

TO WHOM IT MAY CONCERN: ADDRESSING MARKETING DEFICIENCIES FOR NCA COMMUNITIES WISHING TO “SELL RATHER THAN SMELL” THEIR LIVESTOCK:

AN APPEAL FOR STRUCTURAL LIVESTOCK MARKETING ASSISTANCE TO REVERSE DEGRADATION AND COMMUNITY STRESS TOWARDS A BETTER FUTURE IN KUNENE

We, the undersigned, appeal to Government and Non Government Organisations to help us fulfill our current shift from dependency on external funds to providing our own funds for all agricultural activities – as a start. Since our traditional, ecologically sustainable and deeply culturally rooted land management became dismantled by outsiders offering us permanent watering points, roads and cars for instance, we have seen our land lose its ability to respond to rain. This is due to continuous and excessive grazing, often focused around a small number of reliable water sources, while large areas remain ungrazed because nobody is coming to offer us new boreholes.

We understand and accepted unanimously that our communities need to build their own self reliance and to learn from and support our project partners in other participating communities. And we are already inviting other interested communities to attend and learn from our projects. This shift from dependency to self-reliance (e.g. self-funding) and interdependence (e. g. knowledge networking by visits or just meeting).

We have formulated our own 15 principles to make this major change work and we are implementing it already. However, we lack the funds to do key works to fully implement our plans and we realise that our livestock now need to be regarded as a key commercial resource to enable everything else. We are already changing our ways, but we need money to pay for our needed infrastructure. We accept others will not give us this money and we need to provide it ourselves.

The problem is that there are virtually no auctions anymore in NCA Kunene and we get terrible prices that make us less likely to sell. What we would like is simple and modest:

- 1. A decent price for our livestock**
- 2. A capacity for us to sell many more livestock than previously to reverse degradation and enable infrastructure repair and development.**
- 3. Support to promote the “selling before smelling” message through personal testimonials etc....once the two main points above are addressed.**

We would appreciate your consideration of this appeal and how you might help. We see many opportunities, but just having some organization(s) that will take our livestock and pay us a good price would be a great start, be they NGOs or private businesses.

We need to be enabled by this to convince our communities of the long term value of this cultural shift that we have chosen to rejuvenate our whole value chain AND culture for the future. We sold reluctantly, now we want to sell to survive and prosper.

Name	Position and Community	Signature	Date