

# Agro News

Issue No.2 | Apr-Jun 2021



**AMTA**  
FROM LAND TO NATION



**THE FUTURE  
IS AGRICULTURE!!**

## *Inside this Edition;*

*Public Enterprises Minister Jooste announces New Board members for PEs.*

*President Geingob calls for procurement of local horticultural produce!*

*"If it can grow in the Desert, then it can grow anywhere else in Namibia"*

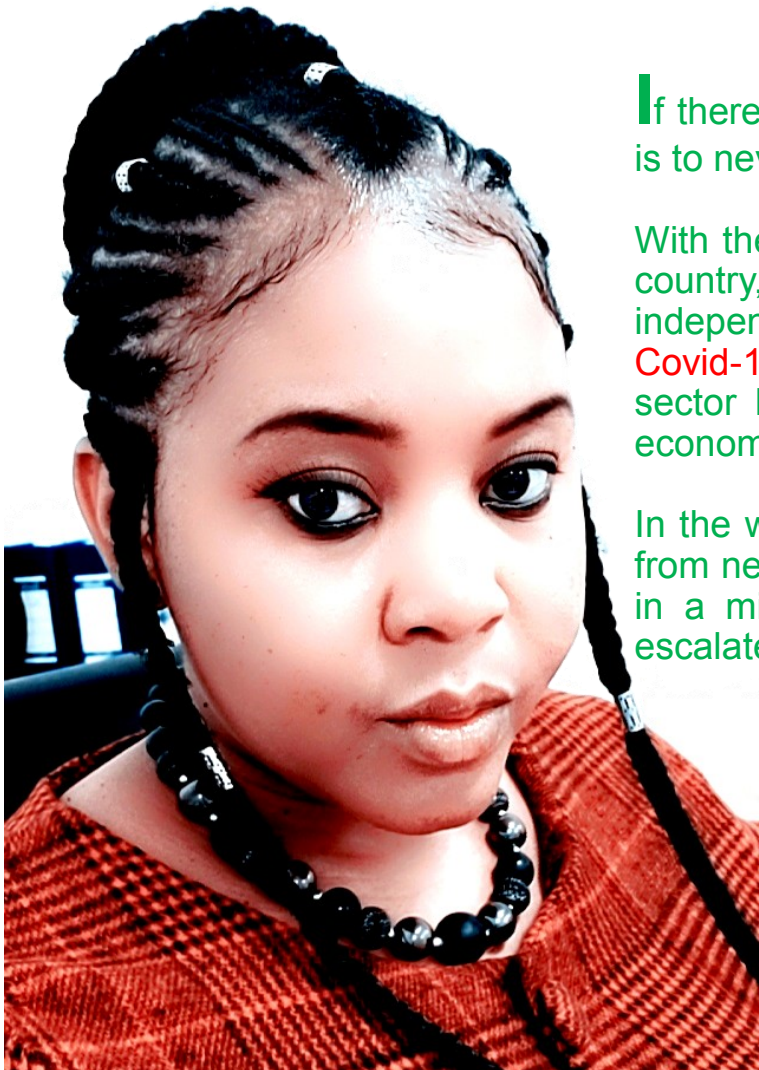


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# Editor's Note



**PASVAL ELIJAH**

CORPORATE COMMUNICATIONS OFFICER

If there's one thing that Covid-19 has taught us is to never rely on one stream of income.

With the skyrocketing cases of Covid-19 in our country, we are constantly reminded of how independent as a country we should be. Covid-19 has not only put strains on the health sector but also put pressure on the Namibian economy and the social progression at large.

In the wake of the virus, some bans of produce from neighbouring countries were passed resulting in a minimum of produce in the country with escalated sale prices.

This only means, as a nation, we should maximize and strengthen the agricultural sector to be able to feed and sustain ourselves. With the vast land at our disposal and availability of natural resources, if we invest correctly, we would be able to revive the economy which will subsequently improve our livelihood. It is clear at this point that "AGRICULTURE is the FUTURE".

*Enjoy the reading!*





## AMTA gets a new board



In a statement issued on Wednesday, 31 March 2021, Honourable Leon Jooste, Minister of Public Enterprises, announced the appointment of new board director for various Public Enterprises. Among the Entities to receive Board appointments, the Minister announced that the following persons were appointed to the Board of Directors of the Agro-Marketing and trade Agency (AMTA):

- Ms. Lorna Shikongo-Kuvare (Chairperson),
- Ms. Rosemary Shippiki (Vice-Chairperson),
- Ms. Astrid Feris (Director),
- Mr. Jason Hailonga (Director), and
- Mr. Heinrich Lesch (Director)

The five members will serve on the Agency's Board for a period of 3 years effective from 1 April 2021 to 31 March 2024. The Minister appealed to the appointed Boards to serve in the interests of the masses to the best of their ability and ensure that good corporate governance was upheld at all costs.

Upon resuming duty, the new board in its first meeting with AMTA Management on 28 April 2021, expressed their commitment to achieve the strategic goals set by the Government.

Considering that AMTA was classified as a commercial public enterprise in 2019, the Board identified the need to review the Agency's 5-Year Integrated Business Strategic Plan in order to direct the organisation into a more profit-driven institution whilst still meeting its mandate for the marketing and trading of local agricultural produce.



## //Kharas Regional Visit



A week-long visit by AMTA to the //Kharas Region was held from 12 to 17 April 2021. The Honourable Aletha Fredrick, Governor of the Region, welcomed the team to the region noting that the visit came at a right time considering the up rise aversion in food security which was a major and national concern for discussion. She further encouraged farmers and key stakeholders who were present to think in the same direction for a better nationhood.

During one of the presentations Mr. Gervasius Thikusho, Manager for Markets, Business and Product Development, Thikusho highlighted a few value addition projects that AMTA was engaging in, including the recent launch of the Katwiwti Mill in Kavango West for the supply of milled produce of Mahangu and Maize meal. He added that, as an Agency, AMTA was working closely with key stakeholders such as the Ministry of Agriculture, Water and Land Reform to ensure that all farmers from the regions were fully involved.



The team visited the Youth Entrepreneurship and Ambrosius Amutenya Primary School projects in the !Nami#Nus Constituency, where a group of young and diverse communities pledged their willingness and commitment towards contributing to food security in Namibia.

Furthermore, women were encouraged to equally engage and invest in farming activities as the saying goes *“Investing in women strengthens the society” it will thus ameliorate food security.*



## President Geingob calls for procurement of local produce!



On Thursday, 15 April 2021, His Excellency, the President Dr. Hage G Geingob held his State of Nation Address at the Parliament. In his introductory remarks, Geingob affirmed government's commitment to strengthening processes, systems and institutions to deliver quality services to improve the livelihoods of the Namibian people. This follows, the not so long ago launch of the Harambee Prosperity Plan II to which under the social progression pillar, government takes responsibility to address hunger, poverty and inequalities within the spheres of life.

He noted that key interventions under the HPPII to secure households from hunger and poverty would include:

- The implementation of the local procurement directive to enhance offtakes by Agro-Marketing and Trade Agency (AMTA) which was created to facilitate market access for small-scale farmers.

*"I would like to pause here to recall the decision of the Cabinet to the Ministers of Health and Social Services, Education, Arts and Culture, Home Affairs, Immigration, Safety and Security, as well as Defense and Veterans Affairs to see the preferential procurement of local horticulture produce and by so doing, establish markets for our small-scale farmers" unquote.*

This would be a beneficial move that would answer AMTA in the quest of marketing and trading of local produce. AMTA, in its 5-year Integrated Business Strategic Plan, vows to promote and develop agro-local markets, promote local food production and enhance national and household food security. This will only be viable with the support of all sectors within the industry especially the Offices, Ministries and Agencies (OMAs) considering the vast market within their domain.

Lungameni Lucas, AMTA's Managing Director appreciated and welcomed the President's firm move to remind government about supporting AMTA as an agency created to support the nation to attaining food security and becoming a self-sustainable country. This is seen through a re-post of the SONA made by AMTA on its Facebook page.



## Hardap Regional Visit



On 19 April 2021, AMTA extended its regional visits to the Hardap region. In a briefing with the governor of Hardap, the Honourable Governor, Reverend Salomon April was delighted at AMTA's visit to his region and shared notes of appreciation.

He was pleased to host the team noting that, as a servant of the nation, elected to improve the living standards of his region, he was willing to partner with AMTA to ensure that the communities were well taken care in terms of right skills and information sharing on farming.

He noted that the response from the region was worrisome considering the lack of equipment and knowledge, stating that he would therefore call for a subsequent meeting inviting all farmers within the region to a presentation by AMTA that would be arranged by his office.

Lungameni Lucas, AMTA Managing Director stated that interventions to ensure that quality of produce was not compromised in the industry was AMTA's main priority and that urgency is given to small scale farmers noting that currently, most produce is sourced from commercial farmers.

## Work the Ground

Albert of the Deurdruk farm urged Namibians to work the ground. He said the knowledge instilled in him by his father and grandfather has helped him immensely as he is able to provide for his family, contribute to the Namibian nation's social progression through food security and create employment for others. Albert encouraged the youth to make use of the land at their disposal while they still can.





## Erongo Regional Visit

Walk the talk – this follows AMTA's consultative meeting in the Erongo region held on 19 May 2021 in Swakopmund. The Honourable Governor, Neville Itope, welcomed the delegation to the region stating that the meeting was taking place after a devastating experience of Covid-19 which has not only affected the health of the people but the economy of the country through border closures and the banning of produce beyond borders resulting in shortage of agro-products. He therefore noted that this experience would allow Namibians to reconsider strengthening the production of local produce for consumption both in rural and urban areas as well as exporting to our neighbouring countries.

He further noted that, it was about time Namibia reduced the figures of imported goods. In addition to his statement, Itope cemented the President's message during the state of nation address in which the President reminded OMAs on the procurement of local produce through AMTA. As a policy directive, Governor Itope encouraged OMAs within his region to ensure procurement of local produce through AMTA and that his office would see how the local farmers could benefit from the directive. He highlighted that this could only be possible if stakeholders were committed to working together with Government.

The meeting further seemed to have stimulated local authorities' interests to partner with AMTA in terms of urban farming. In a separate meeting, AMTA met with the Karibib Town Council, to which Lesley Goreseb, Chief Executive Officer, applauded AMTA for such an initiative. He stated that his Council was determined to support government initiatives such as these. He noted that, Council had availed land within their locality for agro-projects to 27 women, adding that, 35 more plots ranging between 5-20 hectares of land were advertised inviting interested farmers to apply for urban farming.

Goreseb said, such engagements were vital for the development of our communities and wish to enter into a Memorandum of Understanding with AMTA before end of Council's financial year for the distribution of local produce and linking of farmers to markets.

Lungameni Lucas, AMTA's Managing Director expressed his appreciation for the proactivity and interest shown by the Karibib Town Council noting that, as a nation, this was the speed we should be operating at to be able to respond effectively to our farmers' needs. THE FUTURE IS AGRICULTURE...





## Farming in the Desert

If it can grow in the desert, then it can grow anywhere else in Namibia- said Ponde of the Avagro Farm Shalom in Swakopmund, Erongo region, who found farming to be therapeutic. He added that with the right agricultural practices, adequate knowledge and principles – it was possible.

Ponde appreciated AMTA's visit and foresaw the benefits of their produce being marketed efficiently and reaching a larger market with a guarantee of meeting new people within the same industry for shared knowledge and experiences. Expansion of their operations and giving back to the communities through skills development. He encouraged young farmers to take pride in farming.

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*"With the right Agricultural practices it is possible-Ponde"*

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## Bernafay Harvest



One of the purposes for AMTA's visits to the regions was to establish supply arrangements and create markets for local farmers. AMTA entered into an agreement with one of the resettlement farmers of the Bernafay for the supply of oranges.

This engagement bore fruits when AMTA received a supply of approximately 3 tons of seedless oranges from Bernafay on 20 May 2021 in the Stampriet area. The batch was received on behalf of AMTA by Mr. Sakeus Enkono, Assistant Operations Manager for Windhoek Collection Hub, who noted that AMTA was an agency for the people, despite the adversities faced, the Agency is still committed to its mandate of providing markets and giving priorities to local farmers.

The exited farmers of the Bernafay resettlement, extended their appreciation for the commitment from AMTA, noting that in less than a month of their engagement with AMTA, resolutions were fulfilled with a hope of expansion and supplying more in the next season.



Wednesday 14 April 2021 | NEW ERA

# Amta eyes fresh produce from //Kharas

Steven Klukowski

**K**EETMANSHOOP —The Agro Marketing and Trade Agency (Amta) is visiting the //Kharas region to encourage small farmers trade their produce with the entity, who will in turn sell it to offices, ministries and agencies at better prices.

Amta managing director (MD) Lungameni Lucas said during an engagement with farmers' unions and local authority councillors Monday that they aim to create a database on small scale farmers in the region in terms of what they produce and their capacities.

"Government is paying millions of dollars annually to suppliers for vegetables, fruit, fish, chicken and meat, to mention but just a few, whilst these farmers can now sell their produce through Amta to these institutions at better prices, and in the process empowering them into a better financial position," he suggested.

It was revealed at the meeting that organisations and ministries on estimate procure consumable supplies with an estimated value of more than N\$570 million annually.

The MD said currently, some farmers are facing the challenge of not being able to sell their produce at supermarkets because by law, any person selling produce to large outlets should have a barcode in place.

Lucas explained that the benefit of such barcode for Amta is that should they find produce not conforming to



Photo: Steven Klukowski

**Win-win... //Kharas regional governor, Aletha Frederick (left) consults with Amta MD Lungameni Lucas.**

agreement with the farmers.

These farmers will then be subjected to a cropping programme as per a production control list whereby regular visits will be paid to them on the progress of production during the growing stage.

Lucas also said they will be in consultation with farmers in order to ensure that markets do not get saturated.

"In principle, we will advise farmers to only grow and concentrate on produce in demand at a specific time and also through this intervention prevent all of them growing the same produce, but rather diversity," he explained.

In terms of value addition to produce, he said, the entity is planning to produce a powdered form of relish, consisting of by-products from vegetables, fish and chicken. "This nutritious soup powder formula can then supplement government food programmes when the other food stuffs handed out, apart from maize meal, get depleted in order to provide a balanced meal," he continued.

as well as other logistical issues and the economic spinoffs such as employment creation and poverty eradication, as well as economic viability. Namibia cannot meet its demand for consumables like vegetables, fruit and chicken with local supplies only and still needs to import shortages from outside.

Farmer Julian Bloodstaan told *New Era* the area he is farming has ample groundwater which is ideal to grow fresh produce.

"With this noble deed from Amta, we as farmers must now actively answer to the demand for produce in order to also help others struggling by providing employment to them," he said.

Oranjemund constituency councillor Lazarus Nangolo said it is a vital intervention form Amta.

"Our farmers should now be serious and grow products in demand in order to grab this opportunity with both hands," he stated. Amta is a state-owned enterprise.

## AMTA, CONTINUALLY STRIVING TO LINK LOCAL PRODUCERS TO CONSUMERS (LOCALLY AND ABROAD).

**E**stablished by the government of the Republic of Namibia in 2013, the Agro Marketing and Trade Agency (AMTA), aims to be a centre of excellence in facilitating food security, agricultural marketing and trade. High on their agenda, AMTA is continually striving of linking local producers to consumers, locally and abroad. Through their Fresh Produce Business Hubs (FPBHs), they present a platform for farmers to market their produce as well as provide a common place where local retailers can source their produce for distribution in the domestic and international markets. This is all done to maximise local productivity and reduce the importation of products that can be produced locally in order to uplift local farmers, boost the GDP as well as ensuring food security.

According to Pasval Elijah, Corporate Communication officer for AMTA, the Agro Marketing and Trade Agency is here to enhance productivity and promote local products in collaboration with its stakeholder. "Our reliance on imported food has already been put to the test by the current Covid-19 pandemic, its high time Namibia attains self-sufficiency," said Pasval.

**"The Agro Marketing and Trade Agency is here to enhance productivity and promote local products in collaboration with its stakeholder"**

Registration to trade with AMTA has been simplified and is open to any producer as stipulated in their corporate brochures. Producers of non-perishable products like grains can register with AMTA as from the 1<sup>st</sup> of April each year. Producers will be required to provide their personal documents accompanied with the following details (product types, time of harvest and an estimated quantity of produce they wish to sell/trade). However, producers with perishable fresh product can register throughout the year at any AMTA office, agricultural development centres as well as farmers union.



**"Producers will be required to provide their personal documents accompanied with the following details (product types, time of harvest and an estimated quantity of produce they wish to sell/trade)"**

AMTA is also looking for ways to expand their capacity in order to provide a more reliable, sustainable supply of food for the country's growing population. The entity strives to accomplish this, through their current regional programmes envisioned to engage and stimulate production through engagement and advisory on production based on a market-led synchronized approach. Capacity will also be expanded through engagement and exposure of farmers/producers and their products.

The development of the horticultural value chain has always lagged behind in the country's food industry. To counter act against this, AMTA intends to pursue and advance the value chain through several ways: Firstly, by market assurance through contracting of farmers to supply to AMTA. Secondly, through the establishment of distribution centres in strategically located towns to create a pull factor towards farmers and the general traders. Lastly, by capitalizing on product diversification through value addition of surplus

produce. Pasval believe that, agriculture is one of the way that plays a critical role in reviving the economy and once proper investments are directed towards the sector, it will enable the nation to do away with dependence on other countries. "As a nation, it is about time we produce our own products and be able to feed the Namibian nation which will subsequently have a good ripple effect on providing employment opportunities", she said. The plea goes to the youth, women and everyone out there to invest in farming for a better nationhood.



www.namfarmers.com.na

**Market Watch** Republiken



*Creating a formal market for farmers*

## AMTA to create capacity for //Kharas farmers

Photo Nampa/Reuters

**Agro-Marketing and Trade Agency (AMTA) is already established and is selling to the market at competitive prices.**

**A**gro-Marketing and Trade Agency (AMTA) Managing Director, Lucas Lungameni has urged farmers in the //Kharas Region in order to market and sell their products through AMTA.

Speaking during a consultation meeting with farmers on Monday, Lungameni said when farmers register with the ministry it will be easier for them to sell their local produce as they will be selling through AMTA.

"AMTA is already established and is selling to the market at competitive prices. Farmers can sell faster through AMTA and will be able to know what is needed in the market and what you need to produce," he said.

The registration process to establish a database on the number



**//Kharas Governor, Aletha Frederick pictured with Agro-Marketing and Trade Agency Managing Director, Lucas Lungameni. PHOTO NAMPA**

of farmers in the region and what they are producing, was set to start yesterday and is an ongoing process to target farmers farming in the areas of poultry, crops and horticulture only.

Lungameni said for now the agency is concentrating on those three value chains as identified by the agriculture ministry which also provides subsidies in those value chains.

"We have decided to work with the

ministry. They are looking at production and we are looking marketing," he noted.

**Market**  
AMTA Markets and Business



**"Striving to be a centre of excellence in facilitating food security and agricultural marketing and trade"**

AMTA is mandated to coordinate and manage the marketing and trading of agricultural produce in Namibia, as well as geared towards the attainment of food safety and security.

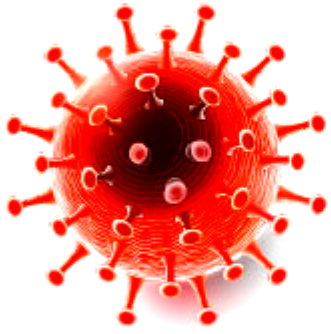
**If you are a producer, AMTA is here to make your life easier. The following services are available at ALL AMTA hubs:**

- Cold storage facilities to maintain the lifespan of your fresh produce
- Ripening facilities
- Trading floors with designated points for smoothing trading of fresh produce from the farmers to respective clients e.g. retailers, consumers, catering companies and vendors
- Trading systems to create trading transparency to protect the farmers, consumers and data
- Value addition facilities like packaging and branding, sorting, grading, processing etc.
- Fleet systems, transportation of fresh produce via collection points from the farmer to the hubs and to the markets

**CONTACT US**

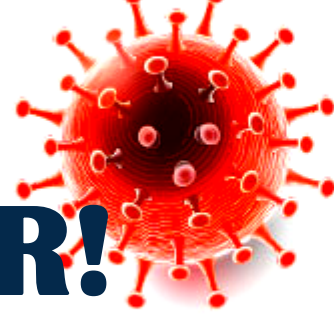
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# COVID-19 CORONAVIRUS

# CORNER!



Agro Marketing and Trade Agency (AMTA) is joining the Namibian nation in the fight against the common enemy **Covid-19**. A healthy working team equals productivity, AMTArians are also taking precautions so as to continue serving the nation amidst this pandemic. By getting your jab, you are not only protecting yourself but the lives of your loved ones and those you come in contact with. Visit your nearest health facility for your JAB!



Let us continue to adhere to the established **Covid-19** health protocols. For any suspected **Covid-19** case, please do call the Health care line @ 0800 100 100



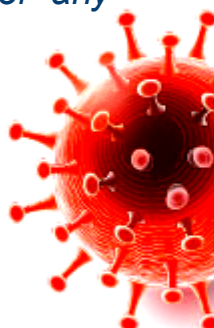
Wear a mask.



Wash your hands frequently.



Keep your distance.







*Captured through the*





# GOLDEN *Fresh!*



## PRODUCED LOCALLY FOR THE LOCALS!!!

Now available at AMTA Katwitwi Mill and at all AMTA's Fresh Produce Business Hubs.

061-202 3300

Windhoek FPBH

065-232 5000

Ongwediva FPBH

066-268 8100

Rundu FPBH

066-258 330

Katwitwi Mill



**AMTA**  
FRESH PRODUCE



**AMTA**  
GRAIN



NamFresh



**GOLDEN FRESH**  
FOR THE LOVE OF THE NATION





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## **OUR MANDATE**

### **Mission Statement:**

- To enhance food security and facilitate marketing and trade in Namibia
- To efficiently manage and operate the marketing and storage of facilities of agricultural produce
- To promote value addition, industrialisation and standards compliance of agricultural products
- Promote and enhance the consumption of local agricultural produce
- Ensure a conducive marketing and logistics system for fresh produce trade.

### **Vision:**

To be the centre of excellence in facilitating food security and agricultural marketing and trade

### **Core Values:**

- Transparency
- Integrity
- Accountability
- Partnership