



MEDIA RELEASE

Visionary young and energetic farming couple

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Efraim Ashuulu with full time employment and his unemployed wife, Elizabeth are young and energetic farmers who grabbed the opportunity to venture into poultry through layer production to fill the gap of supplying eggs to Kamanjab community instead of getting supplies from Windhoek and Okahandja. This diversification drive from livestock has created an additional income stream. Ashuulu has a national diploma in agriculture while his wife has a bachelor's degree in human resources.

The couple started with two hundred and eighty one-day old Lohmann Brown chicks in October 2018 and added 300 more in March 2019. Since his wife is taking care of their poultry enterprise full time, they managed to sell one thousand three hundred and eighty eggs per week to three schools, while the rest of the produce was sold locally. With the impact of COVID-19, schools however soon closed which resulted in them losing that market. They now sell locally to the Kamanjab, Erwee and Werda communities as well as Otjiwarongo and Oshakati (when it makes business sense).

Their vision is to produce food for the community and to sustain themselves, however, they are limited in terms of access to land. Once they secure a plot close to Kamanjab, they will relocate their poultry enterprise and expand further while also diversifying into piggery and starting a gardening project.

As newcomers, the couple stated that they “actually never attended training on poultry and with their nine months of practical experience they invited the Agri Advisory Services division of the Bank to come and train them in production, record-keeping, marketing and value addition”.

Ashuulu appealed to Agribank to not always request for collateral in terms of a property, but rather to aggressively consider the person that has farming experience and is secured in terms of an income (full time employed) as there are many serious agripreneurs who possess the drive to succeed.



Regan Mwazi, Executive Marketing and Customer Service pictured with Efraim Ashulu and his wife in Kamanjab recently.

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