



MAXIMISING POTENTIAL OF HIGH VALUE CROPS

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PRESENTATION OUTLINE

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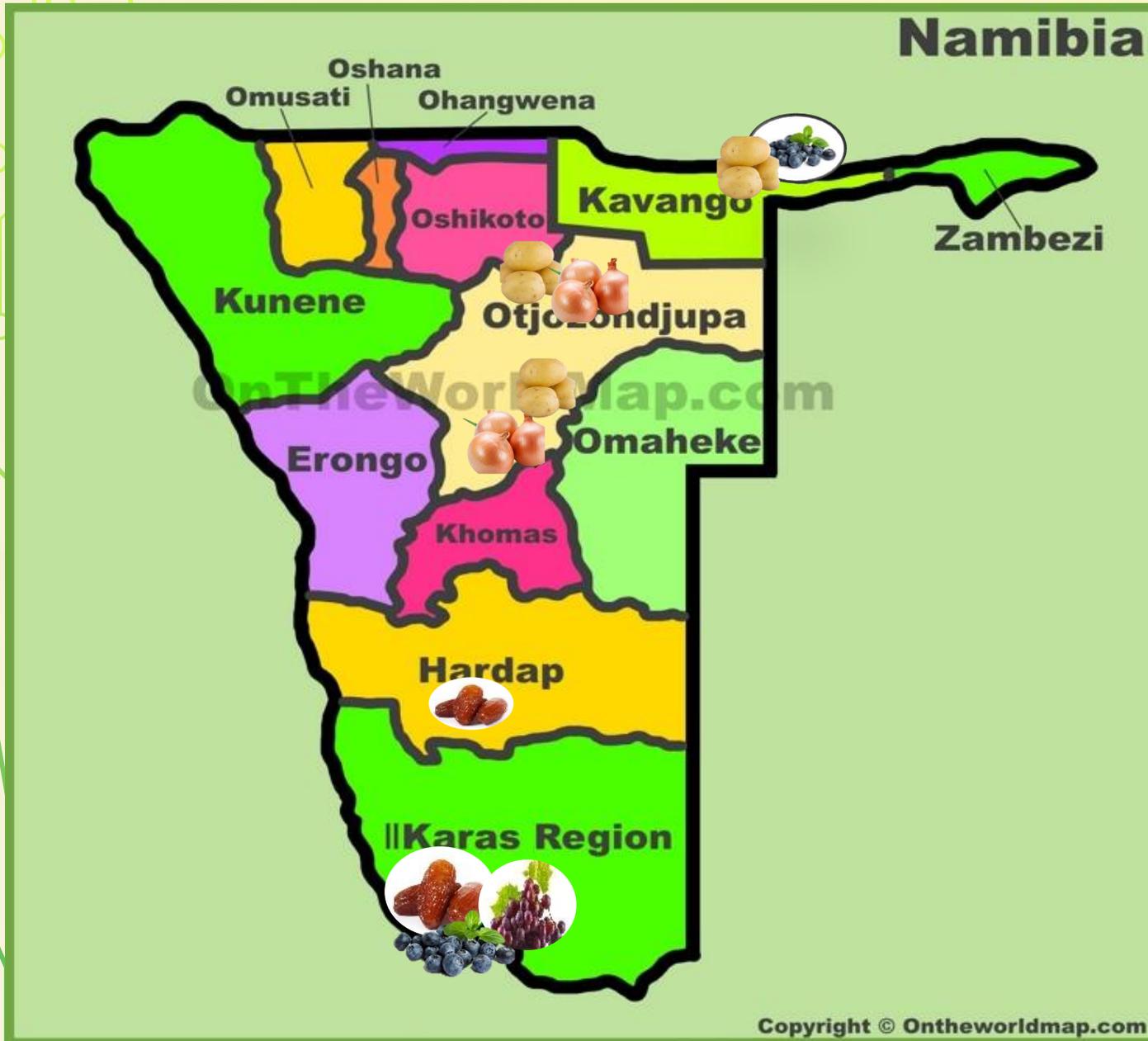
1. INTRODUCTION

- High Value Crops (HVCs) generally refers to non-staple agricultural crops such as vegetables, fruits, flowers, and ornamentals
- Most high value crops are known to have a higher net return per hectare of land than staples or other widely grown crops
- HVCs often do not form part of the customary diet of the local population and are mainly grown for their cash values in domestic and export markets
- Diversification towards high value crops offer great scope to improve farmers income.
- In Namibia HVCs are mainly cultivated by a few commercial/established farmers
- Most of the HVCs produced in Namibia, are mainly exported to international markets

2. LIST OF HIGH VALUE CROPS (LOCAL CONTENT)

HIGH VALUE CROPS	
1. Potato	
2. Onions	
3. Grapes	
4. Dates	
5. Blueberries	

3. WHERE ARE HIGH VALUE CROPS PRODUCED IN NAMIBIA



4. DOMESTIC AND EXPORT MARKET ANALYSIS

HVCs	DOMESTIC VALUE N\$	IMPORT VALUE N\$	EXPORT VALUE N\$
1. Potato	N\$58 Million (10 000 tons)	N\$109 Million (24 000 tons)	N\$1.1 Million (262 tons)
2. Onions	N\$25 Million (4 254 tons)	N\$13 Million (2500 tons)	N\$44 Million (8 000 tons)
3. Grapes	N\$6 Million (416 tons)	N\$13 Million (998 tons)	N\$1 Billion (30 000 tons)
4. Dates	N\$164 Thousand (12 tons)	N\$45 Thousand (1.74 tons)	N\$70 Million (1445 tons)
5. Blueberries	N\$13 Million (78 tons)	N\$5 Million (28 tons)	N\$92 Million (530 tons)
TOTAL	N\$103 Million (14 760 tons)	N\$142 Million (27 527 tons)	N\$1.2 Billion (40 237 tons)

NB: These HVCs makes up 90% of the total Fresh Fruit and Veggies produced in Namibia, and makes up 50% of total domestic demand.

5. EXPORTS MARKETS (CURRENT & POTENTIAL)

Europe (70%): **Grape** (EU countries). **Dates** (UK, Netherlands)

Asia (10%): **Date, Grape** (United Arab Emirates)

North America (5%): **Grape** (Canada)

Africa (15%):

South Africa (10%): **Grape, Date, Onion, Potato.**

Angola (5%): (Onion, Potato)

Potential Expo Markets:

DRC-**Onions**

Asia (China) & USA, Africa:

Grapes, Dates, Citrus, Berries

(blueber,cranber,strawber,rasber)



6. SURPRISE FACTS

Onion export potential to DRC

Exporters	Value imported in 2018 (USD thousand)	Share in Congo, Democratic Republic of the's imports (%)	Quantity (tons) imported in 2018	Average distance between partner countries and all their importing markets (km)
Total	4,376	100	15,525	
Netherlands	3,991	91	14,795	3,042
France	158	4	3	1,066
Belgium	90	2	319	982
South Africa	83	2	189	1,425
Namibia	20	1	42	1,328
Angola	15	0	13	3,035
China	9	0	87	2,573
Morocco	8	0	60	2,305
Tanzania, United Republic of	2	0	17	923

6. SURPRISE FACTS CONT.....

Citrus Export Potential to International markets

CITRUS FRUIT LOCAL PURCHASES VERSUS IMPORT 2018/2019 (Tonnage)				
Prod Name	Local Purchases Tonnage	Import Tonnage	Total Tonnage	Opportunity to increase local production %
CLEMENTINE	0.00	96.78	96.78	100%
GRAPE FRUIT	0.00	76.76	76.76	100%
KUMQUAT	0.03	3.48	3.52	99%
LEMON	37.17	461.63	498.80	93%
LIMES	0.00	18.73	18.73	100%
MINEOLAS	0.00	38.91	38.91	100%
NAARTJIES	13.40	540.38	553.78	98%
ORANGES	283.08	3,346.74	3,629.82	92%
SATSUMAS	0.00	7.15	7.15	100%
TOTAL	333.68	4,590.57	4,924.25	93%

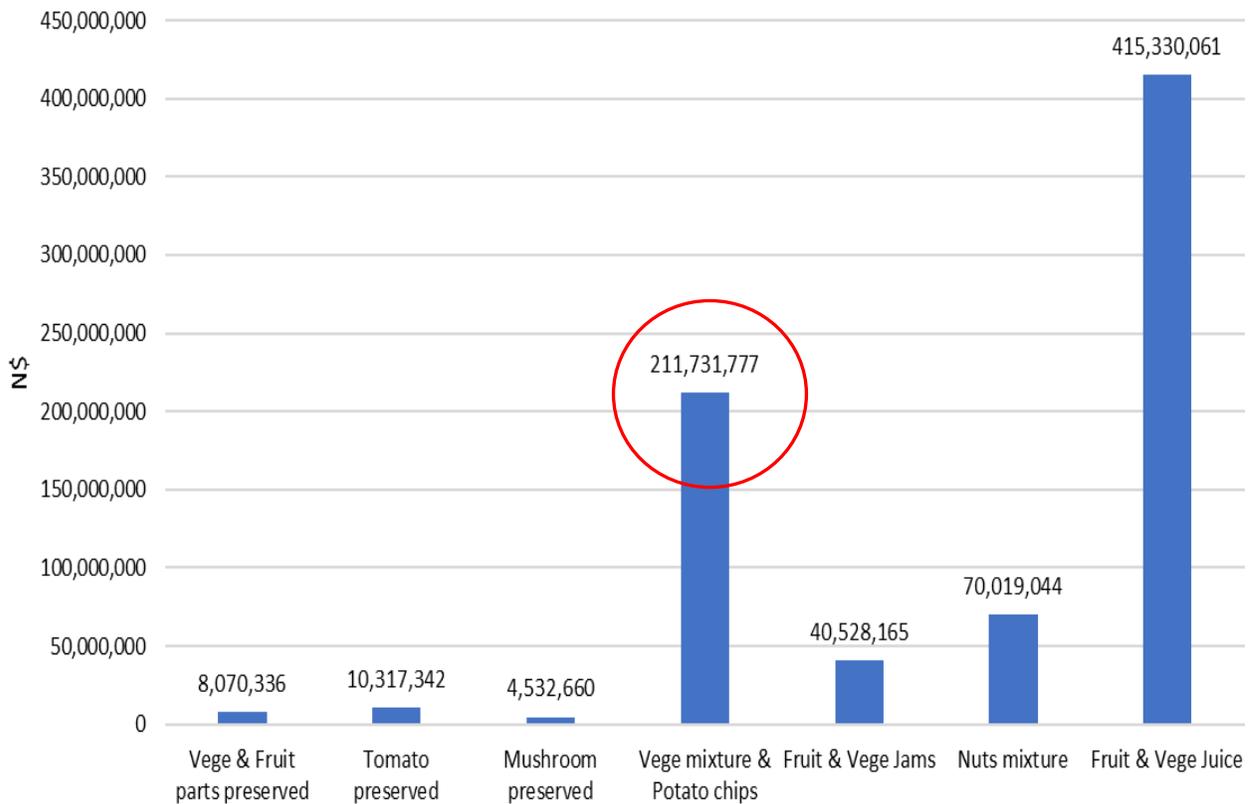
CITRUS FRUIT LOCAL PURCHASES VERSUS IMPORT 2018/2019 (Monetary Value)				
Prod Name	Local Purchases Value (N\$)	Import Value (N\$)	Total Value (N\$)	Opportunity to increase local production %
CLEMENTINE	0.00	1,207,345.39	1,207,345.39	100%
GRAPE FRUIT	0.00	805,635.26	805,635.26	100%
KUMQUAT	391.00	40,743.00	41,134.00	99%
LEMON	429,824.85	4,746,395.90	5,176,220.75	92%
LIMES	0.00	269,022.78	269,022.78	100%
MINEOLAS	0.00	406,293.47	406,293.47	100%
NAARTJIES	147,586.00	4,434,589.39	4,582,175.39	97%
ORANGES	2,613,202.39	19,794,139.88	22,407,342.27	88%
SATSUMAS	0.00	85,723.59	85,723.59	100%
TOTAL	3,191,004.24	31,789,888.64	34,980,892.88	91%

South Africa exports citrus to a value N\$13.2 billion annually, to international markets

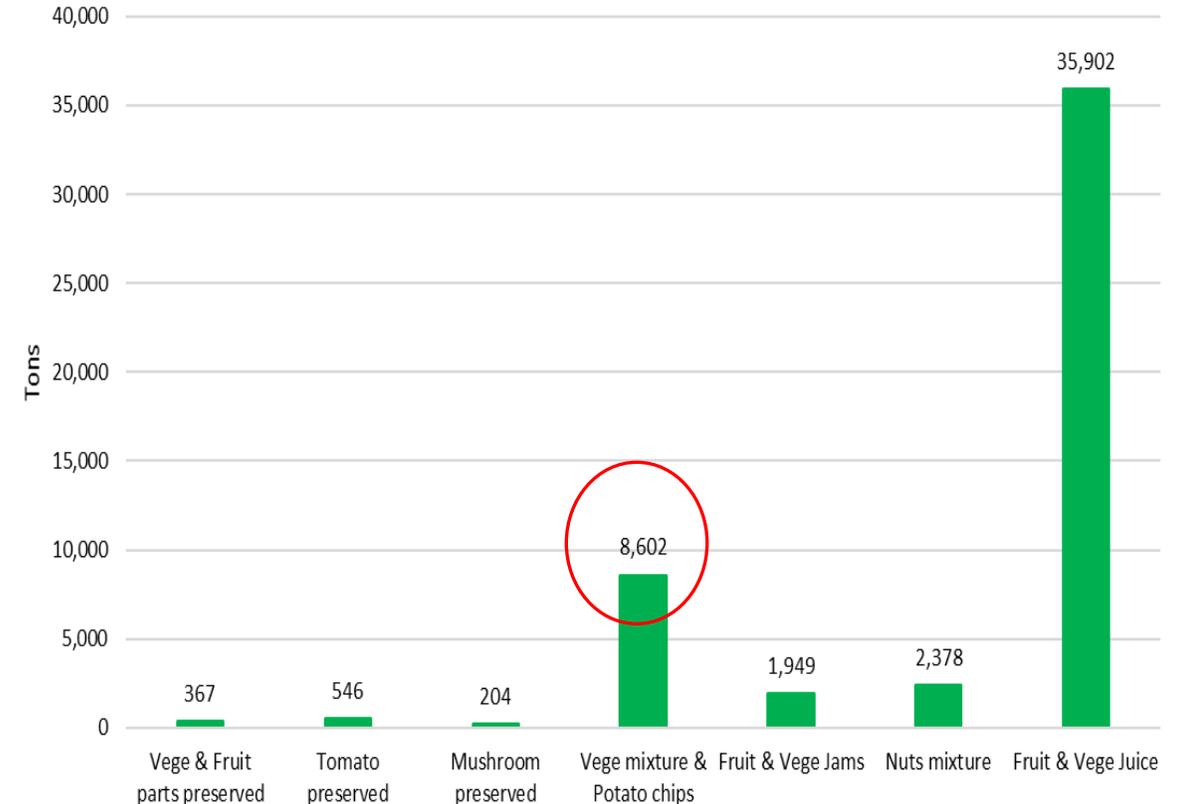
6. SURPRISE FACTS CONT.....

French Fries Imports

Value (N\$) of processed fruit and veg imported during 2018



Tonnage of processed fruit and veg products imported during 2018



6. SURPRISE FACTS CONT.....

Seed Potato transit via Namibia

SEED POTATOES IMPORTS BY TARGETED NEIGHBOURING COUNTRIES -2018			
Importer	Exporter	Tonnage	Value (N\$)
Zambia	Germany	1,450	19,656,000.00
	South Africa	868	10,878,000.00
	Neitherlands	30	3,976,000.00
Total		2,348	34,510,000.00
Importer	Exporter	Tonnage	Value (N\$)
Angola	Belgium	1,279	17,178,000
	France	753	10,472,000
	Portugal	662	10,122,000
	South Africa	332	4,606,000
	Neitherlands	197	2,548,000
	UK	158	1,834,000
TOTAL		3,381	46,760,000
Importer	Exporter	Tonnage	Value (N\$)
Zimbabwe	South Africa	6,011	73,276,000.00
	Neitherlands	729	7,994,000.00
	UK	150	1,988,000.00
	Germany	75	1,022,000.00
TOTAL		6,965	84,280,000
Importer	Exporter	Tonnage	Value (N\$)
Botswana	South Africa	809	8,218,000.00
	Neitherlands	280	2,632,000.00
	Germany	126	1,078,000.00
TOTAL		1,215	11,928,000
GRAND TOTAL		13,909.00	177,478,000.00

Namibia only imports 2027 tons (N\$18 million) seed potato from South Africa
 Deficit of 2000 Tonnes of Seed Pot, to cover import consumption gap of 24 000Tonnes

7. HOW DO WE MAXIMISE POTENTIAL OF HVCs

- By granting special incentives for registered investors
- Committed patient funding
- Sector research and development for HVCs
- Constant generating of new markets, as we continuously develop HVCs
- Relooking into our trade agreements (better facilitation)
- Cost drivers, means of production for HVCs need robust and urgent rethink (energy, fertilizer & water)

8. KEY TAKEAWAYS

- Value proposition for HVCs investment, it's a given
- Namibia has the potential to unlock new markets, on the backdrop of expansion of HVCs
- The trend is set, lets expand on the good work established already
- Mind-set change, away from inward looking approaches
- We need to understand better, if we want to perform better



IF YOU CLOSE EYES TO FACTS, YOU WILL LEARN THROUGH ACCIDENTS

THANK YOU!!!