

Media Coverage on Namibia's Fisheries Sector

January 2019 – May 2019 Highlights
Namibian Print & Broadcast Media



NaMedia
Namibia Media Monitoring

Namibian media (most noticeably The Namibian) created positive awareness towards the development of Namibia’s fishing sector.

Hangana Seafood to construct N\$300m factory

Business | 2019-04-17

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MFV Oshiveli – Tunacor's ‘Firstborn’ goes fishing

The MFV Oshiveli (oshiveli meaning “firstborn” in Oshiwambo) has caught her first fish.

In January 2019 during her sea trials off Walvis Bay, the brand new MFV Oshiveli owned by Tunacor Fisheries Ltd landed her first catch.

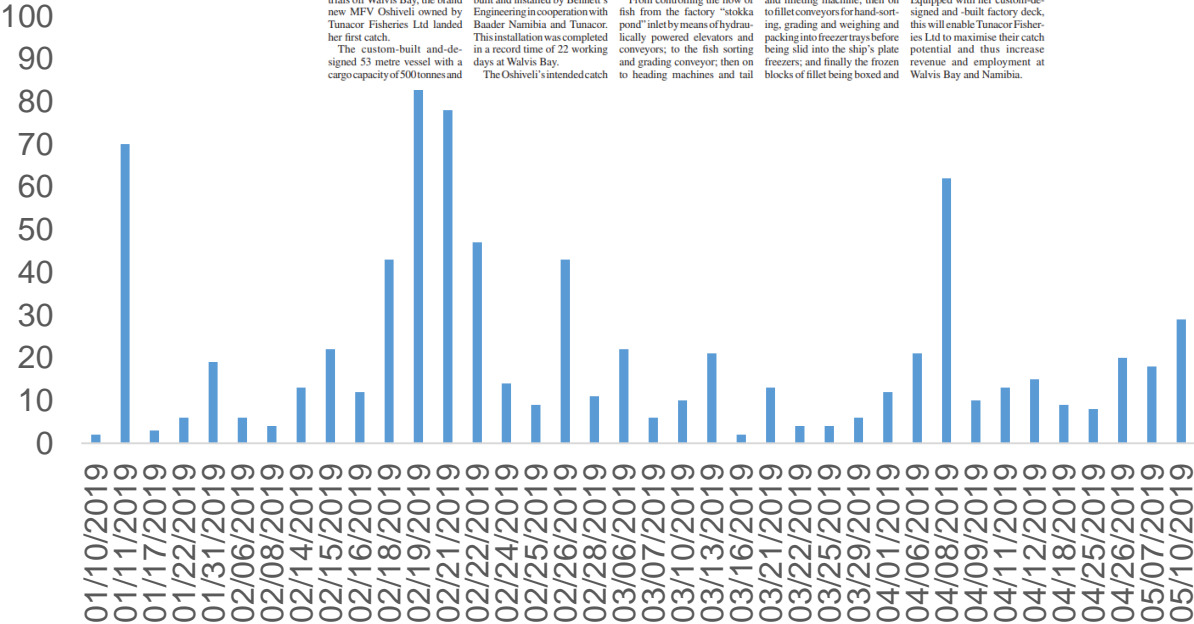
The custom-built and designed 53 metre vessel with a cargo capacity of 500 tonnes and a freezing capacity of 40 tonnes a day, was partially built in Spain and completed at Walvis Bay.

The factory deck, which is the heart of the vessel, was designed, built and installed by Bennett's Engineering in cooperation with Baader Namibia and Tunacor. This installation was completed in a record time of 22 working days at Walvis Bay.

The Oshiveli's intended catch comprises horse mackerel and white fish such as hake, which this vessel's modern high-tech factory deck is able to completely process on board.

From controlling the flow of fish from the factory “stock pond” inlet by means of hydraulically powered elevators and conveyors; to the fish sorting and grading conveyor; then on to heading machines and tail saws, gutting tables and rotary washers; then packing for freezing in the ship's blast freezers; or directing the white fish to the sophisticated Baader heading and filleting machine; then on to fillet conveyors for hand-sorting, grading and weighing and packing into freezer trays before being slid into the ship's plate freezers; and finally the frozen blocks of fillet being boxed and strapped, this factory is one continuous slick operation.

MFV Oshiveli is a welcome introduction to the ageing Namibian fishing fleet. Equipped with her custom-designed and -built factory deck, this will enable Tunacor Fisheries Ltd to maximise their catch potential and thus increase revenue and employment at Walvis Bay and Namibia.



Environmental sustainability, job security, productivity, and illegal fishing were amongst topics generating most negative statements. Top of recall for driving most positive public perceptions, were sponsorships and the development of and investment into impoverished communities.

Fish project aims to produce more

• LUQMAN CLOETE

THE Fonteintjie community fish farm at Keetmanshoop has set a target of producing one tonne

Namibian, was positive that the fish farm will soon yield the targeted results to feed more needy people and to create job opportunities.

He explained that the six ponds at the operations 10 years back. “Currently we do not sell the fish harvested at the ponds because the priority is to assist the needy people to add high-value protein to their diet,” he added.

Nam fisheries is no ‘small fry’ – Amukwa
Gendev gears up to scale new heights

G ENDEV, which prides itself as the first ever, in the history of Namibia, to open a state-of-the-art horse mackerel onshore processing plant, has a long presence in the local fishing industry and is still going strong. Initially starting off in the pilchard industry, the company

company said. The wet onshore processing plant, which is 72% Namibian-owned, was inaugurated in 2014 by fisheries and marine resources minister Bernhard Esau.

This is for its wet landing and onshore processing of a value addition horse mackerel quota, wet hake catch and processing, as well as sea frozen horse mackerel. The workforce due to onshore processing consists of 55% females versus 45% males. Gendev uses its N\$100 million Na-

1kg IQF retail bags, Omega polony made of horse mackerel, and horse mackerel sausages are amongst the value-added products that have been introduced to the markets and can already be found in retail stores throughout Namibia and South Africa under the brands of Gendev.”

Krossford, and processed onshore to sustain full employment at its shore-based processing plant, as well as 20 000 tonnes horse mackerel to be processed and frozen at sea through its investment in the sea frozen vessel Venus 1.”

Skills are a Challenge to Fishing Sector

Trust expected to net 21,4kg fish per Namibian

• ADAM HARTMAN

THE Ministry of Fisheries and Marine Resources, for the past 28 years, travelled a journey of continuous change, exploring new paths to success and greatness in the quest to position Namibia to be a leading nation with a well-developed aquaculture industry.

through rigorous scientific stock assessments,” he explained.

PLANNING

The ministry has a five year strategic plan (2017/2018 – 2021/2022) which is informed by the fifth National Development Plan, the Harambee Prosperity Plan and guided by Vision 2030.

in the Okavango and Zambezi rivers, involving the use of illegal (undersize) nets. To address this situation, Esau said the ministry has approached the Namibian Police and Namibia Defence Force to patrol the northern border. “The fishing industries have shown interest in assisting the ministry with resources to increase our monitoring coastal patrols. The ministry has also succeeded in a coordinated government and

• ADAM HARTMAN

THE Namibian government has set the consumption target of 21,4kg fish per Namibian by next year, and the Namibian Fish Consumption Promotion Trust (NFCPT) is tasked to



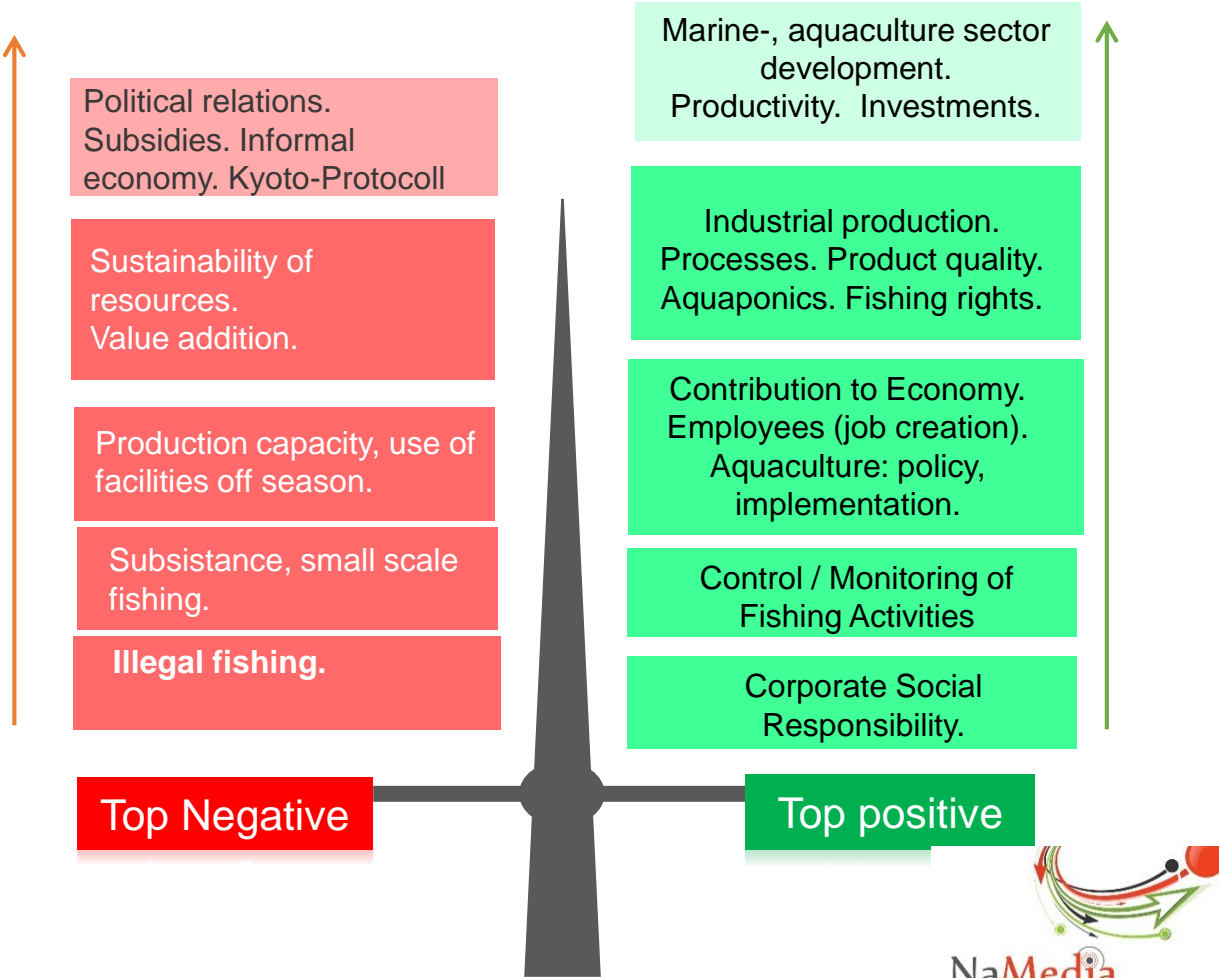
January 2019 – May 2019: Namibian Print, Radio, TV Editorial Coverage

Most negative coverage stemmed from The Allgemeine Zeitung, whilst independent The Namibian, and state-owned The New Era generated most positive coverage.

Media Driving Most Volume Coverage

	Negative	Neutral	Positive
The Namibian	0	105	32
Allgemeine Zeitung	67	56	7
NBC Kati FM	0	49	23
NBC English Radio	0	35	31
Republikein	0	39	22
Confidente	0	60	0
New Era	0	0	48
Good Morning Namibia	0	18	24
NBC Hartklop FM	7	31	0
Kundana	0	10	24
NBC Funkhaus Namibia	8	24	0
Erongo (insert)	0	10	14
Informante	0	19	0
Namib Times	0	10	8
Omulunga	0	0	11
NBC News	0	0	2

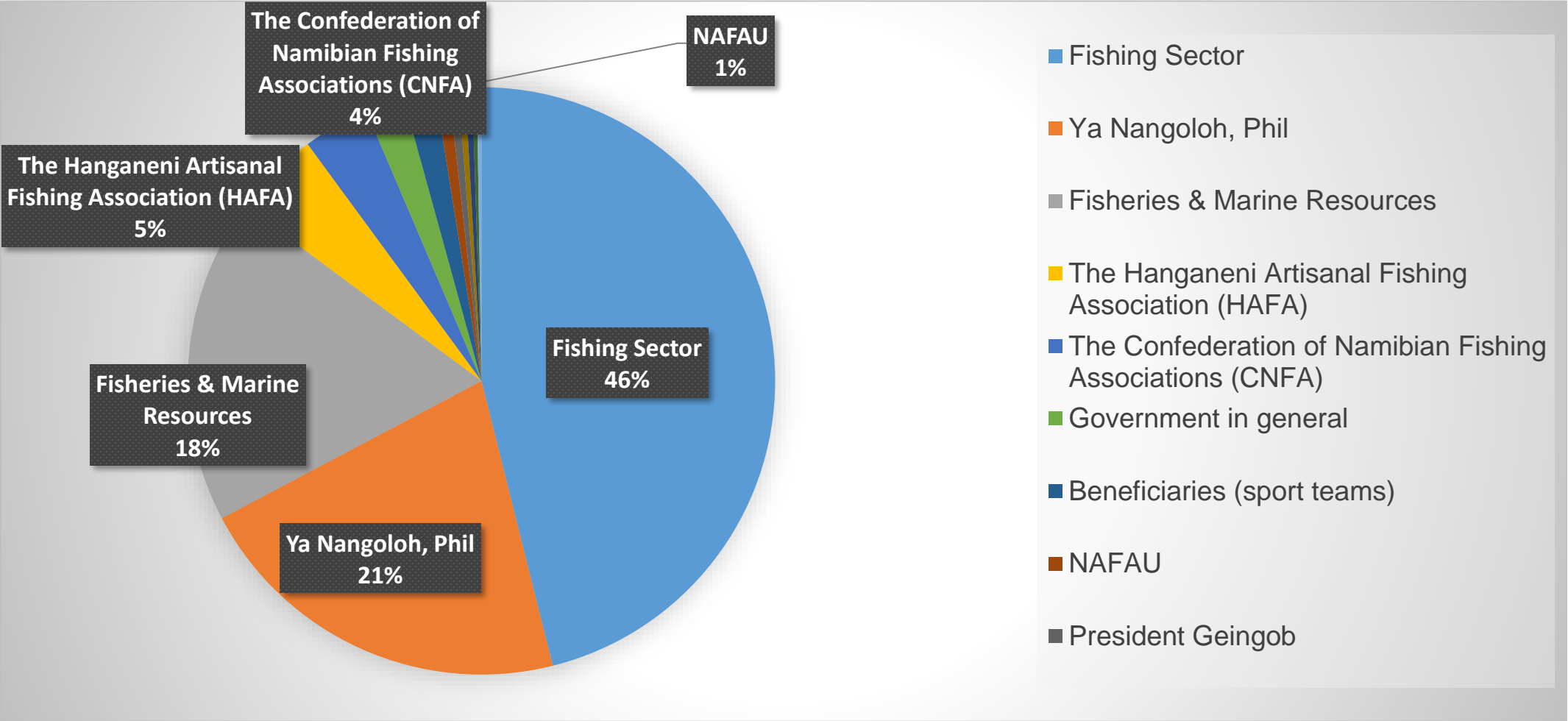
Other than CSR, the industry attracted positive stakeholder awareness towards proactive monitoring and protection of the industry, contribution to Namibia’s GDP, product quality, and industrial development / investment towards enhanced productivity.



January 2019 – May 2019: Namibian Print, Radio, TV Editorial Coverage

Referenced for contributing most public communications were industry role players, Activist Phil Ya Nangoloh, Ministry of Fisheries (only 18% of all coverage), and the Hanganeni Artisanal Fishing Association (HAFA) for which the latter communicated with mainly negative sentiment (voicing the need to empower local fishermen).

Fisheries effectively competed for 1,5% of all media coverage (in comparison with all other industries on the public agenda). Effectively, banks and financial institutions took up the lion share of media coverage (26%), whereas energy took up 7,4% and telecommunications 6,2% respectively.





Methodology

Print Media

New Era

The Namibian

The Republikein; The Namibian Sun

The Allgemeine Zeitung

(Including all NMH inserts)

Informante; The Patriot; Windhoek Observer ; The Villager; Confidente

Namib Independent; Prime Focus

Kundana; Namib Times; Namibia Daily News; The Economist; Agriforum



TV

NEWS: NBC, One Africa, NBC Business Today,

Good Morning Namibia, Talk of the Nation, One on One, Focus 2030



Radio

NBC English; NBC Omurari FM; NBC Funkhaus Namiba; NBC Kati FM; NBC Kaisames FM; NBC Nwanyi FM

Hit Radio; NBC Hartklop FM,

Radio Wave; Fresh FM

99 FM; Base FM

Kanaal 7; Kosmos; Energy; Omulunga FM



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