

**LIVESTOCK
AND LIVESTOCK
PRODUCTS BOARD
OF NAMIBIA**

MEAT CHRONICLE

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New branding strategy launched

The Namibian Branding Strategy was developed out of the desire to re-establish Namibia's position in the global meat market – not only for its quality, but for the integrity of the numerous checks and balances that underpin production systems. Namibia has a unique production environment, and it is time we capitalise on that.

Since its implementation in 1999, the Farm Assured Namibian Meat (FAN Meat) Scheme has positioned the country among the world's finest meat producers. The strategy strengthens this achievement with a bold new identity and a permanent place on product labels.

Export quality control, conducted by the Livestock and Livestock Products Board (LLPBN), verifies production claims and ensures that every product represents both the identity and the reputation of Namibia.

A newly developed FAN Meat website now provides prospective and established buyers with clear information on the governance of the scheme and the rules and standards applied in producing Namibian meat.

FAN Meat aligns production with global trends, standards and regulations, enabling traders to assure labels for naturally produced, grain-fed, high-quality beef and Wagyu. At the same time, preparation for compliance with the European Union Deforestation-Free Regulation is already underway.



The LLPBN team who had a hand in the newly rebranded FAN Meat logo (right) and branding strategy. From left is Dr Anja Boshoff-De Witt (Manager: Meat Standards), Petrus Maritz (Manager: Classification Services), Victor Klazen (Manager: FAN Meat), Paul Strydom (CEO of the LLPBN) and Magda van Schoor (Public Relations Officer of the LLPBN).

Namibia has a story to tell, and through this strategy, consumers will now experience it directly. A QR code (see page 2) on every product will take them to a carefully produced video telling a story of pride, strength and resilience.

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FMD awareness campaign and strategic meetings

As the risk of foot-and-mouth disease (FMD) in Namibia increases, every role player in the livestock value chain has a duty to stay informed and actively contribute to maintaining the country's disease-free status in the FMD-free zone.

This is critical for meat exports and trade opportunities. The LLPBN conducted roadshows between 8 and 18 September in the ||Karas, Omaheke and Hardap Regions to raise awareness on FMD across the entire livestock value chain.

The purpose of these sessions was to disseminate information and serve as a strategic platform where farmers and stakeholders can discuss the risk factors and potential consequences of an FMD outbreak. The role of producers, the rest of the value chain and the current control measures in place at border posts was also discussed.

Awareness was raised through social media, radio, the LLPBN website and at the Noordoewer and Ariamsvlei border posts, where billboards were installed.



Animal Health Emergency Contact Number		
Karasburg	Dr De Klerk	081 143 2911
Mariental	Dr Nambinga	081 141 5806
	Dr Kanutus	081 142 7326
	Dr Iiyambo	063 242 171 / 2
Keetmanshoop	Dr Louwrens	081 143 4562
	Dr Grobler	081 161 0818
Gobabis	Dr Gomxob	081 142 3824
	Dr Junias	081 146 3418
Otjinene	Dr Kapimbua	081 141 5850
Epukiro	Dr Veii	081 145 8421
Windhoek	Dr Murangi	081 145 7041
	Dr Alugongo	081 145 8422
Omaruru	Dr Oosthuysen	081 162 2111
	Dr Kazarako	081 129 1034
Walvisbay	Dr Hawanga	081 143 1149
Okahandja	Dr Ndinoshiho	081 141 9716
Otjiwarongo	Dr Uusiku	081 146 0856
Grootfontein	Dr Lukas	081 143 1159
Otavi	Dr David	081 148 9184
Outjo	Dr Simasuku	081 165 0109
Kamanjab	Dr Katumbe	081 143 1148



Animal product control as foot-and-mouth disease preventive measure

No cloven-hoofed animal products may be brought into Namibia for own use or for commercial purposes without a valid veterinary import permit.

This includes raw, cooked, smoked, dried or processed meat, milk and milk products, canned products and other restricted material like forage or hay.

Please apply for a veterinary import permit from the Namibian veterinary services before arriving at the port of entry into Namibia.

The Namibian story

Namibia, home to the oldest desert on earth, is where the vast open landscapes stretch beyond the horizon and the crisp air tells the ancient stories of resilience and adaptability of the land, its people and its animals.

This is where the legacy of Namibian meat is born. As one of the least populated countries in the world, livestock production has been a life-line for generations of Namibians, and is deeply woven into the Nation's identity.

As the first African country to add environmental protection to its constitution, Namibia showcases a strong commitment to preserving its natural resources together with preserving centuries of tradition and ancient methods of farming, which still supports communities today.

Namibian Beef

Ever Changing conditions requires adaptation and cultivates resilience. Namibian meat is more than just sustenance. Every bite tells the story of generations of farmers who have perfected the art of adaptability, producing meat which is naturally lean, tender and infused with the rich, earthy flavors of the land.

Namibian meat is a testament to resilience, tradition, and the delicate harmony between nature and nurture. From farm to table, Namibian meat carries the untamed spirit of its homeland - authentic, unforgettable and a testimony to grace. It fuels an economy, sustains communities, nourishes the future, and brings warmth to every home it reaches.

From my Namibia, to you!

SCAN TO WATCH THE VIDEO

EUDR: What does it mean for Namibia?

The regulation explained: The European Union (EU), which is a major trading partner for Namibia, has identified several products supplied to the EU which contribute to forest degradation globally.

The identified products, which will have a direct impact on Namibia, are beef, cattle hides and charcoal. Identified products which will have an indirect impact on Namibia are soya (through animal feed).

In short, the European Union Deforestation-free Regulation (EUDR) aims to reduce the contribution of the EU market to global forest degradation. It requires that countries supplying the identified products to the EU be deforestation-free. In other words, in the case of Namibia, the production of beef or charcoal should not contribute to deforestation or forest degradation.

In addition, said products must be produced in accordance with the supplying country's legislation.

Relevance for Namibia: As indicated, Namibia is a supplier of two high-risk products, as identified by the EU. As a result, Namibia would have to comply with the provisions of the EUDR, which will be implemented as of 01 January 2027.

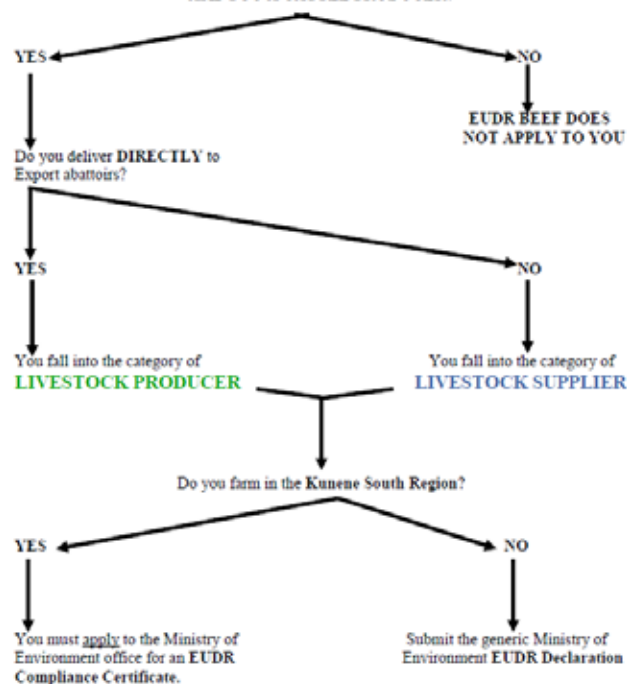
Namibia currently has limited areas that fall under the definition of a "forest" as per the EUDR. However, the need to comply with local legislation means that even bush thinning for rangeland restoration or

charcoal production must strictly adhere to regulations defined in the Forest Act (12 of 2001).

Country risk profile: The EU has completed the country risk analysis and has categorised Namibia as standard risk. The implication is that 3% of consignments from Namibia reaching the EU will undergo an in-depth audit to determine compliance.

A phased approach will be followed to align Namibian beef production with the EUDR.

EUDR DECISION TREE ARE YOU A CATTLE PRODUCER?



What producers have to do

1. Take note of the new requirement for entry into Namibia's most important beef market.
2. Determine into which category (in terms of EUDR compliance) you fall (see decision tree below).
3. Follow instructions as and when published for Namibia to ensure compliance and maintain trader confidence.

Category: Livestock Producers

Phase 1 Category: Livestock producers only IMPLEMENTED OCTOBER 2024

Producers delivering livestock to the export abattoir directly, must submit the **Livestock Producer Deforestation-Free Declaration** together with the **DVS-EU Compliance Certificate** to the abattoir operator when delivering cattle. The geolocation (coordinates) for the establishment from which the cattle were transported to the abattoir will be provided to the abattoir operator by the LLPBN.

Producers outside Kunene South: Submit the **MEFT Deforestation-Free Declaration**

Producers inside Kunene South: Apply for the **MEFT Deforestation-Free Certificate**. It must be submitted with the required documentation.

Please continue with this process

Public Notice: Ear tag price increase

This notice serves to inform of an ear tag selling price increase effective 1 November 2025. This increase is necessitated by rising supply costs. Please find new selling prices below.

Bovine standard size ear tag	N\$28.15
Bovine large size ear tag	N\$29.50
Bovine ear tag NCA	N\$28.15
Small stock RSA export tag	N\$5.45

New stock alert: The LLPBN will make available ALLFLEX ear tags for cattle producers.

ALLFLEX bovine standard size ear tag	N\$33.50
ALLFLEX bovine large size ear tag	N\$37.50



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EUDR: What does it mean for Namibia?

Category: Livestock Suppliers

Phase 2a **Category: Livestock suppliers only** **IMPLEMENTATION DATE: 1 SEPT 2025**

Livestock suppliers marketing cattle either to other producers or through auctions will be required to complete and submit the **EUDR livestock supplier declaration**. The geolocation (coordinates) for the establishment from which the cattle originate will be provided by the LLPBN. It will be based on the information provided in the declaration.

Suppliers outside Kunene South: Submit the **MEFT Deforestation-Free Declaration**

Suppliers inside Kunene South: Apply for the **MEFT Deforestation-Free Certificate**. It must be submitted with the required documentation.

The initial point for submission will be at the auction house on the day of cattle offloading and receiving by auctioneers. This collection of documentation started on 1 September 2025.

It is important to note that the requirements are regardless of whether production takes place in a commercial or communal setup.

Phase 2b **THE FINAL DATE FOR IMPLEMENTATION WILL BE ANNOUNCED**

Expansion of the existing LLPBN producer database to make provision for the upload of producer-specific data. This data will be used to verify compliance with EUDR requirements and provide the necessary information to exporters to declare compliance for entry into the EU market.

Provision will be made for online upload or hard copy submission.

Clear instructions will be developed and provided.

3 **Way forward**

For Namibia to be successful in meeting the deadline and provide the necessary evidence of compliance to the EUDR, a collaborative effort will be required. The LLPBN is in constant consultation to ensure Namibia complies and is committed to acting in the interest of the industry. The cattle industry is urged to remain calm but responsive to instructions.

Awareness creation on poultry and dairy producers

The LLPBN commenced with awareness creation campaigns for poultry, dairy producers, hides and skins operators and producer registrations. All regions were visited on the following dates:

8 September 2025	Karibib
8 September 2025	Walvisbay
9 September 2025	Utuseb
9 September 2025	Hentiesbay
10 September 2025	Khorixas
11 September 2025	Kamanjab
12 September 2025	Outjo
22 September 2025	Otiwarongo
22 September 2025	Okakarara
23 September 2025	Grootfontein
23 September 2025	Okondjatu
24 September 2025	Gobabis
24 September 2025	Amunuis
25 September 2025	Gobabis
25 September 2025	Otjinene
6 October 2025	Opuwo
7 October 2025	Outapi
8 October 2025	Ongwediwa
10 October 2025	Omuthiya
11 October 2025	Tsumeb
20 October 2025	Otiwarongo
20 October 2025	Okakarara
21 October 2025	Otjituuu
21 October 2025	Grootfontein
22 October 2025	Okandjatu
22 October 2025	Otjinene
23 October 2025	Talismanis
23 October 2025	Epukiro
24 October 2025	Aminuis
24 October 2025	Gobabis



Pork production projected to increase

Ace Mutelo

Manager: Information Systems

Improvements in production technologies have led to increased global pork production, despite volatile prices over the past decade. Moderate growth is expected over the next several years, accompanied by price increases. However, countries like Namibia need to add more value locally to decrease dependency on imports.

Such is the opinion of Ace Mutelo, manager of information systems at the Livestock and Livestock Products Board of Namibia (LLPBN), who gave a brief overview of the pork industry at the Pig Producers Association (PPA) information day on 13 August in Windhoek.

According to him, the volume of pork production in Namibia has increased since the introduction of the pork market share promotion scheme (PMSPS). The latest LLPBN market review shows that pork production has increased by 3,7% the past year.

Ace expressed his concern about the future of the pork sector because the scheme will come to an end in September 2028. "Joining the PPA and registering with the LLPBN means that farmers benefit from the pork ceiling price of N\$51.03 per kg. We need more producers to register, especially small-scale farmers who often feel neglected or left to fend for themselves. It is critically important that the sector has a larger, united voice because we cannot predict what will happen after the scheme ends."

In his presentation, Ace explained that there is a big gap between production costs for large-scale producers (N\$42.61 per kg) and small-scale farmers (N\$64.63 per kg). Adding a 20% production incentive, large-scale producers should be paid N\$51.13 per kg to be profitable, while SME farmers should get N\$77.55. Taking this into consideration, the LLPBN is suggesting a new ceiling price of N\$52.93 per kg for registered pork producers.

"The Namibian pork price remains among the highest in the world. The profitability of farmers is, however, lower due to significant input costs for feed. A reduction in feed costs requires more competitive local production. Currently, the LLPBN cannot intervene because the raw materials used in animal feed production fall under the Namibian Agronomic Board, which focuses on food security for Namibia. Regulatory changes may be needed to make feed a controlled product, which will open production interventions for organisations such as the LLPBN."

Although global pig and poultry meat production is projected to increase over the next decade, prices are expected to remain low, added Ace. "Beef and mutton prices are significantly higher and will continue to rise due to low production costs and a sufficient market demand."

According to the 2024-2033 agricultural outlook, compiled by the Organisation for Economic Co-operation and Development (OECD) and the Food and Agriculture Organisation (FAO), global demand for pork will increase. Pork consumption is predicted to rise from around 122 million tonnes to 131 million tonnes by 2033 – an annual growth rate of 0,5%. "Real prices are expected to be lower than nominal prices for all four meat commodities (pork, poultry, beef and mutton). This highlights the significant impact of economic stability (inflation) on producer profitability," says Ace.

"The global meat demand is stable but will increase steadily between 2025 and 2033. Poultry meat is showing significant demand, followed by pork. Mutton is the lowest

in demand. Improved pork and poultry production could provide Namibia with an opportunity to export these meat products."

Pork production levels are projected to improve in Asia and Africa, along with all major meat categories except poultry. Regional variations will be driven by trade flows, consumer preferences and input costs, said Ace.

Quarterly review

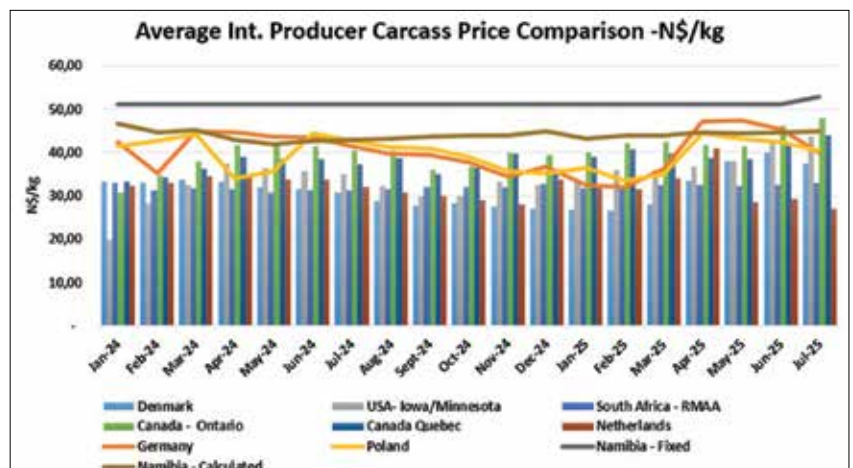
In the recent LLPBN second quarter (Q2) review, registered pig abattoirs slaughtered a total of 13 077 heads, a 6,8% growth compared to 12 244 in the corresponding period last year. The pork market share remained in favour of imports due to increased consumer demand and Namibia's inability to produce enough locally.

Excluding processed products, the local pork product market share increased from 35,8% to 52,28% during Q2 of 2025. Local pork production served 46,06% of Namibian consumption requirements, including processed pork. The average slaughter mass of pigs averaged 98,77 kg. The ceiling price remained fixed at N\$51.03 per kg, while the benchmark Red Meat Abattoirs Association price in South Africa averaged N\$32.47 per kg.

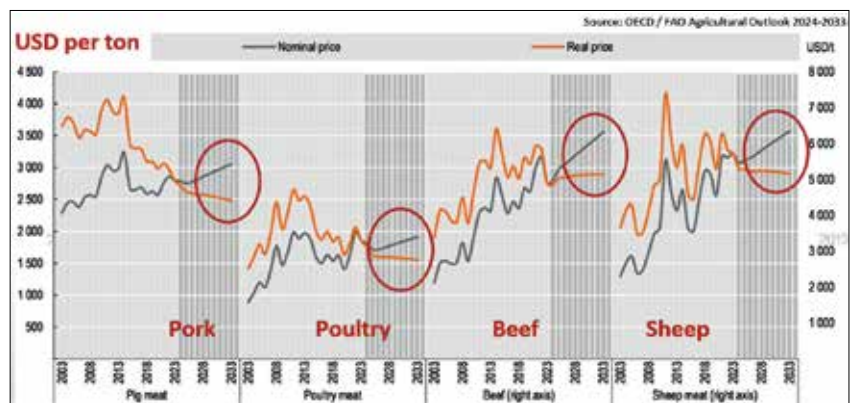
The pork market share has improved since 2011, both in local production and imports. Between January and June 2011, 656 tonnes were produced locally, and 1 299 tonnes were imported. In the corresponding 2025 period, 2 374 tonnes were produced locally, and 2 416 tonnes were imported. Imports are dominated by pork offal (51%) and processed meat (30%).

Food for thought

Ace asked the producers if the current pork market scheme is working in terms of local participation and how long farmers will be able to produce under protection from existing developments, such as the African Continental Free Trade Agreement (AfCFTA). "Pressure continues to mount on Namibia to open its marketing channels for both import and export. The directorate of veterinary services must look at B-class abattoirs and what needs to be done for them to export regionally."



An overview of the Namibian pork ceiling price versus the rest of the world. According to Ace Mutelo of the LLPBN, Namibian producers receive the highest price, but profitability is low due to significantly higher input costs.



Nominal meat prices versus real prices (Source: FAO-OECD 2024-2033 Agricultural outlook)

Livestock and meat industry

This article will review the performance of cattle, small stock and pork marketing. The review will cover and compare the third quarter (Q3) of 2025 with the corresponding 2024 period.

Cattle sector

Cattle marketing activities declined during the period under review. The drop in marketing was observed across all marketing channels.

Production and marketing

- Year-to-date (YTD), 156 297 cattle were marketed across all marketing channels. This represents a decline of 50,3%, down from the 314 466 heads marketed in the same 2024 period.
- YTD, 47 594 heads were exported live on the hoof to neighboring SADC member states. In total 74 814 heads were slaughtered at A-class abattoirs and 33 889 heads at various Livestock and Livestock Products Board of Namibia (LLPBN)-registered B&C-class abattoirs nationwide.
- B&C-class abattoirs slaughtered 33 889 heads of cattle during January and September 2025. Throughput at B&C-class abattoirs during the corresponding 2024 period stood at 46 531 heads of cattle, showing a decline of 27,17%.



Figure 1: Total cattle marketed (2024-2025)

- From the total number of cattle marketed during Q3 of 2025, 36,9% were live exports, export abattoirs took up 49,95% while B&C-class abattoirs absorbed 13,15% of the total market share. The market share during Q3 of 2024 was 46,39% for live exports, A-class abattoirs was 41,24% and B&C-class abattoirs took up 12,37%.
- During the review period, domestic weaner prices at auction reached higher levels.
- The average weaner price south of the veterinary cordon fence (sVCF) increased to N\$31.12 per kg during Q3 of 2025 from N\$24.64 per kg recorded during the corresponding 2024 period.
- The average tolly price north of the veterinary cordon fence (nVCF) was N\$28.34 per kg. The highest and lowest prices of N\$31.87 and N\$21.57 per kg were recorded in September and July.
- Year-to-year, the B2 producer carcass price increased by N\$9.14 per kg and averaged N\$69.90 per kg, relative to the N\$60.76 paid to producers in 2024.
- The Red Meat Abattoir Association (RMAA) came in N\$13.06 per kg lower than



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

its Namibian counterpart and averaged N\$59.38 per kg from July to September 2025 compared to the N\$45.34 per kg recorded in 2024.

Sheep sector

YTD, 423 174 sheep were marketed across all marketing channels. This represents a decline of 39,54%, down from the 699 968 heads marketed during Q3 of 2024.

Production and marketing

- During Q3 of 2025, total sheep marketed decreased by 35,74% in comparison to 2024.
- During the review period, live exports recorded a decline of 44,31%, and B&C-class abattoirs at a decline of -13,1%. A-class abattoirs, however, recorded a 13,64% increase compared to Q3 of 2024.
- Live exports decreased significantly by 44,31%, recording 80 216 heads in comparison to 144 045 recorded during the corresponding 2024 period.
- Market share for live sheep exports decreased to 68,6% during the period under review from the 79,16% recorded in 2024.



Figure 3: Total sheep marketed (2024-2025)



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

- Both export approved abattoirs' and B&C-class abattoirs' market share increased to 13,67% and 17,73%, respectively, from 7,73% and 13,11% in Q3 of 2024.
- The price difference between Namibian sheep export abattoirs and the Northern Cape abattoirs reduced however, remaining in favor of Northern Cape producers averaging at negative N\$6.03/kg during the period from a negative price differential of N\$6.87/kg recorded during 2024.
- The Namibian A2 producer price on average traded at N\$91.92/kg during the period whereas the Northern Cape A2 producer price averaged N\$97.94/kg during the review period, N\$6.03/kg higher than the Namibian A2 producer price.
- The Northern Cape producer prices serve as a benchmark for Namibian producers; given that majority of sheep exports are destined towards the Northern Cape region of South Africa.

Goat sector

The goat sector witnessed a drop in all marketing channels during Q3 of 2025.

Production and marketing

- Total goat marketed during Q3 of 2025 decreased by 20,38% in comparison to

third quarter review for 2025

the corresponding period of 2024.

- Live exports decreased by 21,13%, recording 36 013 heads compared to the 45 664 in Q3 of 2024.
- From the total number of goats marketed during the period under review, 98,6% were live exports, while B&C-class abattoirs accounted for 1,4% of all animals marketed.



Figure 5: Total goats marketed (2024-2025)

Pork sector

Pig slaughtering activities at LLPBN-registered abattoirs recorded a growth during the period under review, relative to the third quarter of 2024.

Production and marketing

- Pig slaughtering for the period under review totaled 13 296 pigs, an 8,06% growth in comparison to a slaughter quantity of 12 304 pigs during Q3 of 2024.
- The pork market share remained in favour of imports due to increased pork imports.
- Excluding processed products, the local pork market share increased from

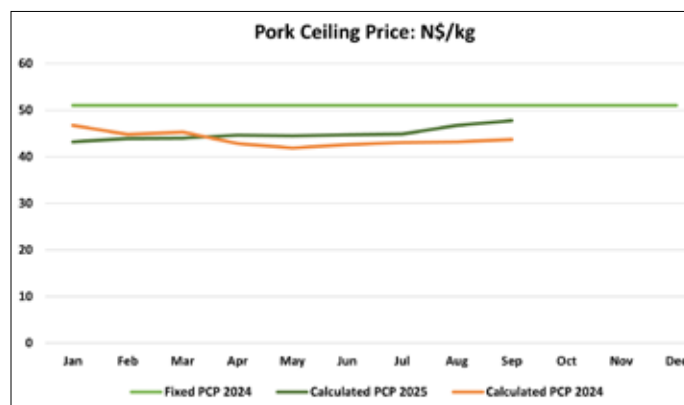


Figure 6: Pork ceiling price (2024-2025)

43,1% to 48,55% during Q3.

- Local pork production serviced 42,9% of the Namibian consumption requirements (including processed pork) during the period under review.
- The average slaughter mass of pigs averaged 94,3 kg.
- The pork-ceiling price for Q3 of 2025 stood at N\$52.93 per kg while the benchmark RMAA price in South Africa averaged N\$34.35 per kg during the period under review.

Conclusion

Q3 of 2025 showed a decline in growth in live exports and slight increases in other marketing channels for cattle, sheep and goats. While total marketing for the pig sector increased slightly, exports of beef products increased substantially while lamb and mutton exports declined. Commodity producer prices gradually increased from the start of 2025 and stabilised during Q3 of 2025. This is due to a limited availability of slaughter-ready animals because of herd rebuilding.

Red meat industry shows market resilience

Beef Market Overview

Namibia's beef market continues to demonstrate a strong domestic orientation, with local consumption absorbing nearly two-thirds (69,3%) of total beef production between January and September 2025. Exports accounted for 30,7%, while imports represented a minimal 3,4% of total supply (4,8% of consumption), equivalent to about 6% of total consumption. This highlights the country's continued self-sufficiency in beef supply, despite subdued output levels.

Although export volumes remain lower compared to 2024, local consumption has absorbed most of the supply due to reduced slaughter throughput and limited export availability. Imports, mainly from South Africa, have increased modestly by 25,2% on a year-to-date (Jan – Sep) from 860 193 kgs in 2024, to 1 077 248 kgs in 2025, to supplement short domestic supply and stabilize local prices.

This trend underscores a tight supply balance, where fewer slaughtered animals and softer export performance have shifted more beef into local markets, reflecting both constrained export demand and efforts to maintain domestic availability.

This shift underscores the industry's adaptive response to lower throughput while maintaining domestic availability and protecting price stability.

Mutton Market Overview

Namibia's mutton market remains locally driven, with about 98,1% of local sheep meat production going into the local market between January and September 2025, while only roughly 1,9% was exported. In terms of total local supply, imports only accounted for about 2,1% of consumption, reflecting the continued dominance of the local market.

Despite reduced slaughter activity, local consumption has shown steady growth year-on-year, supported by stronger availability in the domestic market.

Exports, mainly destined for South Africa and neighboring SADC markets, have declined compared to 2024, in line with tighter supply and reduced processing volumes. Conversely, imports have more than doubled, rising by 70,1%, i.e. on a year-to-date (Jan – Sep) period from 176 781 kg in 2024 to 300 735 kg in 2025) as traders sought to meet rising local demand amid higher prices and lower domestic output.

This shift points to a consumption-driven mutton market, where supply shortages continue to reshape trade flows and pricing behaviour. Namibia's mutton sector, like beef, is currently navigating a delicate equilibrium, balancing the need to sustain domestic supply while preserving export competitiveness.

Market Outlook

Both the beef and mutton industries reflect a tight-supply, high-price environment. Domestic demand is absorbing a larger share of production, while the export share is gradually narrowing. Although this indicates short-term supply pressure, it underscores a more resilient and self-sustaining domestic market base, positioning Namibia's red meat sector for recovery as herds rebuild in the next production cycle.



New appointments at the LLPBN



Dortea Nakandjibi has been appointed as a statistician in the Trade and Marketing Department – effective 1 September 2025.



Benetikus Kahuika was appointed on 1 October 2025 as the FAN Meat assurance controller.

LLPBN
HOLIDAY
OFFICE CLOSURE

Our office will be closed on Thursday, 18 December 2025 from 12:00 for the holiday.

Normal operations will resume on Monday, 5 January 2026 at 07:30.

We encourage all clients and stakeholders to plan accordingly.
Thank you for your understanding and continued support.



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.

