



**NAMIBIA FISH CONSUMPTION
PROMOTION TRUST**



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ADDRESS

BY

MRS. SUZAN NDJALEKA

CHAIRPERSON

NAMIBIA FISH CONSUMPTION PROMOTION TRUST

AT THE

NATIONAL FISH CONSUMPTION DAY GALA DINNER

16TH NOVEMBER 2018

OUWO – NAMIBIA

KUNENE REGION

BRINGING FISH TO THE NATION

PROTOCOL:

Ladies and Gentlemen;

Good evening, I would like to sincerely thank you for accepting our invitation to join us on this journey of promoting fish and more especially for taking time out of your schedules to be with us this evening. Your presence here today, inspires us at the National Fish Consumption Promotion Trust [NFCPT] to empower our communities, as we set our eyes on the attainment of our National Development Goals. At the NFCPT, we are guided by our Mandate and zealously pursue the impartation of fish knowledge and culinary /cooking skills to our people whilst bringing this much needed nutritional fish closer to them.

In our endeavor to be accessible and within reach of our regions; we now have a flagship of sixteen retail shops in twelve regions. We have noticed that more Namibians are demanding a variety of fish. This is indeed an opportunity for the private sector to partner with us and meet this unmet growing demand for fish and fishery products. We need to address this shortage of fish in the local market, with the urgency it deserves, more so in light of the clarion call by the Government; for Namibia to join the rest of the world and attain a per capita fish consumption of 21.4kg's, come March 2019.

The Trust stands ready to assist, where we can. To the rights holders, who may want to heed the call, but may have some challenges, I herewith invite you to engage us. In facilitating access of fish to the masses, we are planning on covering the remaining two regions, which are the Zambezi and Otjozondjupa, respectively. The Trust is at advanced stage of establishing a fish shop by the end of this financial period at Katima Mulilo.

As part of our twin mandate of promoting and making fish accessible, the Namibia Fish Consumption Day [NFCDD] was birthed to accelerate the rate of fish consumption per household, per region, thus the deliberate policy of rotating the day annually. This enables us to empower our communities with much needed knowledge and exposure to fish. In addition the day may have some spin-offs such the economic stimuli created with the hosting of this event.

Ladies and Gentlemen;

The NFCPT has benefited greatly from the strategic smart partnerships forged in the execution of our mandate, it is through these partnerships that we were positioned to achieve impressive distribution targets.

We distributed over 7000 metric tonnes of fish during 2017/2018 period, which is a major improvement from

sales of 5 877metric tonnes achieved in 2016/17. Our partners in the upstream business have really provided us with the much-needed impetus which in turns compliments our strategic intent. We value our partnerships and look forward to long and healthy relations, as we take each other's hands to re-dress the prevailing socio-economic status quo and in so doing eliminate poverty in our lifetime.

Fish provides our people with nutrients essential for a developing country as Namibia, and these distribution figures relate to an increased turnover for the Trust, with an improved year on year financial performance from N\$73,233,056 in 2016/2017 to N\$87,171,789 for the period ending 31 March 2018.

Ladies and Gentlemen;

The NFCD, enters it's seventh consecutive year, this day of celebration further cements our push for food security whilst ploughing back into the communities it is held, through the Corporate Social Responsibility initiatives. The NFCD has furthermore become an integral part of our communities as the people look forward to its hosting annually.

In closing, I am eager to ascertain where the 8th edition of the NFCD 2019 will be held, as we will be doing the draw tonight. Furthermore; I look forward to your participatory presence during the NFCD Market Day.

Please do enjoy the rest of the evening with us.

I THANK YOU.....