



REPUBLIC OF NAMIBIA

MINISTRY OF FISHERIES AND MARINE RESOURCES

KEYNOTE ADDRESS

BY

BERNHARD ESAU, MP

MINISTER OF FISHERIES AND MARINE RESOURCES

DURING

2019 NATIONAL FISH CONSUMPTION DAY

BREAKFAST LAUNCH

16th August 2019

WALVIS BAY

Hon Cleophas Mutjavikua, Governor of Erongo Region;

Hon Henock Kankoshi, Governor of Oshikoto Region;

Hon Marius Sheya, Governor of Kunene Region;

Your Worship the Mayor of Walvis Bay, Councillor Immanuel Wilfred;

Your Worship the Mayor of Swakopmund, Councillor Pauline Nashilundo;

Ms Susan Ndjaleka, Chairperson of NFCPT Board of Trustees; Other members of NFCPT Board of Trustees present;

Mr Victor Pea, CEO of NFCPT, and Members of Staff present;

Captains of Industry, and other stakeholders;

Members of the Media;

Distinguished invited Guests;

All Protocols Observed

A very Good Morning to you all

Ladies and Gentlemen, I am glad to be back again here in Walvis Bay, as I join you in what has now become an important tradition, our annual breakfast launch of the preparations of the National Fish Consumption Day. This year we will be hosting the National Fish Consumption Day in our mighty Region of Oshikoto, where we will be celebrating our Namibian fisheries by promoting fish consumption, and giving back to society by making donations towards our schools in that Region. We will be doing this as one team – the Ministry, fishing industry, other stakeholders, coordinated by our Namibia Fish Consumption Promotion Trust.

The National Fish Consumption Day (NFCD) was initiated in 2012 to promote fish consumption at Regional level. It was launched in Swakopmund, Erongo region, and has since been rolled out in 7 host regions, namely: Erongo, Omaheke, Otjozondjupa, Omusati, Oshana, Kavango West and Kunene. The funds collected by the NFCPT at the Breakfast Launch, and Gala Dinner which is usually held at a later date, are handed over to the Regional Authority of the host Region. To date, this initiative has contributed over 3,1 million Namibian dollars.

In May this year, we witnessed the handing of 1,387 school mattresses valued at Four Seventy Eight Thousand, Five Hundred and Ten Namibian dollars (N\$ 478 510.00) and 12 computers valued at Two Twenty One Thousand, Four Hundred and Ninety Namibian dollars (N\$ 221 490.00) to Kunene Region, which I facilitated during the commissioning of “OPERATION SIDA DI /GOAN” at Kamanjab. Those mattresses and computers were bought from proceeds of a fund-raising gala dinner held on 18th November 2018 in the town Opuwo, and which was organized by NFCPT as part of the annual NFCD initiative. The gesture is indeed a demonstration of commitment by stakeholders in the fishing industry to contribute towards the achievement of quality education for our children.

As I mentioned earlier, this year’s National Fish Consumption Day will take place in the Oshikoto Region, at Omuthiya, on the 28 September 2019 under the theme *“Towards a Fish-Eating Nation”*. We expect that schools in Oshikoto Region will benefit from this initiative, especially from funds that will be raised at the Gala Dinner scheduled for the 27th September 2019.

Ladies and Gentlemen, the Government is determined to promote fish consumption in Namibia, because we believe it is good for the health of our people, it is good business for our right holders, and it will unlock enterprise development in our rural and urban areas. Our immediate goal in this financial year is to achieve a per capita fish consumption of 20.4 kg per person per year, which translates to about 47,000MT. Our ultimate goal is to ensure that at least 30% of horse mackerel TAC, or about 110,000MT is consumed locally.

Ladies and Gentlemen, I wish to call upon all members of the fishing industry, and all our partners and stakeholders to come forward and support the National Fish Consumption Day. This is our day to come together as the fisheries sector, and take our fish to the people - in their towns, villages and homes. It is a day to celebrate our fisheries with the people. It is a day when we give generously to support the needy in our communities, focusing mainly on the development of our children through education.

As I conclude, I wish to thank the organizing team for putting in motion the preparatory process for the 2019 National Fish Consumption Day. I look forward to what I am sure will be a successful annual NFCD 2019 event, and will serve as an example of what true public-private sector partnership can achieve.

Ladies and Gentlemen, I now, officially declare the preparatory process of the 8th National Fish Consumption Promotion Day 2019 OFFICIALLY LAUNCHED.

I thank you