



The Meat Board of Namibia is pleased to assist consumers with basic information about red meat to ensure that the consumers gets the meat he/she prefers and that he/she gets value for money.

With the **Get Meat Wise Campaign** the Meat Board has the following aims:

Creating awareness of red meat and educating Namibian consumers on:

- Nutrition of meat
- Healthiness of meat
- Eating qualities
- Correct preparation of meat
- Food safety
- Hygiene

Improving standards of butcheries and abattoirs by a grading system named the "Seal of Quality":

- Assurance of the consumer that he/she gets what they pay for
- Assurance of hygiene
- Assurance of eating qualities
- Assurance of safe meat

Improvement of informal slaughtering:

- Establish standards with and for the informal sector regarding meat storage, sales and preparations
- Improve opportunities to purchase affordable and good quality meat
- Providing info on basic hygiene

Targeting schools - Today's children are the future consumers

- Improvement of the knowledge of the correct preparation of meat
- Education on eating qualities
- Education on food safety

Restaurants/ Lodges/ Hotels

- Promote Namibian beef and lamb
- Provide info on FAN Meat