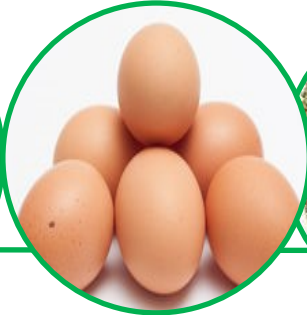
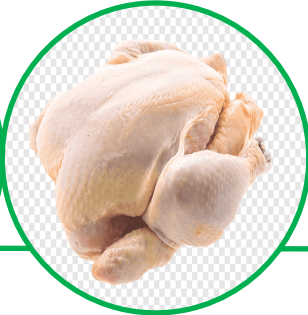




**AMTA**  
FROM LAND TO NATION



**AGRO-MARKETING & TRADE AGENCY**



# AMTA BRAND:

AMTA's brand focuses on its mission with the desire to facilitate the marketing and trading of agricultural produce and promote food security in Namibia through two main streams, grain and fresh produce. Depicted below are the brands associated with AMTA:



The main AMTA brand is aimed at ensuring smooth marketing and trading of agricultural produce as well as managing Namibian food security and safety.

**AMTA**  
FROM LAND TO NATION



Represents the cereals and grains component of AMTA's operations. It is a brand representing the National Strategic Food Reserve (NSFR) to ensure Namibia has secured food for emergency relief or need.

**AMTA**  
GRAIN



Represents the fresh produce component of AMTA's operations. It is a brand representing all locally traded agricultural fresh produce.

**AMTA**  
FRESH PRODUCE



Represents food safety and quality assurance. It is a logo used to confirm that the produce has gone through the series of standard compliances through the entire value chain.

**NamFresh**  
ASSURED QUALITY  
AND FRESHNESS

## OUR VISION:

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



## OUR MISSION:

- ◇ 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 logistical system for fresh produce trade.

## CORE VALUES:

- ◇ Transparency
- ◇ Integrity
- ◇ Accountability
- ◇ Partnership
- ◇ Service Excellence
- ◇ Innovation



## ABOUT US:

Agro-Marketing & Trade Agency (AMTA) was established in 2013 as an agency of the Government of the Republic of Namibia (GRN) tasked with managing and operating the National Strategic Food Reserve (NSFR) and National Fresh Produce Business Hubs (NFPBHs) infrastructure for the marketing and trade of agricultural products. AMTA's brand is there to facilitate the marketing and trading of agricultural produce and promote food security.



## NATIONAL STRATEGIC FOOD RESERVE:

Operating in Katima Mulilo, Rundu, Okongo, Omuthiya and Tsandi with a current capacity of 22 900 MT as per the below table:

Region	Location	Storage Capacity MT
Zambezi	K/Mulilo	7400
Kavango East	Rundu	4000
Oshana	Okongo	4500
Oshana	Okongo	4500
Oshikoto	Omuthiya	4000
Omusati	Tsandi	3000
<b>TOTAL</b>		<b>22 900</b>



## NATIONAL STRATEGIC FOOD RESERVE:

The NSFR facilities are grain storage facilities for storing grain. This is an initiative of the Government, with the aim of maintaining national optimal level food reserves to address local food storage, respond to immediate emergency food requirements and to have a well-managed business.

Food security remains a national priority as all regional members contribute 10% of their budget towards food security goals. The Namibian Government through Ministry of Agriculture, Water and Land Reform (MAWLR) has achieved an NSFR capacity of 18900 MT and is still in the progress of expanding.



## FRESH PRODUCE BUSINESS HUBS:

The development of the FPBHs has its roots in vision 2030, National Development Plans of the Ministry of Agriculture, Water and Land Reform. It is part of the Government's programmes aimed at contributing production, processing, marketing and distribution.

AMTA currently has three (3) Fresh Produce Business Hubs with Rundu and Ongwediva Hubs measuring 5000m<sup>2</sup> each and the Windhoek's Fresh Produce Hub measuring 1000m<sup>2</sup>. In line with AMTA's Integrated Five Year Strategic Business Plan 2020-2025, the plans are to establish value addition facilities at each hub and establish a milling plant for the reserves.

The Hubs were built because Namibia's horticulture industry were a missing linkages of:

- ⇒ Bulk cold storage facilities
- ⇒ Marketing facilities
- ⇒ Logistical facilities especially for small scale farmers
- ⇒ Processing facilities.



## FRESH PRODUCE BUSINESS HUBs:

The facilities are very important in that way 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. Furthermore, they also potentially contribute to skills development to Namibians that are employed in the processing and value addition facilities.

It is common knowledge that the absence of these facilities has resulted in a substantial tonnage of Namibian-originating horticultural fresh produce being marketed through third parties/ countries. As a result, Namibian consumers suffer the most, as they have to pay the transportation and foreign handling charges which are passed on them. It is logically expected that these developments should mitigate such costs, while improving Namibia's trade balance for these commodities.

The rationale for the development of FPBHs is that the Government through MAWLR is rendering services to crop producers to increase food production, thereby contributing to food security in the country both at national and household level.





## WHY FRESH PRODUCE BUSINESS HUBS?

FPBHs creates business opportunities for processing, marketing and value addition of fresh produce, through industrial activities such as sorting, cleaning, grading, juicing, packing, branding, bottling and canning.

Other economic benefits from the FPBHs include, but not limited to: stimulation of the domestic economic activities, employment creation, technology and skills transfer, quality assurance, affordable access to nutrition, increase domestic market share of Namibia horticultural produce, increase foreign currency earnings from horticulture export, etc.



## What does Namibia produce?

Namibia produce a variety of fresh produce for the local market.

- ◆ Potatoes
- ◆ Onions
- ◆ Tomatoes
- ◆ Cabbage
- ◆ Sweet potatoes
- ◆ Beetroots
- ◆ Cucumbers
- ◆ Watermelons
- ◆ Sweet melons
- ◆ Dates
- ◆ Pumpkins
- ◆ Butter nuts
- ◆ Green paper and Blueberries

### Namibia export mainly:

- ◆ Grapes
- ◆ Tomatoes
- ◆ Watermelons, Potatoes and Dates



## TRADE WITH US:

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

- Cold storage facilities to maintain the lifespan of your fresh produce .
- Ripening facilities.
- Trading floors with designated points for smooth trading of fresh produce from the framers to respective clients e.g. retailers, consumers, catering companies, vendors.
- Trading system; this is a system designed to create trading transparency to protect the farmers, consumer and data.

- Training to foster continuous knowledge improvement in terms of compliance, certification in line with international food safety and agricultural standards like HACCP, GAP, ISO9001:2008
- Value addition facilities like packaging, sorting, grading, processing etc...
- Informal trading facilities e.g. small scale traders.
- Fleet systems, transportation of fresh produce via collection points from the farmer to the hubs and to the markets. AMTA has chiller trucks to enable freshness of the produce during transportation.
- Provision of a One Stop shop.



# MARKETING REQUIREMENTS:

## National Strategic Food Reserves:

- The marketing season for grain usually starts from the 1st of May and until all locally produced grain is absorbed or marketed as per the Closed Border Policy mechanism that is determined by the industry through the Namibian Agronomic Board (NAB). At the beginning of every season, farmers can approach our office to set prices.
- All producers that are intending to sell grain to AMTA can register annually from the 1<sup>st</sup> April through the nearest Agricultural Development Centres (ADCs), Constituency Offices, or Farmers' associations or Unions or at any AMTA's offices as soon as the registration program is announced.
- Surplus grain producers are required to supply their identification document (ID), contact details, production areas, intended time of harvest and expected quantities to be marketed, during registration.
- AMTA contacts all registered grain producers before the start of the grain purchase or procurement program through the ADCs, radio and or contact details provided during registration to inform them to prepare and deliver their grain to the various purchasing points and/or silo centres.
- At the point of sale, all grain to be purchased has to be graded, according to the following specifications; age of the grain (that year's harvest), absence of live insect, moisture content (not above 12.5%), presence of foreign matters (cleanness) and general grain quality in terms of smell (odour).
- If the quality of the grain is satisfactory, payment is processed within 7 working days after required documents are prepared.

## Fresh Produce Business Hubs:

- Fresh produce, producer should register with AMTA by completing a producer registration form to be placed on AMTA's data base.
- Producers can register throughout the year at all AMTA's offices, nearest ADCs and farmers' representatives by providing the following information; identification document (ID), contact details, area of production, varieties of produce, intended time of harvest and expected quantities to be marketed.
- Once registered, producers are issued with a unique identification code for stakeholders' engagement and traceability purposes for both local and export markets.
- The registered producers are required to contact AMTA, ADCs and farmers' representatives to arrange and facilitate their crop production plans and if applicable sign off-take agreements.
- Products to be supplied to AMTA are expected to meet the minimum marketable quality standards in terms of shape, colour, texture and size and food safety specifications (use of approved agro- inputs and chemicals) where applicable and AMTA should frequently conduct farms inspections for all contracted producers.
- Once produce is delivered, cleared and all documentations are completed, payments are processed within 4 working days.
- If required, AMTA may avail transport to producers to supply produce through AMTA on cost-recovery basis.



## **BUSINESS OPPORTUNITIES :**

The government has done its part in terms of creating a firm base upon which the private sector can build a strong value chain network and system to the benefit of the Namibian economy and people. The responsibility now for the industry is to take advantage of these business opportunities and take the development forward.

- Banking Facilities
- Retail Outlets
- Fuel stations
- Parking
- Sanitary and hygiene services
- Chemists
- Health Centers
- Insurance and rentals
- Food courts
- Food Preparation
- Packaging supplies
- Waste Management
- Training services



## VALUE ADDITION PROJECTS:

- AMTA has established a milling plant to service the remote areas of Northern part of Namibia as well as to supply milled products to OMAs.
- The Northern Mill is an arm specialized in milling white maize and mahangu grain from small holder farmers.

- The milling capacity is 4 ton per hour of both grain with bran as a by-product.

- The milled products are traded under **“Golden Fresh”** brand as depicted in the picture.



- AMTA in its 5 year Strategic Business Plan intends to enter into Public Private Partnership (PPP) and entrepreneurship arrangements to establish long term storage for potatoes and onion and processing facilities.



Fig: Consultative engagement between AMTA Managing Director, Lungameni Lucas and Hon. Pijoo Nganate, Governor of Omaheke Region.



## **DO YOU HAVE MARKETABLE GRAINS?**

Contact our Silo Control Officers in your respective regions:

### **Okongo Silo**

**Call: 065 263 040**

**Email: [iimbilis@amta.na](mailto:iimbilis@amta.na)**

### **Tsandi Silo**

**Call: 065 258 020**

**Email: [iimbilis@amta.na](mailto:iimbilis@amta.na)**

### **Omuthiya Silo**

**Call: 065 244 267**

**Email: [iimbilis@amta.na](mailto:iimbilis@amta.na)**

### **Rundu Silo**

**Call: 066 268 8100**

**Email: [konstantint@amta.na](mailto:konstantint@amta.na)**

### **Katima Mulilo Silo**

**Call: 066 254 940**

**Email: [jwalubita@amta.na](mailto:jwalubita@amta.na)**

# STRATEGIC PLANNING WORKSHOP 2021





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