

# The Growing Demand for Quality Locally Produced Fresh Produce

Louis Peens



**FOOD LOVER'S MARKET**

# My background...

- Louis Peens - Bcompt Honns.
- Started career in fresh produce 1994
- Opened and managed Distribution Centres for FRESHMARK / Shoprite
- Procuring fruit and vegetables in Namibia since 1997
- Started Fruit & Veg City Namibia in 2001



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## Current positions held...

- Managing director and Shareholder
  - **Fruit & Veg City Namibia Group**
- Chairman – Namibian Association of Traders in Fresh Produce (**NATFP**)
- Vice Chairman – National Horticulture Task Team(**NHTT**)



# FRUIT & VEG CITY NAMIBIA GROUP

Fruit & Veg City Namibia Pty  
Ltd - 2001



Freshers Meat  
Packers - 2011

Food Lovers  
Market – Swk  
2003

Fresh Produce  
Market – Wbay -  
2007

Windhoek Town  
Centre - 2008

Food Lovers  
Market Metro -  
2011

**New Store 2014**

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# FRUIT & VEG CITY NAMIBIA GROUP

## “stats”

- Employees 413
- Annual retail customers in Namibia 2,634,684
- Wholesale and distribution customers 515
  - Fresh Produce Market Division
  - **Certified by NAB as 100% local produce distributor.**
- Local Namibian Producers
  - Fruit & vegetables 94
    - Organic x 4
  - Meat 30
- Local Namibian Packaging supplier 4
- Local Namibian Transporters 15



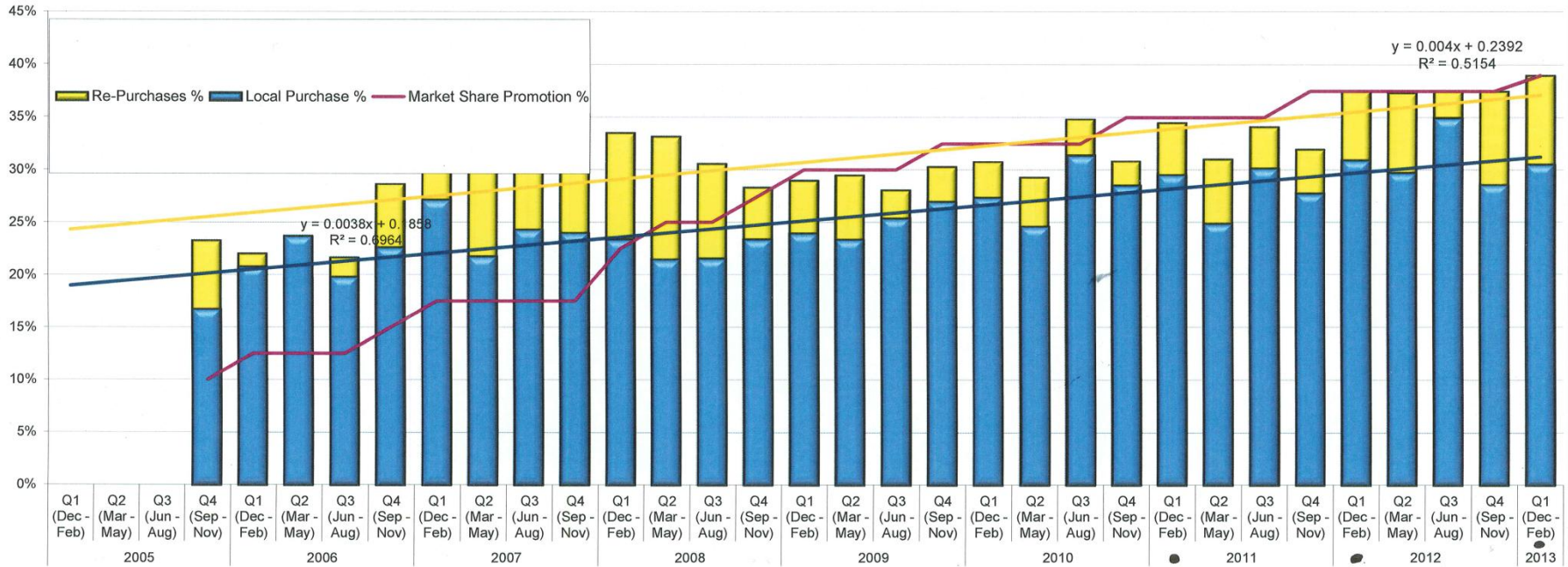
# Market Share Promotion

- **MSP %** = N\$ Local produce / N\$ Total produce  
(N\$ Local produce + N\$ Imported produce)
- Started in 2005 at 2.5%
- Increased by 2.5% on NHTT meeting after negotiations every 3 months
- Currently at 39%
- Managed and enforced by the **NAB**

# MSP % v. Actual local%

Local Purchase Percentage

Annex 4



# NAMIBIAN AGRONOMIC BOARD

## Horticulture “stats”

- **IMPORTING TRADERS**

**68**

– Caprivi area	2
– Kavango area	2
– Karstland area	9
– North Central area	10
– Central area	24
– Coastal area	12
– South area	9



# NAMIBIAN AGRONOMIC BOARD

## Horticulture “stats”

- **PRODUCERS**

**190**

– Caprivi area	18
– Kavango area	38
– Karstland area	46
– North Central area	34
– Central area	34
– Coastal area	
– South area	20



- **Join your local NHTT - Area Committee!**
- **Get your details on the NAB database!**

# Known challenges for Traders –

- **Seasonality**
- **Regular FRESH deliveries**
- **Consistent QUALITY**
- **Central Coordination and Distribution**
- **Achieving MSP%**



**Known challenges for TRADERS**  
**with Organic –**

- **Informing, motivating and Convincing customers**
- **Differences in display requirements**
- **Price point – competitive with conventional produce**
- **No Volumes produced yet!**
- **Seasonality**
- **Regular FRESH deliveries**
- **Consistent QUALITY**
- **Central Coordination and Distribution**



**Thank  
You**



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