



**NAMIBIA FISH CONSUMPTION
PROMOTION TRUST**



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MEDIA RELEASE

FOR IMMEDIATE RELEASE

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NFCPT OPENS LÜDERITZ FISH SHOP –

NEW FACILITY TO SERVICE 15 000 LÜDERITZ INHABITANTS

The Namibia Fish Consumption Promotion Trust (NFCPT) inaugurated its new fish shop in Lüderitz on the 27th April 2018. Officiated by the Minister of Fisheries and Marine Resources, Hon. Bernhard Esau, the fish shop was constructed to the tune of N\$ 5.3 million, employing 5 staff members, earmarked to serve the 15 000 Lüderitz residents.

The Honourable Minister stated that; “we are faced with a challenge of ensuring that Namibians consume more fish per capita than is currently the case, in keeping with our status as a major fishing nation in the world. Currently, our per capita consumption is about 11 kg per person per year, which is way below the world average consumption of 20.5 kg of fish per person per year, the Minister said. The minister further committed to playing a contributory role towards ensuring Namibians achieve the desired fish consumption levels. “As I stated during my annual speech to the Fishing industry on the 16th February 2018, I am committed to raise our current fish consumption level to the world average of 20.5 kg per person per year during this financial year and, hence, unlock the enterprise development and food security potential of our fisheries nationally. This is one key performance measures for the NFCPT during this financial year” eluded the minister.

The Chairperson of NFCPT Mrs. Suzan Ndjaleka, said the Trust has, since its inception, made it its mission to rollout its presence in every corner of the country. Today it has covered 95 percent of the country with its retail footprint, with only two regions remaining to effect 100 percent coverage countrywide. The Chairperson further assured the visiting Zambezi Governor,

BRINGING FISH TO THE NATION

Hon. Lawrence Sampofu, that the Zambezi region is stand as beneficiary as the Trust aims at opening up a fish shop in that region, in the near future.

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