MICA 58th AGM & Conference
November 4, 2019—November 7, 2019
Namibia & Meatco

- Namibia fact file
  - Second least densely populated country in the world, approx size of Texas
  - 70% at the population are involved in cattle farming and agriculture
  - 70% of Meatco cattle are sourced from larger, well organised commercial farmers
  - Over the last 10 years Meatco have invested in excess of N$200m in the Northern Communal Farming Areas of Namibia (regional export zone)
  - Meatco, through the Meatco Foundation run many outreach and development projects for rural farming communities

- In addition to offering our customers quality beef we offer an opportunity to support a developing nation and it’s agricultural economy
Meatco Cattle and Factories

• Meatco cattle are:
  • Produced naturally in an open and healthy environment with no added hormones, no added antibiotics
  • Fully traceable back to the supplying farm
  • From selected, accredited farms
  • Grass Fed
  • Family run farms
  • Processed in Windhoek and Okahandja – both fully accredited and regularly audited to EFSIS and BRC grade A standards
  • Considerately chilled following slaughter with full PH, Stec and Salmonella testing
  • Butchered to customer/market specification
Meatco Accreditations

• To ensure compliance & integrating for all export country requirements, Meatco have their own dedicated laboratory, technical and compliance professionals

QA Systems Structure

• ISO 9001:2000 Certification
• Windhoek & Okahandja abattoirs
• BRC & HACCP & SABS Certification
• On site Lab testing as per market requirements
• Facilitate regular Customer and Market official Veterinary audits
• USDA/FSIS, PRC, EU, EFTA, RSA and HK approved
FAN Meat Scheme

• Namibian Farm Assurance Scheme administered by Meat Board of Namibia – Government Regulated

• Meatco & Namibia have well established traceability systems supported and monitored through the FAN Meat Scheme

• National Traceability Data Base Audited by FSIS/EU Authorities

• Double ear tag system implemented (RFID one ear and tag one ear)

• Animal Welfare and Farm Assurance standards work hand in hand with professional and well organised farming community
Brand Strength

- Product USP’s
  - Naturally raised in a free range environment
  - Hormone and Growth Promoting anti-biotics free
  - Fully Traceable back to supplying farm
  - All carcases PH, Stec and Salmonella tested
  - Produced in a country that has never had BSE
  - Full of Flavour and Tenderness
  - BRC Grade A factory’s
  - Butchered to market specification
  - 52 week availability
  - Bos Taurus / Bos Indicus Mix
  - Ethical considerations – CSR initiatives
  - Free Range and Grain fed available
  - Approved for USA, PRC, EU/EFTA, HK and RSA
CSR & International Certification

• Cooperation with NGO’s like Solidaridad and WWF to manage projects

• Current Customer projects:
  • Herd Improvement
  • Range Land Management
  • Rural Community Cattle Stations

• Independent livelihood study of emerging farmers by the International Institute of Environment and Development research economist

• Independent (SGS) social labour rights audit of Windhoek plant
European Partners – Germany & Denmark
European Partners – Holland & Italy

Heinz
Coop
Dutch Meat Service
Del Zoppo
Ricamonti
Hilton Meats
Zwiers Vleeswaren
Hanos
Makro
Group of Butchers
Sligro
Compaxo
European Partners – EFTA/Norway

[Images of retail stores and logos]
DISCOVER NAMIBIAN BEEF

Experience something unique

UNIQUE FARMING ENVIRONMENT
THE FINEST OF PRODUCTION AND PROCESSING STANDARDS