- Domestic auction weaner prices faced pressure and recorded increased levels during the period under review.
- South of the veterinary cordon fence (sVCF) the average weaner price increased to N\$29.13 per kg during Q1 of 2025. The price ranged from N\$28.59 in January to N\$30.53 in March 2025.
- Similarly, the tolly price north of the veterinary cordon fence (nVCF) averaged N\$30.03 per kg during the period under review, with the highest and lowest prices of N\$31.39 and N\$27.32 in January and February 2025, respectively.

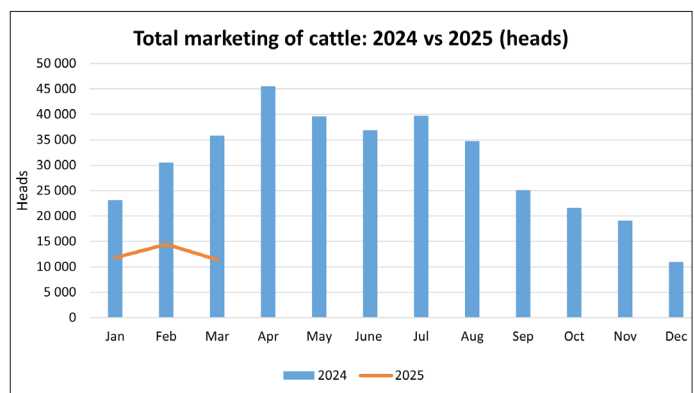


Figure 1: Total cattle marketed (2024-2025)

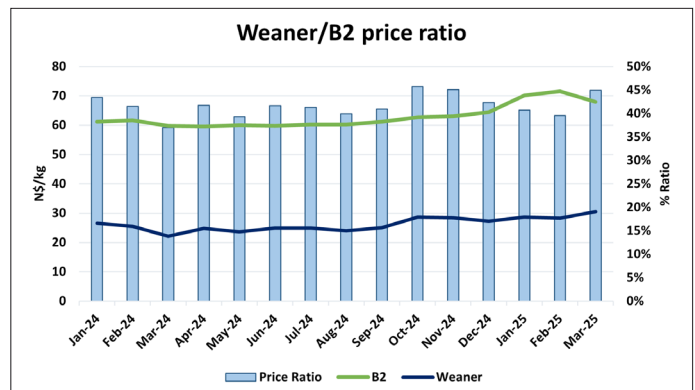


Figure 2: Live weaner versus B2 carcass prices (2024-2025)

- Year-on-year, the B2 producer carcass price increased by N\$8.13 per kg and averaged N\$69.89 during Q1 of 2025, relative to the N\$60.87 per kg paid to producers during Q1 of 2024.
- The further outbreak of FMD in South Africa severely affected producer prices within the market. As a result, the Red Meat Abattoir Association (RMAA) came in N\$20.28 per kg lower than its Namibian counterpart.

Sheep sector

The sheep sector recorded an overall decrease in marketing activities by 42,7%

Competitiveness of the meat industry

5 allow Namibia to compete in the global meat market. As a net exporter, Namibia must invest in modern technologies that enhance productivity, traceability, quality assurance and branding for ease of market access. Digital technologies improve the transparency of the supply chain and ensure that consumers in this digital age can trace their steak from farm to fork. Innovations in animal breeding, genetic improvements and disease control will also enhance the long-term sustainability of the meat sector.

Investment in local livestock fodder production will significantly improve Namibia's competitiveness through increased throughput in abattoirs of quality preferred grades. This will improve the efficiency of abattoirs and allow them to honour international supply agreements on a consistent basis. This will also address the issue of live exports to regional markets.

Capacity building, skills development and coordinated advisory services must

facilitate a mindset change so subsistence producers see their cattle as commodities rather than assets. Capacity building and skills development will go a long way in honing supply and logistics, including market negotiation skills. Establishing an FMD and CBPP-free zone in the NCA is part of the government's drive to move the VCF north. This zone will ensure that a significant number of NCA producers will, in the end, benefit from accessing more lucrative markets.

Market access must be maintained and diversified: Namibia has trade agreements with various lucrative markets and maintaining access to these markets remains a priority. Market diversification, both domestically and internationally, remains high on the agenda. The code of good practice aimed at bulk consumers such as organisations, ministries and agencies (OMAs) in the NCA to source meat from the NCA is a low-hanging fruit. In addition, international markets that are more accessible for NCA beef, such

as Middle Eastern and North African (MENA) countries, should be developed to improve returns.

In conclusion, for Namibia to remain competitive, it requires an inclusive strategy that all value chain actors must abide by. This includes all stakeholders, from primary producers to policymakers, agents, speculators and operators. The conducive environment created by the government should serve as a springboard for innovation and technology advancement. The ownership model of Savanna Beef should be replicated to the other commodities, especially the sheep and goat industries, where producers are more prominent along the value chain and may reap more of the benefits accrued in these lucrative markets.

Finally, climate change is real and Namibian producers must gear themselves to face this head-on, farm with climate-smart technologies and drought-tolerant livestock to minimise its ugly impact.

first quarter review for 2025

during Q1 of 2025. Live exports decreased by 44,2%, growing from 153 713 heads in Q1 of 2024 to 85 840 heads in 2025. Similarly, A-class and B- and C-class abattoirs presented a contraction of 53,9% and 21,6%, respectively.

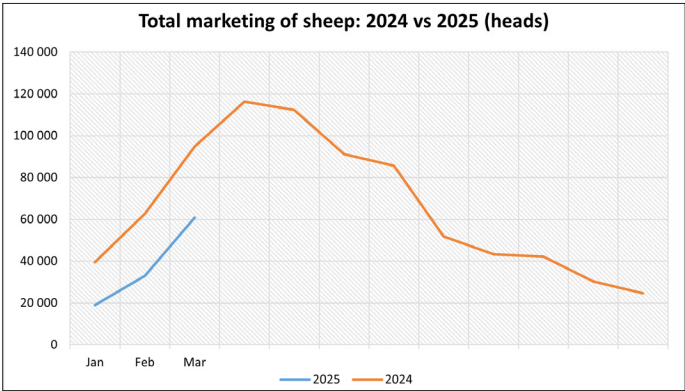


Figure 3: Total sheep marketed (2024-2025)

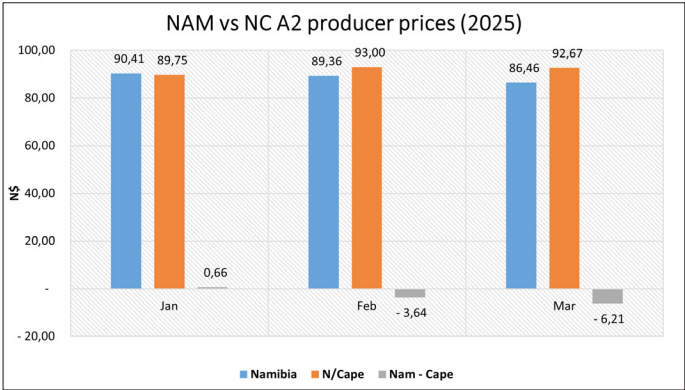


Figure 4: Namibia versus Northern Cape sheep producer prices for Q1 of 2025 (N\$ per kg)

Production and marketing

- The live export segment recorded a significant decline of 44,2%, compared to the decrease in marketing activities recorded by A-class and B- and C-class abattoirs at 53,9% and 21,7%, going from a combined total of 43 262 heads in 2024 to 26 979 heads in 2025.
- Live exports decreased their market share to 76,1% during the quarter under review from 78% recorded in 2024.
- During the period under review, export-approved abattoirs lost 2,1% of their market share, while B- and C-class abattoirs gained 4,1%.
- The price difference between Namibian export abattoirs and Northern Cape (NC) abattoirs widened by N\$0.77 per kg during Q1 from a price difference of N\$1.33 per kg in favour of Northern Cape producers.
- The price difference during the first two months of 2025 remained within the LLPBN nominal benchmark of N\$4.98 per kg established in 2020. The average Namibian A2 producer price traded at N\$88.74 per kg during Q1 of 2025, whereas the Northern Cape price averaged N\$91.81, N\$3.06 per kg higher than the Namibian price.
- The NC producer price serves as a benchmark for Namibian producers, given that the majority of exports are destined for the Northern Cape region.



Figure 5: Total goats marketed (2024-2025)

Goat sector

The goat sector witnessed a decrease in marketing activities during Q1 of 2025, compared to 2024. The sluggish performance is due to a drop in market-ready animals across all channels.

Production and marketing

- Total goat marketing during the period under review dropped by 15,1% in comparison to Q1 in 2024.
- The live exports of goats decreased by 11,3% during Q1 of 2025, recording 20 684 heads in comparison to 23 311 in 2024.
- From the total number of goats marketed, 99,6% were live exports, while B- and C-class abattoirs accounted for 0,4% of all animals marketed.

Pork sector

Pig slaughtering activities at LLPBN-registered abattoirs recorded some growth during the period under review, compared to 2024.

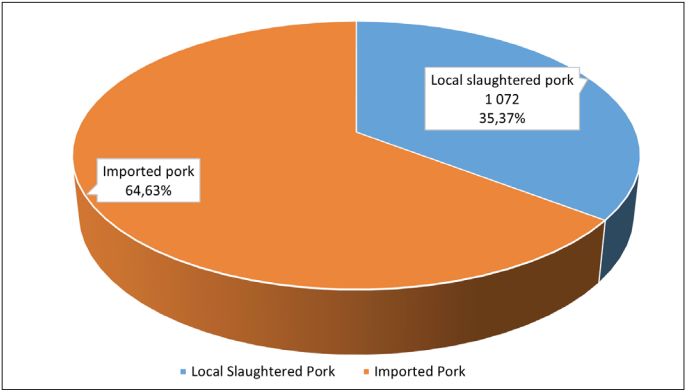


Figure 6: Pork market share Q1 of 2025 (excluding processed meat)

Production and marketing

- During Q1 of 2025, 12 324 pigs were slaughtered at LLPBN-registered abattoirs, a 0,6% growth compared to the 12 255 slaughtered during Q1 of 2024.
- A total of 2 246 tonnes of pork (excluding processed) was imported into the Namibian market, representing 52,3% of local consumption. Total pork imports (processed included) amounted to 3 030 tonnes.
- Local pork production (including processed) served 35,4% of the Namibian consumption demand during the period under review.
- The average Namibian pork ceiling price for Q1 of 2025 averaged N\$51.03 per kg. It has remained fixed since 2024.

Conclusion

The overall marketing of the livestock sector faced challenges posed by a limited number of market-ready animals and the outbreak of lumpy skin disease during Q1 of 2025. As a result, the overall performance of the industry decreased across various marketing channels.

Meanwhile, domestic weaner prices peaked during Q1 of 2025 due to pressure on auction prices because of the lumpy skin disease outbreak that negatively affected supply. Sheep and goat marketing activities decreased during Q1 of 2025 because of the limited number of market-ready animals.

The pork sector remains relatively stable and the ceiling price remains fixed to protect producers, while the LLPBN explores an alternative pork pricing regime under the pork market share promotion scheme.





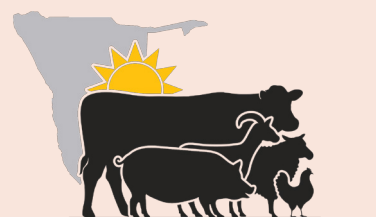
Welcome to the team

Johannes Nakanyala
(John) has joined the LLPBN's IT department as a database administrator/developer; effective 1 May 2025.

LLPBN ladies participate in Spar women's challenge



The LLPBN ladies participated in the Spar Women's Challenge 5 km and 10 km walk/run on 29 March 2025.



**LIVESTOCK AND LIVESTOCK
PRODUCTS BOARD OF NAMIBIA**

MISSION STATEMENT

The mission of the Livestock and Livestock Products Board of Namibia is to promote a conducive environment for sustainable livestock production, market growth and diversification for livestock, meat and meat products; and to maintain standards and quality assurance by way of appropriate regulatory intervention.

VISION STATEMENT

The vision of the Livestock and Livestock Products Board of Namibia is to be an internationally and locally recognised organisation that promotes a profitable, vibrant, quality-driven Namibian meat industry in local and international markets.

WE LOVE OUR MEAT

Premium quality Namibian meat controlled and guaranteed by the Livestock and Livestock Products Board across the value chain based on high quality & safety standards.

