



REPUBLIC OF NAMIBIA
MINISTRY OF FISHERIES AND MARINE RESOURCES

KEYNOTE ADDRESS

BY

BERNHARD ESAU, MP

MINISTER OF FISHERIES AND MARINE RESOURCES

DURING THE
INAUGURATION OF
KATIMA MULILO NFCPT FISH SHOP

19 July 2019

KATIMA MULILO

Hon. Lawrence Sampofu, Governor of Zambezi Region;

Hon. Sylvia Makgone, Deputy Minister of Fisheries and Marine Resources;

Her Worship the Mayor of Katima Mulilo Town, Councilor Georgina Mwiya-Simataa;

Ignasius Nkunga, Special Advisor to the Governor of Zambezi Region;

Councilor Beavan Munali, Chairperson of Zambezi Regional Council;

Councilor Bernhard Sibatani, Katima Urban Constituency Councilor;

All Local Authority and Regional Councilors present here today;

Mrs. Susan Ndjaleka, Chairperson of the NFCPT Board of Trustees and other Trustees of NFCPT present;

Ms. Regina Ndopu-Lubinda, Chief Regional Officer of the Zambezi Regional Council;

Mr. Raphael Liswaniso, CEO of Katima Mulilo Town Council

NFCPT management and staff present;

Members of the Fishing Industry and other Partners Present;

Members of the Media;

Ladies and Gentlemen;

All Protocols Observed

Good Afternoon;

I am delighted to join you here at our beautiful town of Katima Mulilo, in our Zambezi Region, as we inaugurate a fish shop, to be operated by the Namibia Fish Consumption Promotion Trust (NFCPT), which is a special purpose vehicle established by the Government, under the Ministry of Fisheries and Marine Resources, for the purpose of promoting fish consumption in Namibia.

I am informed that this shop began operating in March this year and has since sold 73MT of marine fish. I am also happy to note that in May this year, the Trust conducted regional fish promotions in this Region at Omega 3, Kongola, Ngoma, Bukalo and Cowboy settlements.

The setting up of the Shop in this particular town is in line with NFCPT objective of ensuring our footprint in all parts of the country. This shop is targeted at serving the town of Katima Mulilo, and the Zambezi Region at large, by providing much needed and cost-effective fish and in so doing, bring fish closer to the people at grassroots level.

I take this opportunity to congratulate the Board of Trustees, management and staff of NFCPT for this achievement, which closely follows the recent inauguration of the Wanaheda and Lüderitz Fish Shops in the last financial year at a total value of N\$10.1 million. I also wish to highlight that this is the 17th NFCPT fish shop in thirteen (13) out of fourteen (14) regions of our country, and which together employ 149 Namibians. This fish shop employs four (4) staff members, and is due to relocate to a more spacious space in the next three months. I am informed that in 2018/2019 financial year, NFCPT fish shops complemented by monthly regional fish promotions distributed a total of **7,117 MT** of fish at affordable prices throughout Namibia, when compared to **7,071 MT** distribution in 2017/18.

Ladies and Gentlemen;

The other parts of Namibia can learn about fish consumption from the people of Zambezi Region, because fish is part of everyday diet in this Region. We are therefore setting up a NFCPT fish shop here in Katima Mulilo to increase supply of fish here, because I am told that

Zambezi bream is often in short supply. We want to promote consumption of all fish: Zambezi bream, aquaculture fish, and not just sea fish, so this shop must stock all types of Namibian fish, and sell at affordable prices so that our people can have access to cost effective fish.

In terms of Government Policy, we want to achieve at least 20.4kg fish consumption per person per year within this financial year. This translates to about 47,000 MT consumed within Namibia. Ultimately, we would like to see at least 30% of horse mackerel TAC, or about 100,000MT being sold locally. This policy objective is informed by the fact that selling fish locally is an enterprise development initiative. This 100,000MT fish will be sold in fish shops, and in our streets by Namibians. Some of the fish will be dried, some smoked, some fish will be fresh/frozen, while others will be in canned form. All these value addition activities, and trading, will create jobs for Namibians, and this will unlock the value of our fish in villages far away from the ocean. In addition, our people will be eating healthy proteins, and this will lead to a healthy population. Local selling of fish will therefore contribute to our fight to eradicate poverty - a fight we must win collectively.

What I am saying is not theoretical, this is what happens to our fish when it is exported, including to neighbouring countries. It creates many jobs for women and youth in destination countries, and we would like to do the same here. Fortunately, we have enough fish to export, and also trade domestically. I am keen to continue to promote exports of fish, so that we may bring it much needed forex for our economy – ultimately however, it is the livelihoods of our people that matter most, and we must unlock as much value of our fish in

Namibia as possible. I remember some time back when we started the campaign for domestic fish consumption, several companies were unwilling to sell fish locally, even if you had the money to pay them. It was very frustrating for our local traders who wanted to establish businesses of selling fish locally, because they could not get fish. I am happy to note that, following Policy intervention, this has now changed, and we are monitoring volumes of fish sold by right holders locally to ensure that Namibians who want to trade fish locally have access to fish.

As I conclude, I urge all Namibians, and particularly people in Zambezi Region to venture into fish entrepreneurship. Take advantage of this NFCPT fish shop to demand more fish, from the sea and also from the river, add value, and set up businesses with it. Our fish shop should not compete with local traders, but should rather facilitate them by supplying them more fish for their businesses. I have instructed the board of NFCPT not to work alone on the issue of promoting fish consumption nationally, but to work with all stakeholders because the task is huge, and we will only achieve our set targets if we work together.

In Closing, it is therefore my distinct Honour and Pleasure, to declare the Katima Mulilo NFCPT Fish Shop Officially Open.

I Thank You