

Premium Namibian Beef in the EU: A Story of Quality, Compliance, and Enduring Trade Partnership

ENBF 2026 | 13 May 2026

Selma Namutuwa
Executive: Marketing & Sales

Meatco: Namibia's World-class Beef Processing Plant



<https://drive.google.com/file/d/1D0qk2Zt-6KJjaKmwBut-kCFt1qHRTMLA/view>



MEATCO
Namibia

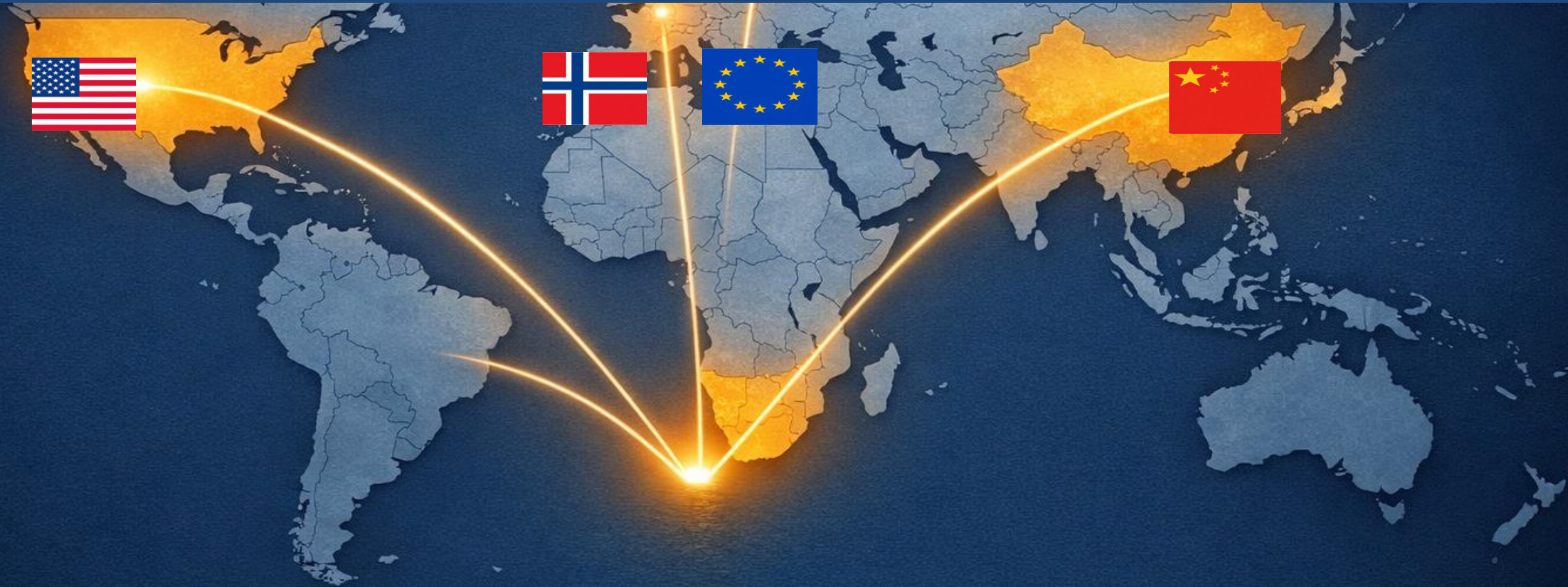
Overview of Namibia's Beef Industry

Metric	Q1 2025 (Jan–Mar)	Q1 2026 (Jan–Mar)
Total Cattle Marketed (head)	52,266	52,975
Total A-Class Slaughter (head)	30,896	29,189
Total Beef Exported (kg)	1,425,615	3,572,076
Total Live Exports (head)	13,370	17,769



MEATCO
Namibia

International Export Markets

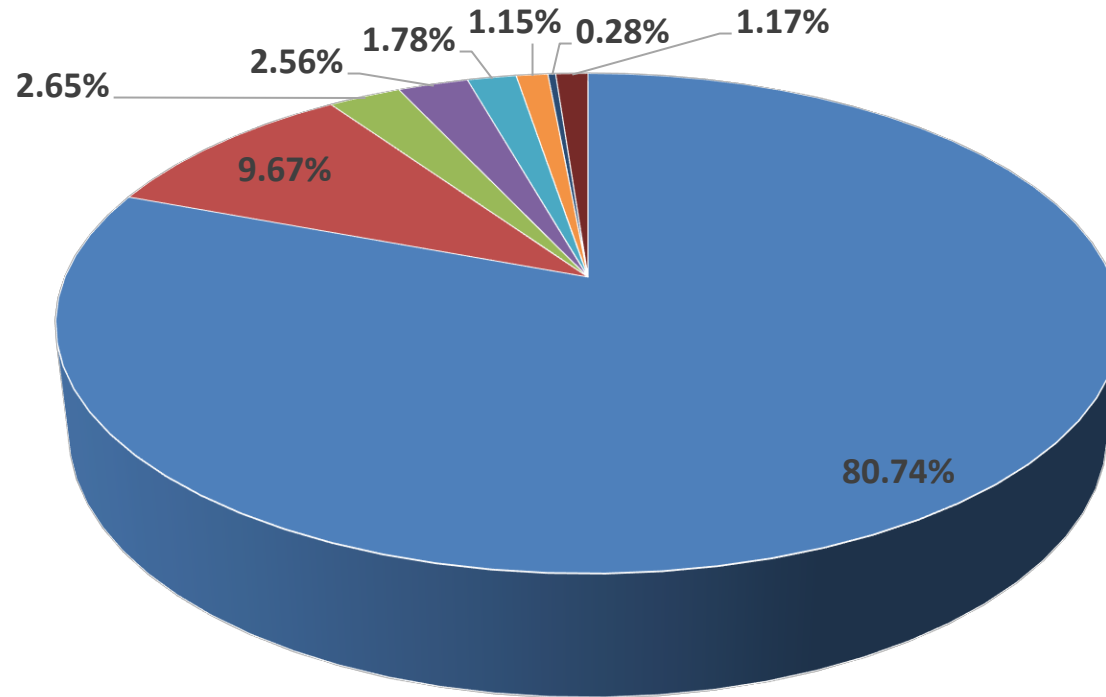


MEATCO
Namibia

Namibia's % share of Beef Exports by Destination (2025)

Key Insight:

Namibia relies heavily on the EU market (81% of beef exports), which validates the FMD-free zone strategy.



■ EU ■ Norway ■ Lesotho ■ Greece ■ China ■ RSA ■ Angola ■ Others (Germany, UK, Cyprus, Asia)

Namibia's Competitive Advantages: The Only African Country with Quadruple Market Access



Competitive Advantage	Summary
Unique market access	Sole African exporter to EU, US, China, and Norway
FMD-free status	WOAH/EU certified
Full traceability	NamLITS traceability system operational
Hormone-free / natural	Niche market positioning policy
Export earnings	N\$2.1B (2025)
Jobs supported	57,000 jobs (45K direct + 12K technical)
GDP contribution	2.2% of national GDP

The EU-SADC Economic Partnership Agreement

Signed in June 2016, this agreement governs Namibia's preferential access to the EU, the world's largest trading bloc.

Key Benefits for Namibian Beef

- Full duty-free and quota-free EU market entry for qualifying products
- Built-in safeguards to shield Namibia from import surges
- Technical assistance for quality infrastructure and standardisation

EPA Member States

Botswana, Lesotho, Mozambique, Namibia, South Africa, and Eswatini — united under SADC regional trade integration.

For over two decades, the EU has ranked among Namibia's top trade partners, with Namibia maintaining a positive trade surplus.



Farm-to-Fork Traceability & Quality Assurance

NamLITS — Namibian Livestock Identification & Traceability System

Tracks each animal from birth to export via unique ID tags that log movements, vaccinations, and health data.

FAN Meat Scheme — Farm Assured Namibian Meat

A national certification by the Livestock Products Board and veterinary authorities, spanning food safety, welfare, traceability, and ethical production.

BRCGS A+ Rating

Meatco's Windhoek plant earned the top A+ score in an unannounced BRCGS audit, demonstrating full traceability within four hours.



The Premium Difference: “The Rolls-Royce of Beef”

Hormone-Free Production — Growth promotants are banned, yielding naturally raised beef.

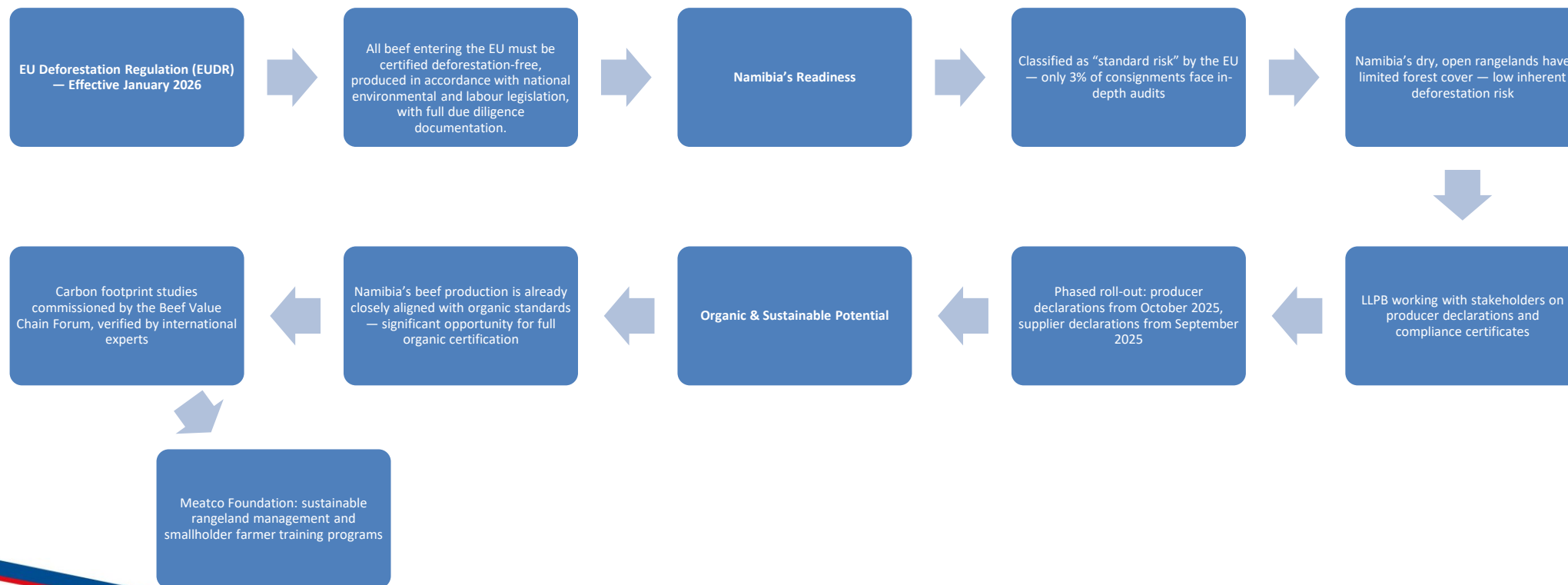
Lean & Nutrient-Rich — Grass-fed beef delivers lean, flavourful meat free of artificial additives.

Ethical & Stress-Free Farming — Welfare practices align with WOA standards across all five domains.

“Once you taste Namibian beef, you understand that it is the Rolls-Royce of beef, not the everyday sedan.”



Sustainability & EU Deforestation Regulation



MEATCO
Namibia

Challenges & Resilience

Supply-Side Challenges

- Erratic rainfall, prolonged droughts, and herd-rebuilding cycles periodically constrain cattle availability
- 2025 saw exports decline ~43% year-on-year due to tight supply, not weak demand
- Bush encroachment, land degradation, and rising production costs add pressure

Industry Response

- Strengthened producer prices: B2 price averaged N\$69.40/kg in 2025, up 13.5% from 2024
- Government investment in new abattoirs, feedlot schemes, and fodder production
- Meatco's turnaround strategy: financial stability, governance reforms, and early market access execution

The Bottom Line

Namibia's competitiveness is measured not by volume, but by quality consistency and value chain resilience. What Namibia produces in a year, mass producers deliver in a month — but no one matches the premium quality.

Why Namibian Beef?



Premium Quality

Grass-fed, hormone-free, ethically raised beef with a unique flavor profile that commands top-tier pricing in discerning markets



Full Traceability

NamLITS and FAN Meat certification ensure complete farm-to-fork transparency, meeting the most stringent buyer requirements



Proven Compliance

Decades of EU market access with consistent passing of international audits (EU, BRCGS, USDA) demonstrates reliability



Preferential Access

Duty-free, quota-free entry to the EU under the SADC EPA, plus dedicated Norway quota under EFTA



Sustainability Leadership

Low deforestation risk, organic-aligned production, and proactive EUDR compliance position Namibian beef for the future



A Trusted Partnership

Over two decades of trade with the EU, a positive trade surplus, and enduring relationships built on quality and mutual benefit

Thank you!

snamutuwa@meatco.com.na