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GAIN Report

Global Agricultural Information Network

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Namibia Opens Market for U.S. Poultry Meat and Poultry Products

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Report Highlights:

In May 2018, Namibia officially opened its market for U.S. processed and unprocessed poultry products from establishments approved for export by the United States Department of Agriculture (USDA) Food Safety and Inspection Service (FSIS). In 2017, Namibia imported 29,500 tons of broiler meat, valued \$27.9 million. Due to the recent rise in demand, Post estimates that Namibian broiler meat imports will increase by about 3.5 percent, reaching about 30,500 tons in 2018. The U.S. will face competition from South Africa, Brazil and the Netherlands, which enjoy majority of the market share. Compared to beef and pork, broiler meat is relatively affordable and is increasingly becoming an important protein source in the diet of many Namibians.

Namibia Opens Market for U.S. Poultry Meat and Poultry Products

In May 2018, Namibia opened its poultry market to U.S. processed and unprocessed poultry products, one year after the U.S. submitted its request for market access to Namibia. Establishments approved for export by the United States Department of Agriculture (USDA) Food Safety and Inspection Service (FSIS) are eligible to export processed and unprocessed poultry and poultry products to Namibia. The Namibian government also accepted regionalization in the U.S. in the event of Highly Pathogenic Avian Influenza (HPAI) outbreaks.

Post estimates that Namibian broiler meat imports will increase by about 3.5 percent, reaching about 30,500 tons in 2018. This growth in broiler meat imports will likely be driven by an increase in local demand as broiler meat is relatively affordable and is becoming an increasingly important protein source in the diet of many Namibians. The growth in the consumer demand for broiler meat is likely to be supplemented with imports, as Namibia's primary poultry producer is currently unable to meet local demand. Approximately, 50 percent of the broiler meat market is supplied by the local producers, with the balance supplied by imports mainly from South Africa. In 2017, Namibia imported 29,500 tons of broiler meat, valued \$27.9 million, with South Africa, Brazil and the Netherlands having a combined market share of 85 percent. Broiler meat imports account for more than 94 percent of the Namibian poultry imports, with turkey meat largely accounting for the remaining balance. For more information about the Namibian meat market, please see [Namibia Relaxes Ban of Poultry Imports from South Africa](#), and [Namibia's Broiler Meat Consumption Expected to Increase Steadily](#).