



WWW.CHEETAH.ORG



WWW.CANAM.IWAY.NA



WWW.MEATCO.COM.NA



Meat Board
of Namibia

WWW.NAMMIC.COM.NA

THE CHEETAH CONSERVATION FUND (CCF)

CCF is a non-profit, non-governmental organisation established in 1990 to ensure the long-term survival of the cheetah and its ecosystem through a multi-disciplined and integrated conservation program of research and education.

THE CONSERVANCIES ASSOCIATION OF NAMIBIA (CANAM)

CANAM was established in 1996 with the support of officials in the Ministry of Environment and Tourism (MET) to represent all conservancies in Namibia. A conservancy is an area on which landowners or land occupiers have pooled their resources for the purpose of conservation.

THE MEAT CORPORATION OF NAMIBIA (MEATCO)

Meatco is the largest meat processor in Namibia with abattoirs approved for export to the European Union. These facilities utilise state-of-the-art computer technology, meeting the highest international standards, to monitor traceability of meat, yields, stock and cost.

THE MEAT BOARD OF NAMIBIA

The Meat Board of Namibia was founded in 1935 to facilitate the export of livestock, meat and processed meat products to importing countries. The Meat Board is equipped to assist meat and livestock trade with relevant information, technology and administrative support.

FOR MORE INFORMATION, PLEASE CONTACT:

Cheetah Conservation Fund

PO Box 1755, Otjiwarongo, Namibia

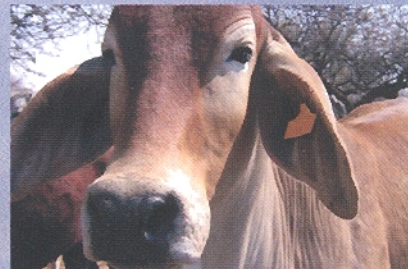
Phone +264 (0)67 306225 Fax +264 (0)67 306247

cheeta@iafrica.com.na

www.cheetahcountry.com

SUPPORTING
free-range
predator friendly
farming
in Namibia

CHEETAH
COUNTRY BEEF



helping farmers
saving predators
setting standards

WHAT IS CHEETAH COUNTRY BEEF?

Cheetah Country Beef is an eco-label for Namibian farmers. Cheetah Country farmers are certified and monitored as practicing cheetah friendly livestock management. In return for being good stewards to the land and wildlife on their farm, Cheetah Country farmers are paid a premium for the beef they sell. Consumers in the European Union will pay a slight increase for this beef which is raised without harm to the endangered cheetah. Therefore, Cheetah Country Beef is a benefit to all.

WHY IS THERE A NEED?

Namibia is home to the largest number of free-ranging cheetahs, with 20 percent of the world's population. About 95 percent of these cheetahs live on commercial farmland. Cheetahs have found a niche here because commercial farmlands sustain more than 70 percent of Namibia's wildlife. The survival of the cheetah is in the hands of Namibia's farmers. By supporting Cheetah Country Beef you are helping these farmers fight for the survival of this endangered animal.

NAMIBIAN BEEF IS HEALTHY

Namibian cattle are grass-fed and free-range. This type of lifestyle is proven to produce beef with less unhealthy fat and more vitamin E and beta-carotene.

Namibian beef has been officially recognised as BSE-free by the European Union.

The use of hormones as well as the feeding of Meat-and-Bone-meal is prohibited by law in Namibia.

The Farm Assured Namibian Meat (FAN) scheme was implemented in Namibia so consumers can be assured that Namibian beef is a healthy choice for their family.

NAMIBIAN BEEF IS GOOD FOR THE ENVIRONMENT

Namibia's large, open farmlands allow for manure to be deposited to help fertilise the soil rather than contaminate it, as in feedlots found in many countries.

Namibia's main beef exporter, Meatco, is dedicated to the humane treatment and sanitary processing of beef that enters its facilities.

NAMIBIAN CHEETAH COUNTRY BEEF IS PREDATOR FRIENDLY

Cheetah Country Beef carries all the benefits listed above as well as being a socially-conscious product. Cheetah Country farmers are certified and monitored as cheetah friendly. To become a Cheetah Country farmer he/she must sign an agreement saying he/she will implement non-lethal predator control as to not harm or kill cheetahs on their farmland. Cheetah Country farmers are dedicated to the long-term survival of the cheetah.

WHO BENEFITS?



Helping Farmers

Cheetah Country Beef gives a financial benefit to farmers who care about nature and the environment. Helping farmers become stewards of the land is the only way to assure it will be there for future generations. Cheetah Country Beef is helping farmers of today and those of tomorrow.



Saving Predators

Cheetah Country farmers practice livestock management that will not harm cheetahs. By implementing these methods farmers are also protecting their livestock from other predators such as leopards and jackal. Therefore, Cheetah Country Beef helps save the lives of all predators on Namibian farmlands.



Setting Standards

Cheetah Country farmers are setting a standard for all cattle producers not only in Namibia, but world-wide. Namibia's main beef exporter, Meatco, acts as an example for other businesses in putting the needs of the environment first. Conservancies Association of Namibia (CANAM) is actively showing the world that farming and conservation go hand-in-hand. The Cheetah Conservation Fund (CCF) illustrates that there are many ways to save the lives of endangered animals. Cheetah Country Beef, therefore, sets the standard on numerous levels.



CHEETAH COUNTRY® BEEF
free - range predator friendly farming