



SEED Initiative

supporting entrepreneurs for sustainable development

Founding Partners



AFRICA WINNER 2013

The Dried Fish/Food Company (DFC) manages a value-added fish and food processing facility focused on solar-dried products. In partnership with a women entrepreneurs' organisation, the enterprise provides day-to-day food for rural and urban communities, proactively managing food security and reducing the economic gender gap.



The Dried Fish / Food Company, Namibia

BUSINESS MODEL

The enterprise purchases frozen horse mackerel from local factories and dries it in a solar energy process. The fish is then transported in bulk to outlets run by WEDI, a women's cooperative, which owns the exclusive distribution rights. The enterprise's primary focus is on rural areas. It is replicable across Africa.


WEDI has enterprises across Namibia's 14 regions. The dried fish is an additional, exclusive, high-demand product, complementing the existing activities of WEDI entrepreneurs.

ENTERPRISE FAST FACTS

Location	Windhoek
Year founded	2012
Sector	Fisheries
Product/Service	Dried fish

CONTACT

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Social impacts:

- Improving security of nutrition, especially during periods of drought or food shortages. The product represents an affordable alternative source of protein and is easy to store.
- Improving gender equity and the empowerment of women by providing training and capacity-building in business development and dried fish processing.

Environmental impacts:

- Reducing the carbon footprint by using 70 % solar energy to dry the fish.
- Decreasing waste by using fish waste to make fertiliser.
- Reduce climate vulnerability through protein source diversification.

Economic impacts:

- Creating rural jobs in dried fish facilities – WEDI women are the primary distributors.
- Aiming to sell 166 tons of dried fish each year in a minimum case scenario.
- Spreading the benefits of Namibia's marine resources to needy inland communities.

” Namibia’s fishing sector is hugely successful and should provide economic opportunities for Namibians through job creation, adding value and diversification.

Scaling up activities:

- Pursue expressions of interest from other Namibian fishing companies and the government’s Fish Consumption Promotion Trust project, which aims to promote the consumption of fish throughout the country.
- Focus on neighbouring markets, such as rural areas of Southern Angola and the Democratic Republic of Congo, and on land-locked countries such as Malawi, Zambia, Botswana and Zimbabwe.
- Promote ownership of local drying facilities among WEDI women by means of a franchising model, and transform the WEDI into a “WEDI cooperative” by July 2015.
- Explore other potential products for drying, including traditional vegetables, commercially produced vegetables and fruit.



” Creating cooperative enterprises that stimulate rural development in Namibia’s fishing and agricultural sectors.



Partnership

• The **Women’s Enterprise Development Initiative (WEDI)** sells and distributes the dried fish to communities in rural areas of Namibia. It thus plays an integral part in the Dried Fish/Food Company’s operating model.

• **Kakukutu Fisheries CC** is a horse mackerel quota holder, co-owned by one of the directors of the Dried Fish/Food Company. The company plays a vital role in securing supplies of horse mackerel.

• **Nakape Investments (Pty) Ltd** are strategic partners who transport the fresh fish from Walvis Bay to the commercial fish-drying factory, and subsequently transport the dried fish to WEDI.



The 2013 SEED Awards in Ethiopia, Morocco, Mozambique, Namibia, Tanzania and Uganda are supported by the European Union, which is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies.

About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs who while working towards a greener economy also tackle poverty, marginalisation and social exclusion. SEED provides these entrepreneurs with know-how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making. For more information please write to info@seedinit.org or visit:

www.seedinit.org

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