An Insight into the Industry

The chairman of The Namibian Hake Association and The Confederation of Namibian Fishing Association Matti Amukwa gives The Namibian a brief overview of the fishing industry.

The ministry is taking a new approach in issuing quotas this year, why is this and what is the industry response?

MA: Legislation has been changed to allow the minister to issue quota for social issues, such as drought relief or poverty alleviation. Quota issued for special reasons needs to be fished by licensed vessels and industry has the capacity to land the quota that the minister may issue for such reasons.

What is important to industry is that the full quota be issued at the beginning of the season so that fishing operations can be planned effectively and marketing agreements can be entered into with buyers.

How successful has the promotion of Namibianisation by the ministry been?

MA: Prior to Namibia’s independence, fishing companies whose headquarters were in South Africa and whose shareholders also predominantly lived in that country controlled the fisheries off the local coast. Therefore at independence legislation was introduced that fishing rights, in other words the right to catch a certain species, can only be granted to a Namibian citizen or companies which 51% of the beneficial shareholding is in the hands of Namibians.

This policy has been extremely successful and some sectors of the fishery are close to 100% Namibianised while others are in the high 90%.

Value-addition and job creation is vital for the economy. Is it a feasible option for the industry at the moment?

MA: The Namibian fishing industry consists of a number of sub-sectors, which fish different species. Some species like hake are suitable for value adding and the hake sector has gone very far in the value adding process, but there is room for further development. In contrast, in the lobster sector value adding actually reduces the market value of the product as customers pay the best price for live lobster. The midwater trawl sector is working on developing potential products such as canned horse mackerel in various sauces. All sectors are looking at adding value, but this is a process that requires time, as new products need to be developed and new markets found.

The monitoring of fishing vessels reliable and transparent?

MA: The Namibian fishing industry is well controlled to ensure that its laws on fisheries are complied with and the stocks protected from illegal exploitation. The MFMR has a compliance section, which ensured that the laws of the country in regards to fishing are adhered to. Regular patrols are of one with aircrafts, and with fisheries control vessels, to ensure that no illegal fishing takes place. Inspectors, to ensure that fishing equipment is in accordance with regulations on mesh size, board vessels. In addition there is a vessel monitoring system, but industry does not come into contact with the system unless a vessel fishes in prohibited areas, in which case the company concerned will be approached by the MFMR and face the consequences.

All vessels have on board observers to ensure that no fish is dumped.

What are the prospects for aquaculture?

MA: Aquaculture can be split into sea fish farming and land based farming, in either rivers or dams. In both cases the availability of water will determine the amount of fish or molluscs that can be farmed. In agriculture, sea farming, areas protected from the wave action are required and such farms are found in Lüderitz and in the bay at Walvis Bay where oysters and abalone are grown. Farming fresh water fish is ideally done in, or near rivers, such as in the North. The ministry is pushing fresh water farming in the North for food security and it is expected that in the next 5 years production will rise to around 10,000 tonnes.

What needs to be further highlighted?

MA: We have built a reputable industry with international recognition. We must be proud of our achievement and must preserve and protect it jealously from any external factors with the intention of destroying it. The future generation will never forgive us if we let this happen.

The Fish Deli – A Fresh Take

• JESSICA BROWN

The fish is fresh out of the Namibian sea and beautifully presented on your plate. Straight from source to stomach is the way The Fish Deli is doing it. Just-caught Namibian fish is prepared and sold from their Swakopmund-based shop and restaurant, where innovative new recipes sit comfortably with their traditional counterparts.

True value addition and flavour explosion is the game for Katja and Martin Wittneben, the owners and managers of this bright, modern and tempting business. Wonderful smells fill the room and from behind their glass fresh monk, kabeljou, hake and oysters sit on their ice waiting for you to pick them. The deli counter is filled to the brim with home-smoked products, take away meals, local artisan goods and prepared salads, fish cakes, pickles and nibles.

And did I mention sushi? It is hand-made and freshly rolled. The Fish Deli even has the option of hiring your own sushi chef for parties and events.

The deli’s shelves are stocked with interesting locally made products, from coarse sea salt, to own-blend spices, marula oil and the delicate Swakopmund olive oil. They also stock their own range of beauty products showcasing the wonders of Himba myrrh, tsama melon seeds and natural oils.

Where tradition is the norm in Swakopmund, the Fish Deli is a refreshing change. This is a business built on passion and hard work and it shows! The deli stands out by offering freshly caught, wet-landed deep sea fish and local linefish to their clients. Something unusual for Namibia, where all fish is normally traded as frozen. And, of course, they also stock quality frozen products like prawns, salmon and tuna. The décor is simple and attractive and moves away from the historic German style so common in the town.

The restaurant has a great selection of meals from traditional fish and chips to more elaborate stir-fries and luxury seafood platters. Not wanting something big?

Why not treat yourself to a warm soft fish burger or a hearty soup? Takeaways are also an option and a flow of locals and tourists are in and out filling their baskets with gifts and delicacies.

With quality fresh local fish, friendly staff, interesting options and a warm welcoming environment, the Fish Deli will leave you full, satisfied and with happy memories of a meal at the coast.

FRESH FROM THE OCEAN TO YOUR PLATE

The Best Fish & Chips in Town | Sushi | Fresh Fish Take Aways | Restaurant | Namibian Oils & Special Produce

Monday - Friday: 09h30 - 21h30 | Saturday: 10h00 - 14h00 & 18h00 - 21h30

Swakopmund: 29 Sam Nujoma Avenue
Tel: +264 64 462 979
www.fishdeli-swakopmund.com

Find us on facebook/fishdeli-swakopmund.
Getting to Know Gendev Group Namibia

Gendev Group Namibia began experimenting with the horse mackerel land-based operations in 2011 with 2 000 metric tonnes of experimental quota. As the land-based operations proved to be lucrative, the minister of Fisheries increased the group’s quota each year and in 2015 the Group was awarded 25 000 metric tonnes.

We know that fish is perishable and several chemical and biological changes take place immediately after capture. Fish requires careful handling and preservation, special facilities such as cold storage and refrigerated transport, and rapid delivery to consumers. Therefore, the research and development of post-harvest systems for handling raw material is important to developing appropriate measures to increase its shelf life; reduce physical and nutritional losses and preserve the quality and safety of the final product. This is important for ecological, social and economic reasons – to safeguard consumer health and food security and to ensure the sustainability and growth of the industry which is advantageous to the economy as a whole.

In 2013 and 2014 the Gendev Group invested N$160 million in land-based processing and the purchase of a modern trawl vessel, the MFV Krossfjord. In October 2014 the first of a modern trawl vessel, the MFV Mediva Star products. It will be done in order to store Gendev land-based products, MFV Flipper and MFV Mediva Star products. It will also assist with 24-hour service to turn around vessels quicker.

Further exciting news is the fact that a value-added colony factory of N$ 2.5 million will be operational by next month.

Our customers

Currently, the Gendev Group supplies customers in Namibia, South Africa, Mozambique, Zimbabwe, Zambia, Angola and the Congo. Gendev is also the market leader in IQF horse mackerel 1 kg packs and currently has 2 brands (the Gendev brand exclusively for Shoprite and Usave and the Namibia Fish brand which is supplied to various other retailers). Customers in Namibia also include Metro Cash n Carry.

Gendev Group endeavours at all times to be a one-stop-shop for their customers, which means sourcing as many of the products – if not all – according to the requests from customers. Not only does this lead to happy and satisfied customers and great service delivery, but also helps the group increase its market share.

Our products and value additions

The Sales and Marketing team of the Gendev Group is involved in product development and value added products. Fish is one of the most versatile food commodities and can be utilised in a great variety of ways and product forms. It is generally distributed as either fresh, chilled, frozen, heat-treated, fermented, dried, smoked, salted, pickled, boiled, fried, freeze-dried, minced, powdered or canned, or as a combination of two or more of the above.

Fish and fishery products have become increasingly popular around the world as fish is rich in Omega 3 fatty acids and this makes it extremely popular in a world which is increasingly health conscious. Year-round availability of different species as well as different value-added forms lead to fulfilling the needs and wants of today’s consumers. Aquaculture provides promising answers to the variety of products available in the market.

Essentially value added products provide benefits such as: the fact that the industry can be preserved through the expansion of the value of fisheries products without increasing the catch or catch effort. Customers’ satisfaction also goes up as they are presented with a variety of healthy fish products to choose from and these would also be in different price ranges which fit the pockets of different customers. Lastly – due to the fact that every single piece of the caught fish is used, wastage of a valuable commodity is minimised.

Ever since the Gendev Group’s plant has been up and running, one of the main focuses has been on developing the value-addition product range, thereby ensuring that the retail and wholesale markets can be supplied with products previously not available to them. This value-addition product range will allow Gendev to provide services to different consumer segments. More value-addition product ranges such as fish cakes, mince and sausages as well as the Omega polonies and spreads are to be launched soon.

Further expansion coming up

Gendev Group is extremely excited about an investment in 2016 by Gendev, Cavema and Scombros to build a 10 000-tonne cold room. This will be done in order to store Gendev land-based products, MFV Flipper and MFV Mediva Star products. It will also assist with 24-hour service to turn around vessels quicker.

Further exciting news is the fact that a value-added colony factory of N$ 2.5 million will be operational by next month.

On the employment front

On the employment front the Group is happy to report that in 2015, 660 permanent employees with a guaranteed 50% monthly salary were part of the Group. In 2016, this number has increased to 687 permanent employees and 20 temporary workers.

Gendev Group is proudly 72% Namibian-owned by shareholders Campospaso Investments Pvt Ltd and Vernier Investments Pvt Ltd, thereby ensuring that the wealth created reaches Namibia and its people.

The Group also assists the community in which it operates through corporate social investment projects and gives back to those that support it by buying their products.

Volker Paulsmeyer, CEO of Gendev Group Namibia: “We are not only here to stay. We are here to grow and hope that with the assistance of our Ministry of Fisheries and Marine Resources, we can expand our contribution to the country and its people. Catching more fish will allow us to expand our value-added products and employ more Namibians which leads to poverty eradication, something that all of us strive for as part of our President’s Harambee Prosperity Plan.”

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Invested in Namibia - through first land based horse mackerel factory, freezer and factory upgrades, purchase of modern trawl vessel, value added products and ongoing employment creation.

Proudly supplying customers in Namibia, South Africa, Mozambique, Zimbabwe, Angola and the Congo.

Market leader in IQF Horse Mackerel 1 kg packs Gendev brand and Namibia Fish brand.

GROWING THE BUSINESS: Gendev CEO Volker Paulsmeyer.
Quota Guarantee Ensures Investment and Market Share - Omankete

Please let us do our job” is the request of Omankete Investments, a fishing consortium of black empowerment groups. The company which opened its fish processing plant in Walvis Bay in 2011, is appealing to the Ministry of Fisheries and Marine Resources to speed up the quota allocation process to secure greater job security in the industry.

The ministry is currently working towards a performance-based quota allocation system after criticism of foul play in the fishing industry in previous years. While the reform is taking place, only a portion of this year’s quota has been released to fishing companies so far, with Omankete saying it has received about 30% less compared to last year.

The Ministry of Fisheries and Marine Resources uses a set of criteria to assess the worthiness of a company to be allocated a quota. These criteria include job creation, giving back to the community, payment of taxes and levies, ‘Namibianisation’, value-addition, and investment. Companies score points depending on their standing in each criterion.

Omankete, a hake company, employs over 800 workers – more than 70% of whom are women – in its state-of-the-art factory. Apart from its value addition to the product, the company has also rolled out various corporate social responsibility programmes.

The ministry has called for Namibianisation, employment and investment, a demand agreed to by Omankete. Managing director Shigwana, however, states, “we can only invest, employ and be successful in the market if the quota is right and allocated on time.” Mr Shigwana implores the ministry to understand the strain that the current slow allocation process is putting on fishing companies. The slowdowns result in industrial unrest and affect the company’s market share negatively, Shigwana further says.

Omankete is cognisant of the long-term goals of the government, Shigwana states, adding “We have hope because right now the ministry is reviewing the quota allocation system which is believed to be finalised by the next quota season”.

The Ministry of Marine Resources and Fisheries had not replied to our question on the issue at the time of going to print. However when the change in quota allocation process was announced in 2015 the minister said, “As far as we are concerned, all right holders are treated equally. Everybody is evaluated on the same basis when granted quotas and rights. Allocation is in a transparent manner determined by performance indicators such as value addition and employment creation.”
A company dedicated to the entire fishing activity cycle.

**Vision**

The company envisages itself as a strong entity that will operate efficiently and profitability, with the aim of playing an active role in the entire fishing activity cycle which includes catching, processing and marketing of fish and fish products for the benefit of its employees, shareholders and the national economy in a sustainable manner.

**Mission**

To own and sustainably manage its operating vessels, participate in onshore fish processing operations, engage in marine research and develop own relevant intellectual capacities, and additionally participate in all other businesses that may have complimentary effects on the financial base of the company.
A Conversation with Namsov

Q: Tell us the story of Namsov Fishing Enterprises. How did it all begin?

A: History
   Our story is one of humble beginnings. It is a beautiful story of how we as Namibians can achieve true Namibian ownership and reap the socio-economic benefits of that status for our Nation. Before independence, we were a fully foreign-owned agent and broker servicing foreign trawlers catching fish in Namibian waters.

Namibianisation
   Driven by the desire to localize our business, we pioneered the Namibianisation of the industry. In order to learn the most we could from our skilled Russian counterparts, we formed a joint venture and this is where the name Namsov came from. The success of this joint venture was in merging the possession of a local fishing quota and foreign-owned hardware and expertise to unlock that value. Both foreign contributions were effectively transferred to Namibians. In 1996, we introduced our own vessel called the Sunfish and this established us as the main Namibian mid-water trawler operator. Over time we became better trained in the business. Amongst other industry moves, we made deliberate decisions to pay our crew the best in the industry and we also attracted the best clients. We further allocated 10% shareholding in the company to the Namsov Community Trust as our contribution to the socio-economic advancement of the Namibian people.

Growth
   We purchased four additional vessels by 1998. This made possible a period of steady investment, technological improvement and growth. The culture of diligently reinvesting in the business made Namsov the leader in the industry. This is when our Namibianisation dreams started becoming a reality. We successfully managed to cease the foreign ownership and the chartering of foreign vessels permanently. At the time, legislation and regulations required Namibian shareholding, investment and Namibianisation in the industry. In 1994, when the first rights were introduced, Namsov Fishing Enterprises was already majority Namibian-owned. We continued to excel by being regulatory and legislatively compliant. As a result, we received long-term rights and access to horse mackerel quotas. Our historical success was thus built and strengthened on these principles.

Today
   Fast forward to today. Namsov Fishing Enterprises, built on the existing marine and commercial legislation, acts and regulations that provides a conducive business environment, now employs 600 people. Our role as a responsible, efficient and honest company ensures that Namibians are employed, communities are empowered, and our industry directly and indirectly benefits those within our ecosystem. We have increased Namibian shareholding to 61% and share the value we create.

Q: What is your contribution towards Quality Employment and Job Creation?

A: Employment of Namibians is about more than just numbers. In the spirit of building the Namibian House we must now talk about the quality of the employment of our people and how we are preparing more through educational support. These initiatives happen through our own direct employment of staff and crew, through bursary support of disadvantaged deserving young Namibians, training of cadets through Namfis and our programme to ensure that the majority of our crew remains Namibian whilst learning from the best in Russia to become captains.

Q: What is Namsov’s contribution to Value Addition?

A: In 2008, we purchased 100% of Namibian Sea Products (Pty) Limited and its subsidiaries which included United Fishing Enterprises (Pty) Limited's canning. Today, our canny employs 800 people and allows us to add value by creating further processing opportunities for our horse mackerel catch, as well as other sea products harvested by our subsidiaries. The value created by the canning and processing of horse mackerel translates into greater resources being available to reinvest in our business and in the Namibian fisheries sector. It also provides more to our Namsov Community Trust, which in turn assists people in disadvantaged areas of Namibia to access better education, health and sustainable employment opportunities. The process of canning not only preserves the goodness of our catch, but also allows us to transport it and make it easier to access to transport to areas without refrigeration facilities.

Our Namibian-owned midwater trawlers have the capacity to catch 100 000 metric tones per annum collectively. This catch is processed for Namsov, Ocean Fresh, Glenryck and Tetelestai into quality products which offer consumers various delicious and nutritious food. We are engaging in further research and development to extract ever-increasing value from our ocean. Our diverse products include canned horse mackerel and pilchards in a variety of sauces, fresh horse mackerel and pilchards, pickled and curried hake, frozen horse mackerel, as well as fishmeal and oysters to name a few. Our products come in different sizes and packaging options to suit a range of markets and budgets.

Q: What is your contribution to Corporate Social Investment in Namibia?

A: Our vision is to sustainably improve the lives of Namibian people by meaningfully and proactively delivering on empowering socio-economic solutions that add value to Namibian lives. The Namsov Community Trust is a 10% shareholder of Namsov Fishing Enterprises. The Trust is governed by an independent Namibian board of Trustees. Since our inception in 1991, we have been driven to make social investments that change the lives of Namibians meaningfully. We are proud to have contributed to over 600 projects nationwide that have had a positive socio-economic impact. We unapologetically remain committed to Namibia and her people.

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DO WE DO ANY VALUE ADDITION TO OUR QUOTA AT ALL ON NAMIBIAN SOIL? LET'S LOOK AT THE FACTS:

Our daily operations are centered around unlocking the value of our quota. We not only focus on the catch, but also on the process of creating value that moves beyond it. Our Horse Mackerel is processed into tinned products, retail bags, and wholesale boxes. Fresh fish is distributed through our United Fishing Fish shops and our Fish Distribution Programme partnerships with Ekwao, SPOTO and Oshivelelwa across our country. Additionally, as each can moves down the production line, work is created for 900 employees at our United Fishing cannery. As our fish is distributed throughout Namibia and the African continent, employment is created for even more people, 1450 to be exact. This includes 200 vendors in our nation's communities through our Fish Distribution Project.

With us, the larger part of the value we create from our Horse Mackerel quota has always ended up in the hands of Namibians. This is because our company is majority Namibian owned and our actions in empowerment are real and transparent creating maximum value is the only way to thank our Government and our people for trusting us with this valuable marine resources. Everyday we are using our quota to change lives and will continue to do so. We have truly been creating value for 25 years.

WHAT WE PROCESS:
Horse mackerel, Pilchards and Oysters
MOVING THE VALUE OF OUR QUOTA BEYOND THE CATCH.

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We have truly been creating value for 25 years.

3 ways our cannery adds value:

1) Canning of fish derivatives together with other sources of protein. The cannery is providing future possibilities for canning of other items like chicken.

2) First company to can Ekunde bins, as part of a strategy to generate income for communal farmers and to use our cannery to bring new Namibian products to market.

3) Only producer in Namibia that makes canned sardines from Namibian fish in Namibia.
Seaflower Making Meaningful Contribution to Lüderitz and Beyond

W

ith an annual corporate social responsibility budget of N$1 million, Seaflower are investing in people and building stronger communities through their numerous projects and sponsorships. “We believe in giving back to the community” and “it is also very humbling,” says Seaflower acting CEO Mike Nghipunya. “The CSR fund enables Seaflower to make a meaningful contribution to the Lüderitz community and subsequently to have a lasting impact on Namibia as a whole by improving the welfare of her people” adds Nghipunya.

In the 2014/2015 financial year, Seaflower made several fish donations amounting to 30 metric tones of different fish types and fishery products valued at N$548 143. Donations were made to old-age homes in the Gibeon community, to school feeding programmes, to the Karas and Khomas governor’s offices, to the Omuthiya constituency councilor, towards the Independence Day celebrations, to the Lüderitz Mayoral Fund and different soup kitchens at and around Lüderitz.

Each week seven schools receive fish to supplement their feeding programmes. The schools feeding program was introduced by the Namibian government in the 1990s to ensure that children living in some of the country’s poorest conditions had access to nutritious meals. This donation of fish provides the children with essential protein and nutritious oils.

The Seaflower management also feels that art education is an area that receives little attention in terms of community development initiatives, and therefore has made it one of their key priorities. Through the sponsorship of theatre workshops, the youth, with a focus on those unemployed and out of education, were able to have a creative outlet in a structured manner. These workshops consist of both theoretical teaching and role play and will continue quarterly.

Similarly, the company invests in sporting activities, by providing training equipment and sports kits to the local Ocean Swallows Rugby Club, and by providing transport for the Lüderitz secondary school to attend the Sondea Afri-Youth camp at Malmesbury South Africa.

Youth development is key. Seaflower is training and employing from within their own community and are offering bursaries to Unam students and the Namibian Institute of Mining and Technology. Seaflower will then take in these students to complete internships before being employed in the company. Employment creating is a central tenet of the Ministry of Fisheries and Marine Resource’s criteria for quota allocation, and Nghipunya states “it is very pleasing that for the past year and a half we were able to get back to full production and ensure job security for our workers. Going forward, we are focused on diversifying our income sources as well as creating new employment through value addition.”

Along with increasing employment, keeping their social programmes and initiatives’ running is important to the company to ensure that they can keep feeding the less fortunate, promoting art education, improving local capacity and advancing their community. Nghipunya confirms that the good deeds will keep coming, stating “we budget for CSR activities and this is very sustainable and long term.”

DONATIONS: Oshikoto Governor Mr Kankoshi receives Seaflower donation from Maria Nepembe in Omuthiya

FISH SUPPER: The elderly population of Gibeon enjoy a hearty fish meal. Photos: Seaflower

To find out more about the Fisheries Observer Agency please send a mail to foa@foa.com.na

Marine Resources Forever!

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The Fisheries Observer Agency was established in terms of section 8 of the Marine Resources Act (Act no 27 of 2000). The overarching goal of the Observer Programme under the Fisheries Observer Agency is to contribute to the conservation and optimal sustainable utilization of Namibia’s marine resources.

Fisheries Observers are place onboard all commercial fishing vessels operating in Namibian waters as well as in international waters (in areas under the jurisdiction of Regional Fisheries Management Organisations) to ensure that all fishing activities are conducted within the framework of Marine Resource legislation. All violations detected by observers are reported to the Inspectorate in the Ministry of Fisheries for investigation and prosecution. Observers also collect biological data that are used by scientist in the Ministry Of Fisheries and Marine Resources to carry out research and then advice fisheries managers on management measures to be implemented like total allowable catches for different marine species. Data collected by fisheries observers include the following:

- Length frequency of different species
- Sex determination
- Sexual maturity
- Catch composition by weight and percentage
- By-catch identification

During 2015 a total of 2552 fishing trips were recorded. Of these 1966 were carrying observers while a total of 6594 sets of biological data were recorded during these trips. The Fisheries Observer Agency is currently employing a total of 165 seagoing observers and 19 land base personnel. As an equal opportunity employer 38 of these observers are female employees.
OUR VISION STATEMENT

Vision:

To be a leader in catching, processing and marketing of Namibian fish products in the local and international markets.

Mission:

To Exploit the allocated quotas in a sustainable manner while ensuring maximum gain for our shareholders, employees and the Namibian economy.
We are proud that most fishing vessels operating in Namibian waters have NAMFI trained officers working in senior positions.”

Opening its doors in 1996, the Namibian Maritime and Fisheries Institute (NAMFI) saw a need for more qualified Namibians to work on Namibian vessels. At the time of independence, foreigners, in part due to the lack of Namibians with the necessary skills, operated the major vessels in the Namibian waters. For 20 years NAMFI has been playing its role in the ‘Namibianization’ of the fishing industry and has been providing the necessary skills to the supply and service industry that supports fisheries.

In training young officers, NAMFI courses consist of navigation skills, maritime engineering skills, as well as comprehensive maritime safety programmes. Once studies are completed the NAMFI graduates are ready and able to go to sea as ships or ratings officers. NAMFI is targeting young Namibians who are interested in a career at sea. The unemployed who have grade 12 qualification with pass symbols in mathematics, English and physical science, as well as those who are already employed on vessels who have passed grade 10 with mathematics, English and physical science, supported 36 months sea time and wanting to improve their qualifications and rise in ranks.

They also have a number of women going through their organisation, a great development in what has historically been a male dominated industry. “We are really encouraging everybody interested to take up the career,” says NAMFI Director Cornelius Bundje. “There are a remarkable number of women on board vessels in Namibia, especially with the Ministry of Fisheries and Marine Resources, NAMPORT and DeBeers marine.”

In the past many of the students have been sent to NAMFI by companies, investing in the skill set of their crew. A few were privately sponsored.

NAMFI are proud to be extending their national reach. Their satellite campus in Lüderitz has just been upgraded with joint assistance from the government and private fishing companies. The campus, which was inaugurated by the Minister of Fisheries on April 29th, is now able to offer basic and advanced safety courses to the seagoing community operating out of Lüderitz and other industry in the south.

Further partnerships for collaboration are also under discussion. Bundje states that while NAMFI is well set up to provide capable and qualified manpower to operate most vessels, some of the large fishing vessels being used by the Midwater Fishing industry are heavy-weights technologically and more complicated.

NAMFI will therefore, with the help of expert partner establishments in the region, look into finding a workable solution of providing instructors with required qualifications and experience who could assist in teaching areas where Namibian instructors lack necessary expertise.

Fishing Industry
12 May 2016
Fisheries institute aids Namibianisation

**Vision:**
To be the maritime and fisheries training centre of choice in the SADC region.

**Mission:**
To meet the needs of all stakeholders by providing high quality maritime and fisheries training in accordance with international standards.

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- Deck/Engineer Rating

NAMIBIAN MARITIME AND FISHERIES INSTITUTE
For more information on how to enroll at the Namibian Maritime and Fisheries Institute (NAMFI) contact us today.

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Atlantic Pacific goes from Strength to Strength

Atlantic Pacific Fishing came to life in 2013, as a result of a joint venture between three Namibian horse mackerel quota holders, the Hefdy Group of Companies, Namibia Seaweed Processing and Joka Two Fishing, along with China Fisheries Group as the technical partner. Since its inception, the company is successfully harvesting the quotas of the three Namibian quota holders.

Seeking more security in their sector, Atlantic Pacific Fishing decided in 2014 to start investing in their own vessel, the MV Leader. The vessel which is 117 metres long is dedicated to catching their quota of horse mackerel and is able to process and freeze up to 180 tonnes of fish a day. It has a hold capacity of 1950 tonnes. The vessel is 117 metres long and is designed to catch the quota of horse mackerel and is able to process and freeze up to 180 tonnes of fish a day. It has a hold capacity of 1950 tonnes.

Following the commencement of their fishing operations, Atlantic Pacific was recently upgraded and is now HACCP compliant. The company’s confidence in the fisheries policy framework is, indeed, reflected through their commitment to empower Namibians.

Atlantic Pacific is currently in the process of embarking on the construction of a modern fishing factory not only in response to the Government’s call for creating capital investment and job creation in Namibia but also to ensure value extraction from Namibia’s fisheries.

According to retired general Raonga Andima, a director on the APF board, “the determination on the part of APF partners to help develop the fisheries sector gives us an opportunity to renew our dedication to the socio-economic development of our country in the spirit of the Harambee Prosperity Plan and in the knowledge that strong foundations for future prosperity are being built by ourselves as Namibians”.

African Maritime Services: We’re investing and innovating

Starting out 18 years ago in a rented container on a Walvis Bay yard, African Maritime Services have strived since day one to offer the Namibian deep sea fishing fleet the same high quality and innovative fishing gear as used on some of the world’s most demanding fishing grounds such as the North, Barents and Bering Seas. We understand fisherman are some of the last great hunters who still rely on gut instinct and experience of the sea as well as technology. We as fishing gear suppliers have a responsibility to make sure the fleet has access to the latest fishing gear available. From tried and tested netting to twines and hardware, we give the Skipper peace of mind that when he shoots his trawl into the dark ocean below, the gear is up to the job. And when the cod end sensors go off and the trawl is hauled, the vessel can return the maximum amount of production quality fish caught back to shore for processing in the company’s factories.

Euroline netting is a great example of innovative, high quality fishing gear, seen as an improvement on traditional polyethylene (PE) netting. Euroline has been designed with the fisherman in mind, unlike traditional PE netting Euroline which has a braid of green with a yellow flock, and a full core of up to 70 filaments which decrease sand and mud penetration keeping the mesh sizes regular and the trawl square. After extensive research and development, the angle of the braid was tightened 15 years ago to improve abrasion qualities especially when running the trawl up the ramp or over the aft rollers, and when the inevitable abrasion does take place, the 70 filaments inside the coloured braid are black so the fishermen can easily detect any part of the trawl requiring repair or replacing.

Recently AMS introduced new trawls to the Namibian fishing fleet, one in particular called the Urugya. Although this a traditional bottom trawl known throughout the world it has been tailored by our Netmaster Angel Riobo for the Namibian deep water fleet. Using his own experience as a skipper of 20 years fishing the hake grounds of Namibia, the trawl boasts many advantages, one of which is its weight-to-spread ratio,which allows for smaller trawlers to fish through heavy weather and haul sizeable catches. The Urugya has proved successful as a trawl for night operations and in some cases vessels have even reported lower exhaust temperatures leading to small fuel savings.

African Maritime Services also appreciates the need for staff retention and training. This is why the company encourages employees to attend many training seminars and run an in-house training programme covering all aspects of the business from factory floor to administration. As Toni Eremkin is a perfect example of what can be achieved with a motivated training programme. Joining us 10 years ago from Technisa where she was an office manager, the now branch manager of AMS is considered one of the few women in the fishing industry today to have such an extensive knowledge of commercial fishing gear.

All in all, when it comes to commercial fishing, AMS stands by our motto “Deep Down You Can Depend On Us.”

PEOPLE POWER: African Maritime Services team members Angel Riobo (Left) and Toni Eremkin (Right). Photo: African Maritime Services
Catamaran Charters - Luxury at Sea

**JESSICA BROWN**

I was simply beaming when I got off the boat. Spirits were soaring, and not just because my companions and I had been doing our best work on the sparkling wine, the oysters and the canapés. Although this undeniably helped!

The product that Catamaran Charters are offering is one easy to rave about. Despite a murky mist, we felt an overwhelming sense of holiday and luxury, in part due to the attentive service provided by Catamaran Charters’ staff.

The boat trips show you the best of Walvis Bay. Leaving from their quaint Waterfront jetty, you come up close and personal with seals, are dive-bombed by pelicans, get visits from dolphins – and if you’re lucky – whales, sunfish and turtles too. All the while the knowledgeable guide peppers you with interesting facts about the history, ecology and economy of the area, with plenty of jokes and good-hearted banter sandwiched in between.

The trip around Pelican Point and the seal colony is especially impressive, and made even more enjoyable when you’re snuggled up in fluffy blankets and are being served hot coffee or warming sherry.

As Catamaran makes its way back to shore, the crew invite you to sample the oysters from the bay, served along with selections of local fish, calamari and generous helpings of crisp bubbly from South Africa. At this point the sun joined up from behind the clouds and we returned to shore accompanied by the pelicans, in a blaze of light, with sparkling seawater and a very merry buzz.

The boat trips are determined to keep tourism in Namibia accessible to Namibians and have practical experience and, says Keulder, “young people bring energy and keep us from going stagnant!”

Keulder is also encouraging young people to branch into tourism. The companies take in interns to give them a taste of the industry as well as graduates from the Namibian Maritime and Fisheries Institute giving the new skippers a chance to build up their theoretical knowledge and practical experience. Keulder explains that they adapt to suit different groups, ages, and interests and they like as much as possible to give individual attention and have a personal touch. He adds that it is so important that the guests are not treated “like cattle”. We certainly didn’t feel like cattle, or if so, prize pedigree cattle beloved by the farmer.

The company takes its role in the Namibian Tourism sector seriously. They are keen to promote Namibia’s beautiful coast and make it as synonymous to Namibia as ‘game’, ‘vistas’ and ‘deserts’ currently are. Their sister company does 4×4 tours to Sandwich harbour giving both tourists and locals the dune-meets-sea experience, but in a controlled, environmentally friendly and sustainable way.

The company subscribes to the vision “excellence in food processing” and operates under HACCP compliance and EU Accreditation. Its products comply with the standards and regulations set by the National Regulator for Compulsory Specifications (NRCS) and Namibian Standards Institutions (NSI).

**Etosha fishing - a leading player in the Namibian fishing industry**

Etosha Fishing Corporation, first known as the Walvis Bay Canning Company, pioneered Namibia’s fishing industry in the 1940s with the country’s first fishmeal and canning plant. Today Etosha Fishing is a leading player in the Namibian fishing industry and considered to be one of the foremost round can production facilities in the world.

Etosha Fishing is proudly associated with the Lucky Star brand, the canned fish market leader in southern Africa which is well-known in many world markets, through a shareholding agreement with Oceana Group Limited concluded in 2000. It also cans Namibian horse mackerel under its own EFUTA Maasbanker brand.

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**Tours are tailor-made to suit the party. Owner Theunis Keulder explains that they adapt to suit different groups, ages, and interests and they like as much as possible to give individual attention and have a personal touch. He adds that it is so important that the guests are not treated “like cattle”. We certainly didn’t feel like cattle, or if so, prize pedigree cattle beloved by the farmers.**

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**Innovative thinking**

With Namibia’s fishmeal resources under pressure, Etosha Fishing is well-known for its innovative thinking in order to ensure the sustainability of the company and the development of the local fishing industry. It has been importing in excess of 50,000 metric tons of frozen pilchards for processing on local soil since 2010, which has contributed to more than 50 weeks of additional employment for seasonal workers during the 2010 to 2016 period. Etosha Fishing’s allocated total allowable catch (TAC) of pilchard and horse mackerel only provides employment for approximately 2 to 3 months of the year. Through these imports jobs are extended by at least another 5 months of the year.

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For more information visit our website at www.etoshafish.com.na
Pelican Point lighthouse as seen from the boat.

EFUTA Maasbanker was successfully introduced to the Namibian retail market, with exports to several countries on the African continent following soon thereafter.

It is the first Namibian canned product to receive the NSI’s Standard Mark of Conformity product endorsement. EFUTA Maasbanker is also a proudly Namibian product endorsed by Team Namibia and carries Halaal certification.

This pioneering venture was fuelled by repeated calls in recent years by the Namibian Ministry of Fisheries and Marine Resources for employment creation and value addition in the fishing sector.

Moreover, the venture allows for a more sustainable business operation with secure, long term employment for Namibians.

INNOVATIVE THINKING

With Namibia’s pilchard resources under pressure, Etosha Fishing is well-known for its innovative thinking in order to ensure the sustainability of the company and the development of the local fishing industry. It has been importing in excess of 30,000 metric tons of frozen pilchards for processing on local soil since 2010, which has contributed to more than 50 weeks of additional employment for seasonal workers during the 2010 to 2016 period.

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In support of national plans and policies to boost growth at home, Etosha Fishing is working tirelessly to turn our fishing rights into value for the entire nation. As industry leaders we have been applying responsible and innovative business thinking since 1940.

Making sure that no one in Namibia goes hungry is not only the responsibility of Government.

Today this commitment remains steadfast towards Government and our shared quest for sustainable resource management, job creation and industry development. Etosha Fishing was the first to can Namibia’s national fish, horse mackerel, under our EFUTA Maasbanker brand and is also the proud Namibian home of the iconic Lucky Star canned pilchard brand. Our products are canned under the highest quality standards ensuring goodness from the sea. High in Omega-3 fatty acids and protein, our canned fish products provide a nutritious meal at affordable prices to all Namibians.

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MORE A PARTNER THAN JUST A SUPPLIER

African Maritime Services

Southern Africa’s leading supplier of the following products and services:

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- Floats, Fenders & Buoys
- Wire & Fibre Rope
- Splicing & Socketing
- Marine Hardware
- Chain & Wire Slings
- Netting & Twines
- Trawl Monitoring Systems
- Rockhoppers & Discs
- Trawl Manufacturing
- Rigging Services
- Trawl Doors
- Lifting & Mooring Systems
- Spooling Services

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