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MARKET INTELLIGENCE REPORT

APPLES



ISSUE 4 OF 2024

1. INTRODUCTION

Apples are the most imported fruits in Namibia. During the 2022/23 financial year, the country imported 9,643 tons of apples valued at N\$73,480,619 (NAB, 2023). Given these alarming import statistics, it is evident that Namibia has great potential for apple production for domestic and perhaps export markets. A commercial apple production project in the southern part of Namibia has proven that the country has suitable climatic conditions to explore local production.

Unfortunately, with this very limited state of apple production in Namibia, production and trade data are also limited despite the high consumption demand. The availability of comprehensive trade data will help stimulate investment into local production, processing, and marketing of apples; hence, this Market Intelligence Report provides an analysis of the apple fruits in terms of production, consumption, trade, and price trends, from global, regional and domestic perspectives. The report also briefly highlights the potential opportunities to unlock for Namibia.

2. GLOBAL OVERVIEW

2.1. PRODUCTION

According to the United States Department of Agriculture (USDA) (2024), the global production trend of apples over the five years under review (2019/20, 2020/21, 2021/22, 2022/23 and 2023/24) shows an upward trajectory with global apple production increasing every year, and the highest record being 83.74 billion tons recorded in 2023/24. The most significant growth can be observed between 2019/20 and 2020/21, with an increase of approximately 2.59 billion tons in production. The second-largest increase can also be observed between the years 2020/21 and 2021/22, with an increase of approximately 2.25 billion tons. However, a decline in production can also be observed between 2021/22 and 2022/23, where global apple production dropped slightly by about 468 million tons (**Figure 1**). Overall, the graph shows a generally increasing trend in global apple production over the five years, with minor fluctuations.

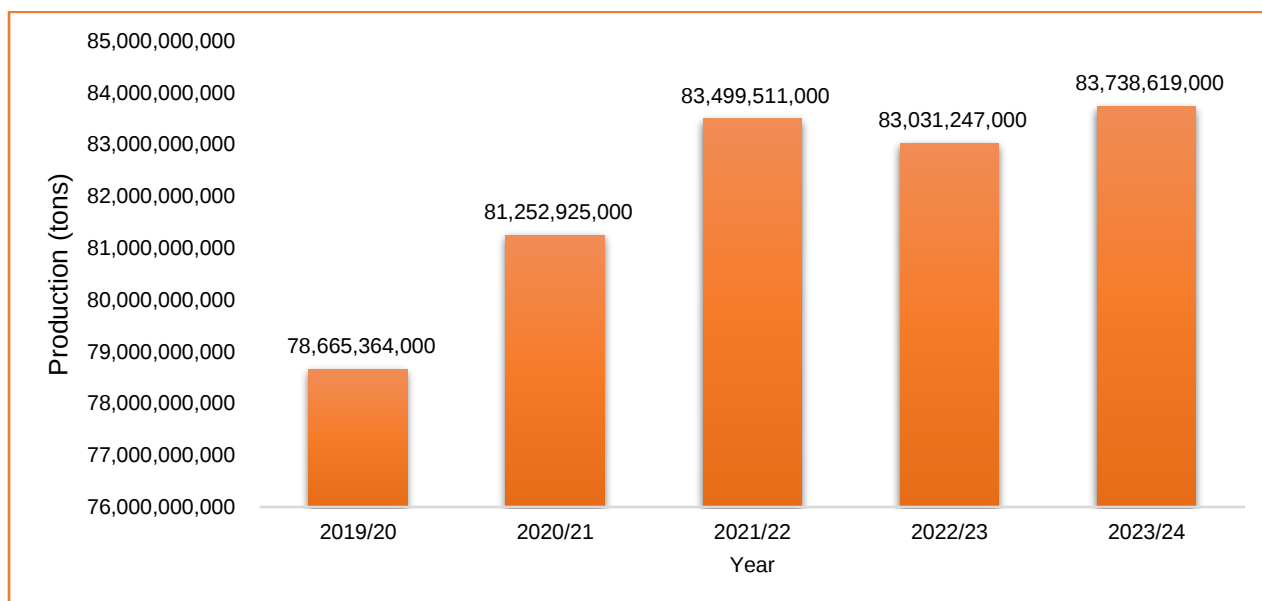


Figure 1: Global apple production (2019/20 – 2023/24). **Source:** USDA (2024)

Figure 2 indicates that China is the largest apple producer by a significant margin, with a production volume of 45,000,000,000 tons, making its production more than three times larger than that of the second-highest producer. The European Union (EU) ranks second, with 12,208,100,000 tons of apples produced in 2023. The United States comes in third, producing 5,030,069,000 tons of apples, about 10 times less than China. Other major apple producers include Turkey (4,850,000,000 tons), India (2,410,000,000 tons), Iran (2,241,100,000 tons), Russia (1,843,600,000 tons), Brazil (1,297,400,000 tons), Ukraine (1,278,900,000 tons) and South Africa (1,225,000,000 tons). The "Rest of the World," which includes other minor apple-producing countries, collectively produced 6,354,450,000 tons of apples (USDA, 2024).

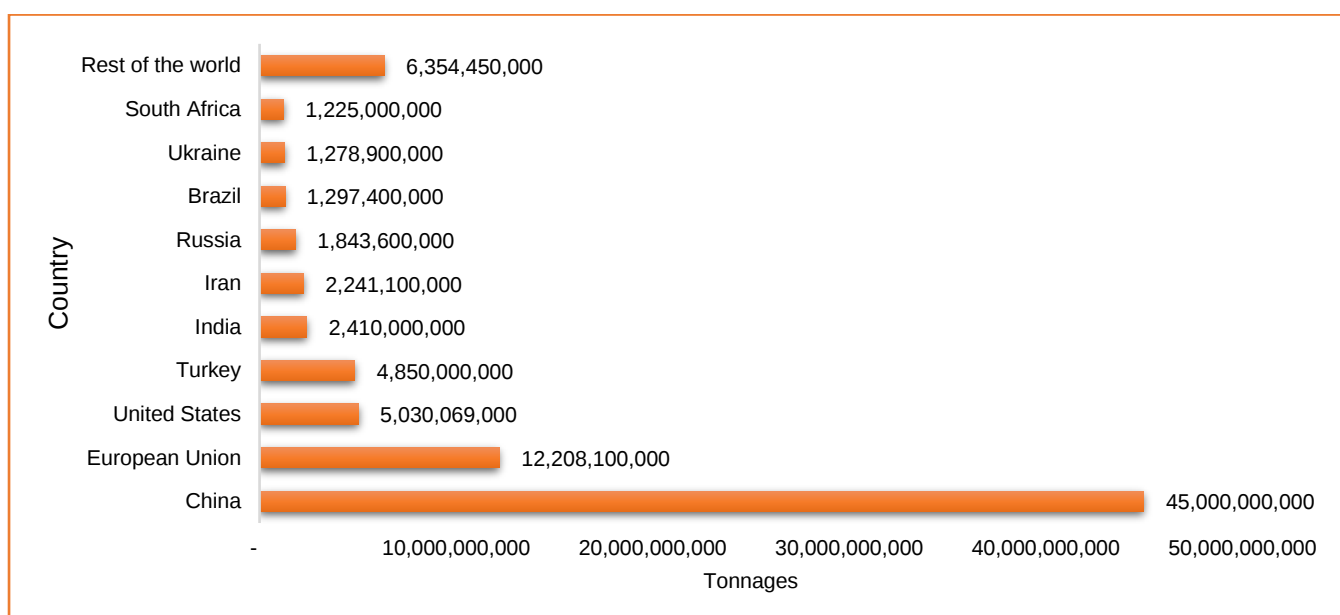


Figure 2: Top global apple-producing countries in 2023. **Source:** USDA (2024)

Using data sourced from FAOSTAT (2024), **Figure 3** indicates how Asia dominated global apple production in 2022, accounting for 66% of the global total because China, a major Asian country, is the world's largest apple producer, as can be observed in **Figure 2** above as well. Europe is the second-largest apple-producing region, contributing 20% of the global share. Americas (including North and South America) account for 9% of global apple production, and Africa contributes 4% of global apple production, indicating a smaller but still notable production capacity. Lastly, Oceania has the smallest share, producing just 1% of the world's apples.

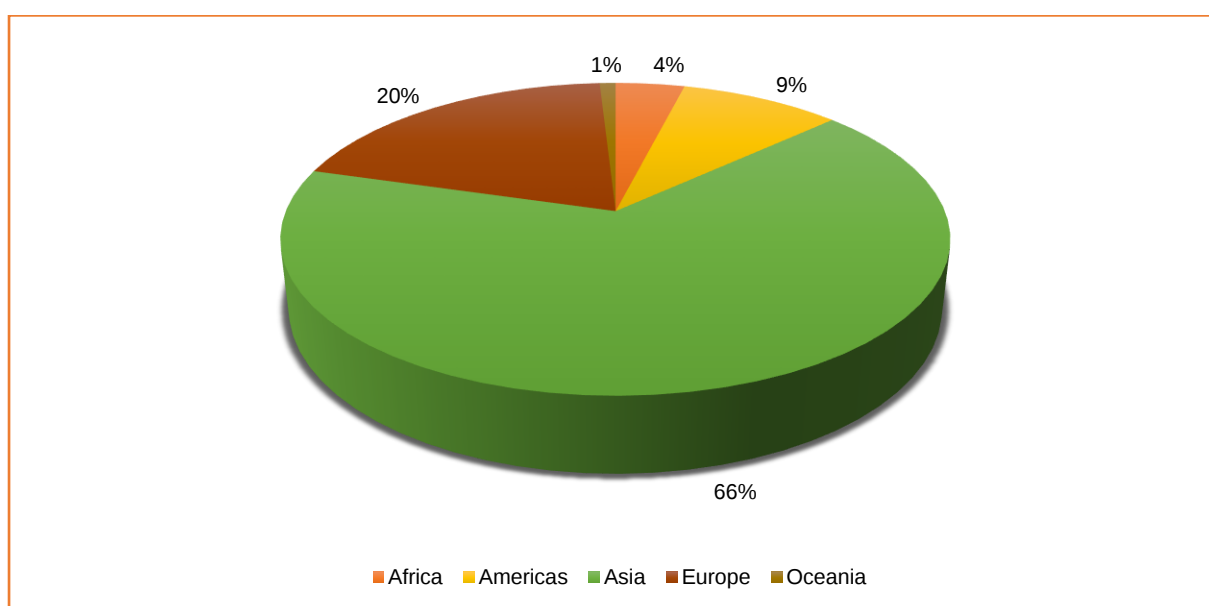


Figure 3: Apples global production share in 2022. **Source:** FAOSTAT (2024)

2.2. CONSUMPTION

As illustrated in **Figure 4** below, there is a steady growth with minor fluctuations in global apple consumption. However, an overall upward trend can be observed, therefore indicating a healthy and growing demand for apples worldwide. Over the five years under review, global apple consumption has generally increased, starting from 78,132,901,000 tons in 2019 and rising steadily each year until 2021 to reach 83,275,885,000 tons. There was a slight decrease in 2022, with consumption dropping to 82,819,791,000 tons, however, this quickly rebounded to 83,385,749,000 tons in 2023.

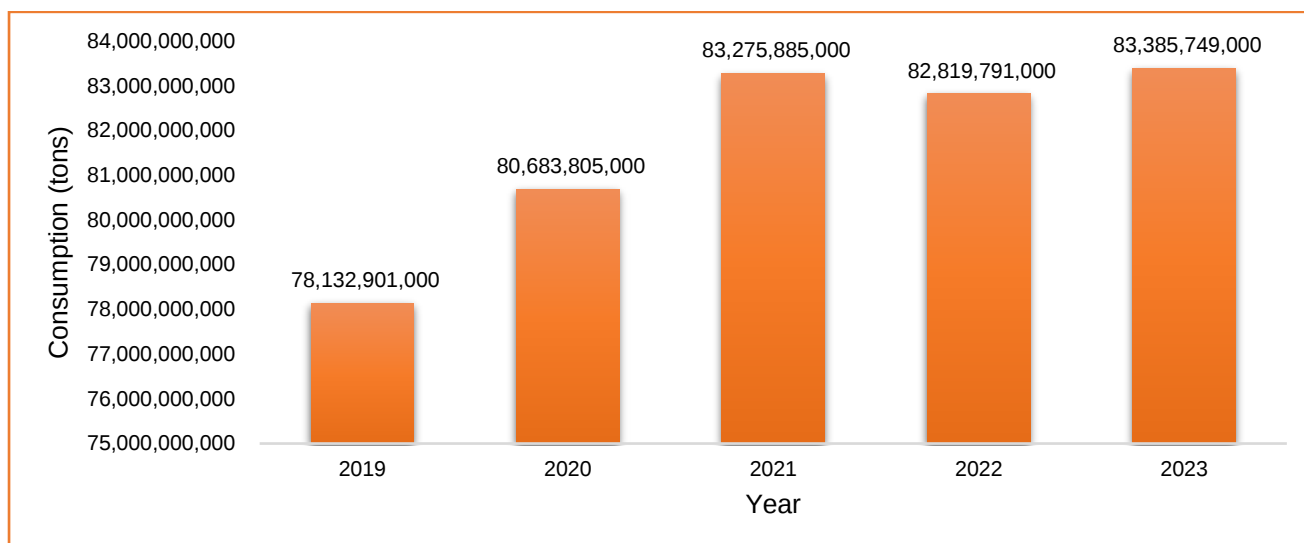


Figure 4: Global apple consumption trend. **Source:** USDA (2024)

Asia is the largest consumer of apples, accounting for a significant majority of global consumption with 68%, while Europe follows as the second largest consumer with 20%. The Americas, Oceania, and Africa have relatively small shares of 10%, 1% and 1%, respectively (**Figure 5**).

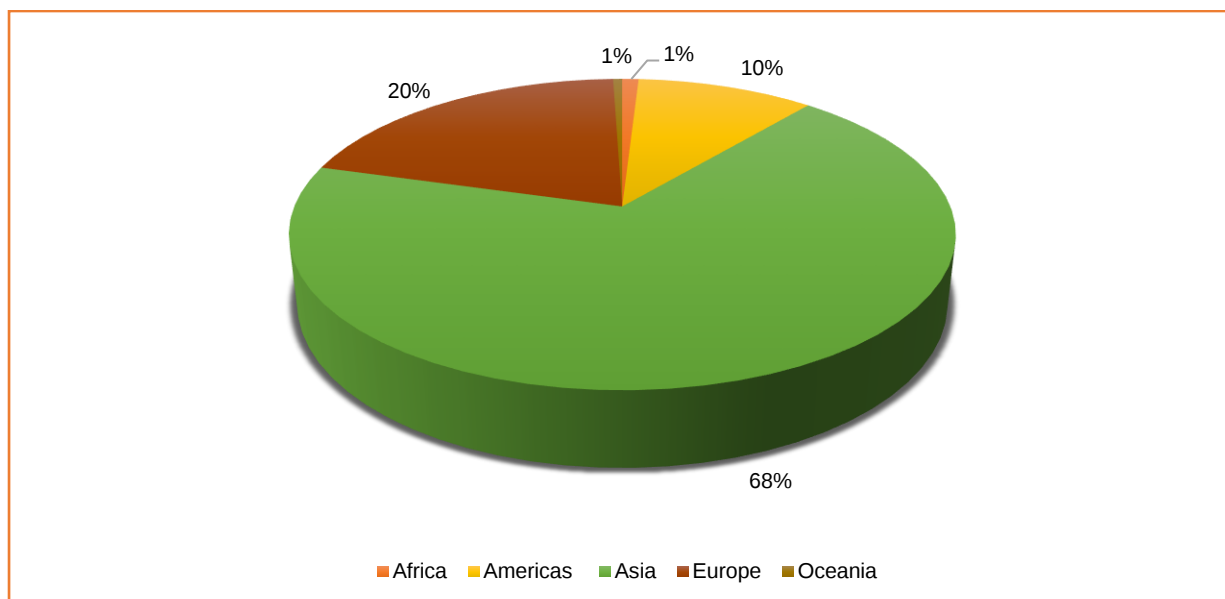


Figure 5: Apples global consumption share in 2023. **Source:** USDA (2024)

As depicted in **Figure 5**, the largest apple consumption is recorded in Asia, with China being the largest consumer of apples in the world. China alone is responsible for more than 50% of the world's apple consumption, totalling over 44,2 billion tons in 2023. The 2nd largest apple consumer is the European Union, responsible for 14% (11,5 billion tons) of the world's consumption, followed by Turkey (4,5 billion tons) and the United States (4,2 billion tons) with 5% each, respectively (**Figure 6**).

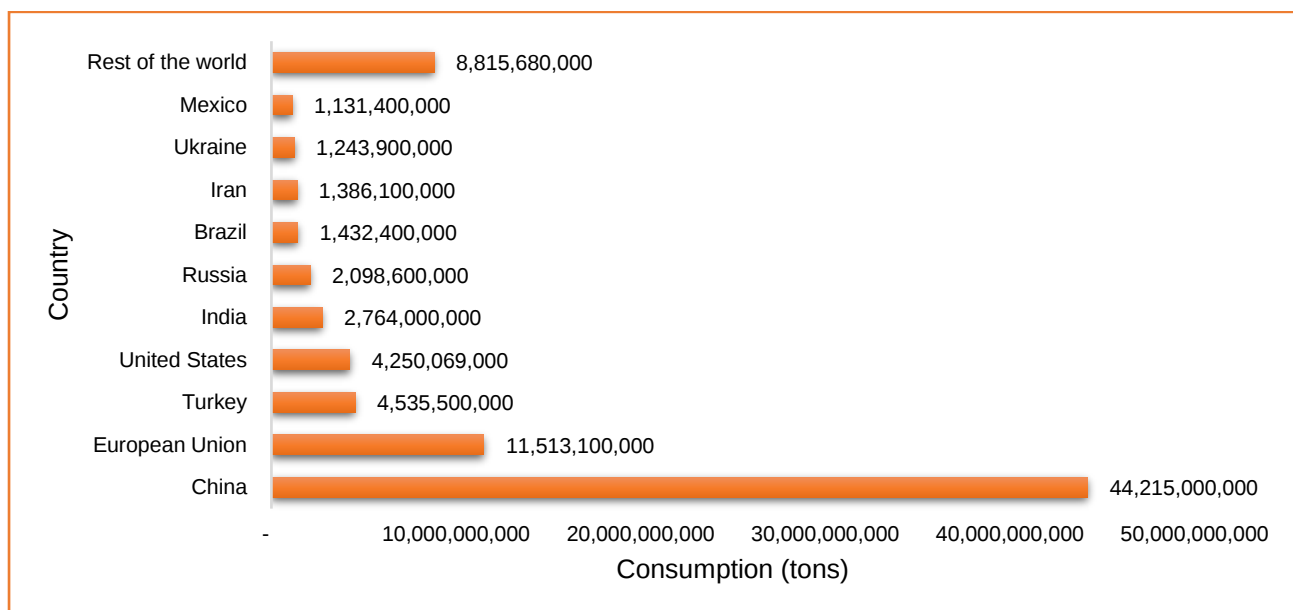


Figure 6: Top global apple-consuming countries in 2023. **Source:** USDA (2024)

2.3. IMPORTS

There is a general upward trend in the value of global apple imports from 2019 to 2023, as illustrated in **Figure 7**. The year 2019 recorded the lowest apple imports valued at R111,3 billion before significantly rising by approximately R18,3 billion in 2020 to R129,6 billion. The year 2023 marks the highest value of apple imports in the world, with an increase of nearly R8,7 billion from the R124,8 billion recorded in 2022. Overall, this graph indicates a steady increase in the value of global apple imports, with a noticeable jump from 2019 to 2020 over the years under review (**Figure 7**).

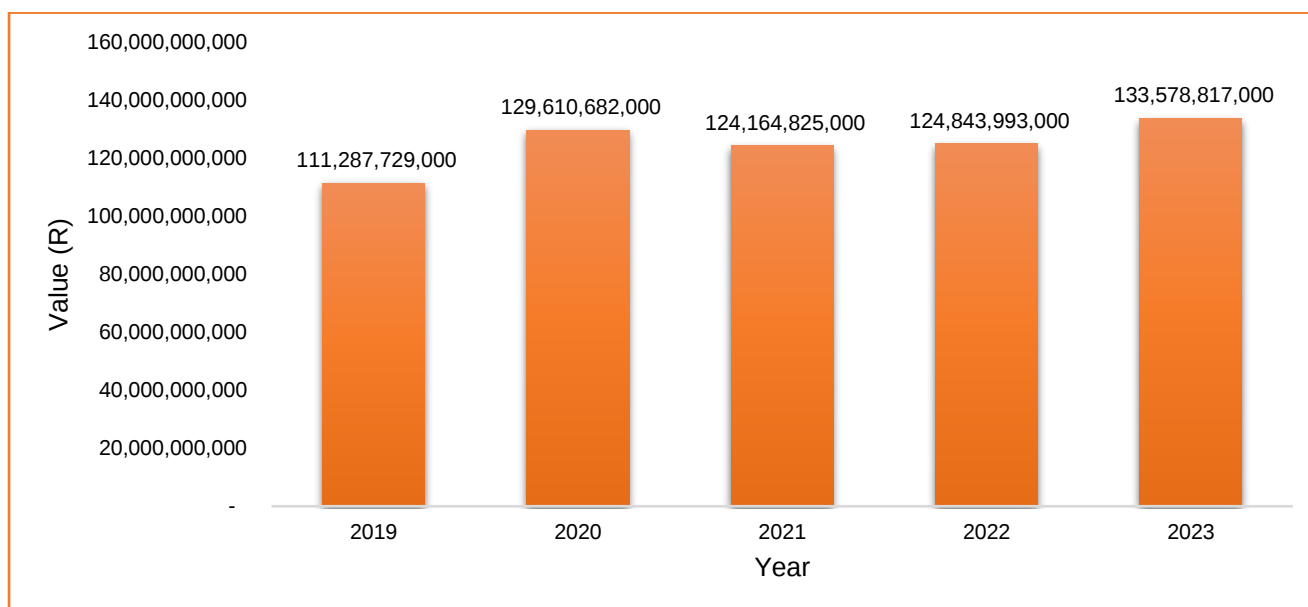


Figure 7: Global apple imports trend in value (South African Rands/R). **Source:** ITC Trade Map (2024)

In terms of tonnages, **Figure 8** indicates that the global apple imports fluctuated over the year under review, with notable increases in 2021 (9,537,757 tons) and 2022 (9,547,847 tons), before recording a significant drop in 2023 (8,478,478 tons).

In comparison to the value of imports (**Figure 7**), the data presented in **Figure 8** suggests that while the volume of apple imports is low, the value of these imports is quite high. This could be influenced by various factors, such as global economic conditions, changes in production levels, consumer demand (which causes price increases), and or trade policies.

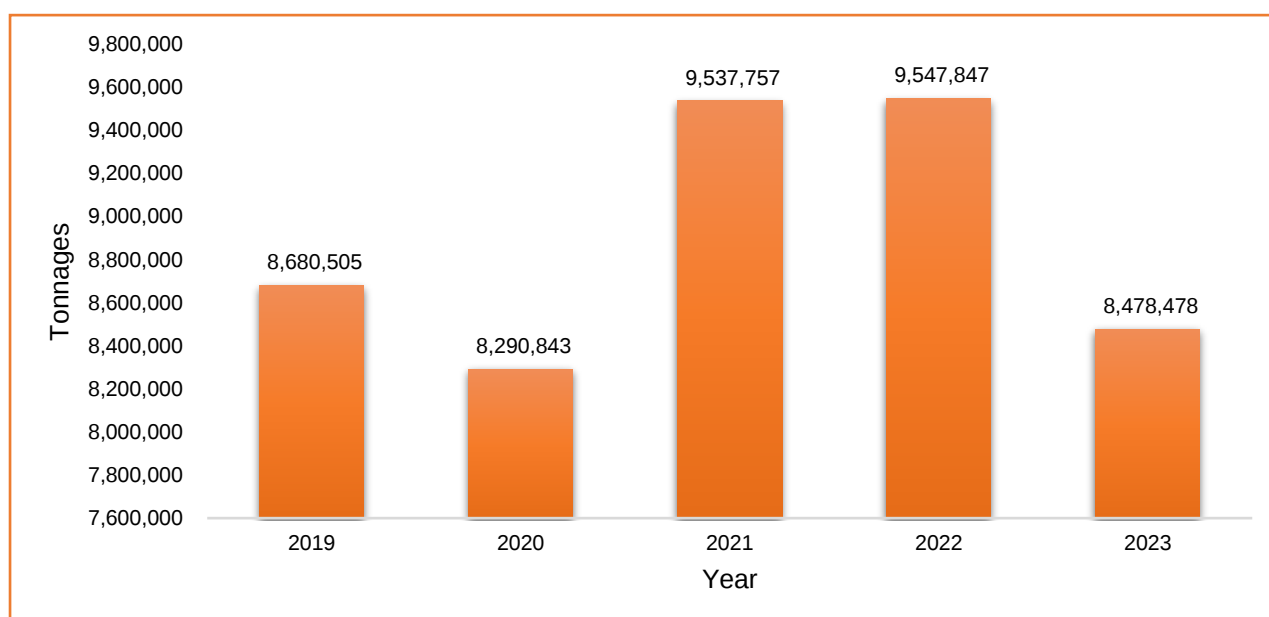


Figure 8: Global apple import volumes in tonnages. **Source:** ITC Trade Map (2024)

In terms of country rankings, Germany is the top importer of apples by value, having imported apples valued at about R 9,5 billion, followed by the UK with around R 7 billion and India with R 6,7 billion in 2023. The USA, traditionally a major apple producer (3rd globally), also imported a significant value of apples in 2023 valued at R 4 billion.

The combined import value for the “Rest of the World” is substantial, indicating that while many countries individually import smaller quantities, collectively, they account for the majority of global apple imports by value (R 77,3 billion) which is more than 50% of the global imports of apples in 2023 (**Figure 9**).

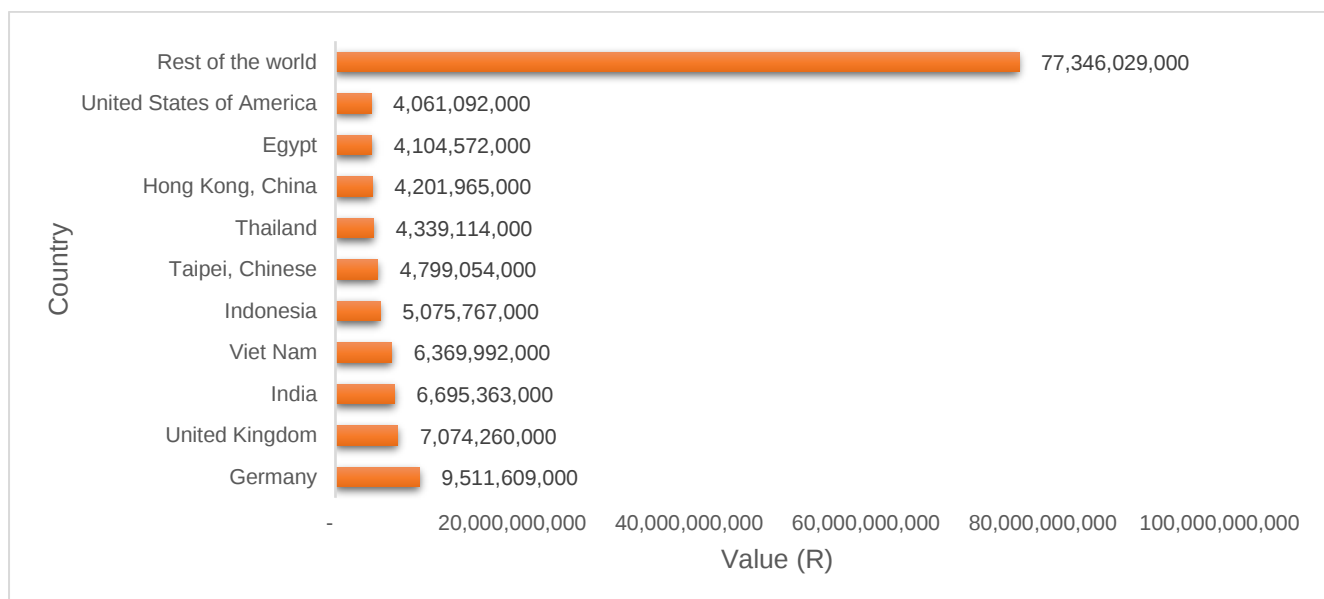


Figure 9: Top global apple-importing countries in 2023 by value (South African Rands/R). **Source:** ITC Trade Map (2024)

2.4. EXPORTS

Figure 10 indicates that the export value of apples fluctuated over the five years under review. This can be observed with an initial increase in 2020 from R 106 billion to R 125,5 billion, followed by a decline to R 118,6 billion and R 112,3 billion in 2021 and 2022, respectively. A strong recovery was thereafter recorded in 2023, with the highest apple export value of R 125,7 billion.

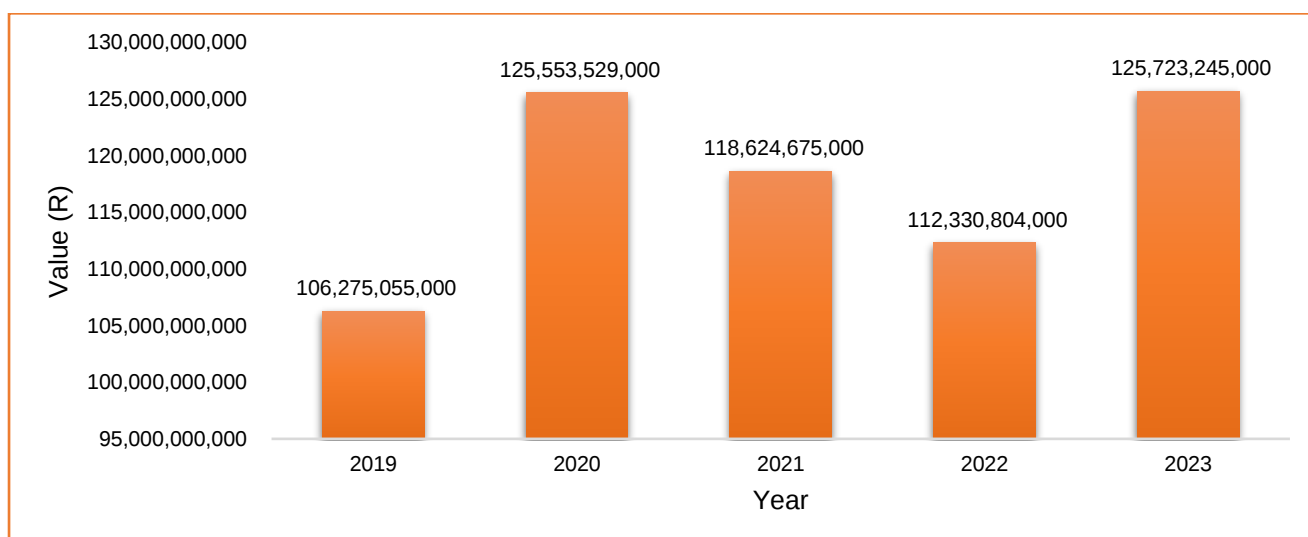


Figure 10: Global apple export trends in value (South African Rands/R). **Source:** ITC Trade Map (2024)

As illustrated in **Figure 11** below, the highest export volume of apples occurred in 2021, amounting to 9,289,463 tons. A steep drop in export volumes was, however, recorded in 2023, with a total of 7,752,334

tons, a significant drop of 1,076,474 tons from 2022. Despite the peaks in 2019 and 2021, the overall trend indicates a decline in global apple export volumes, particularly with a sharp reduction in 2023.

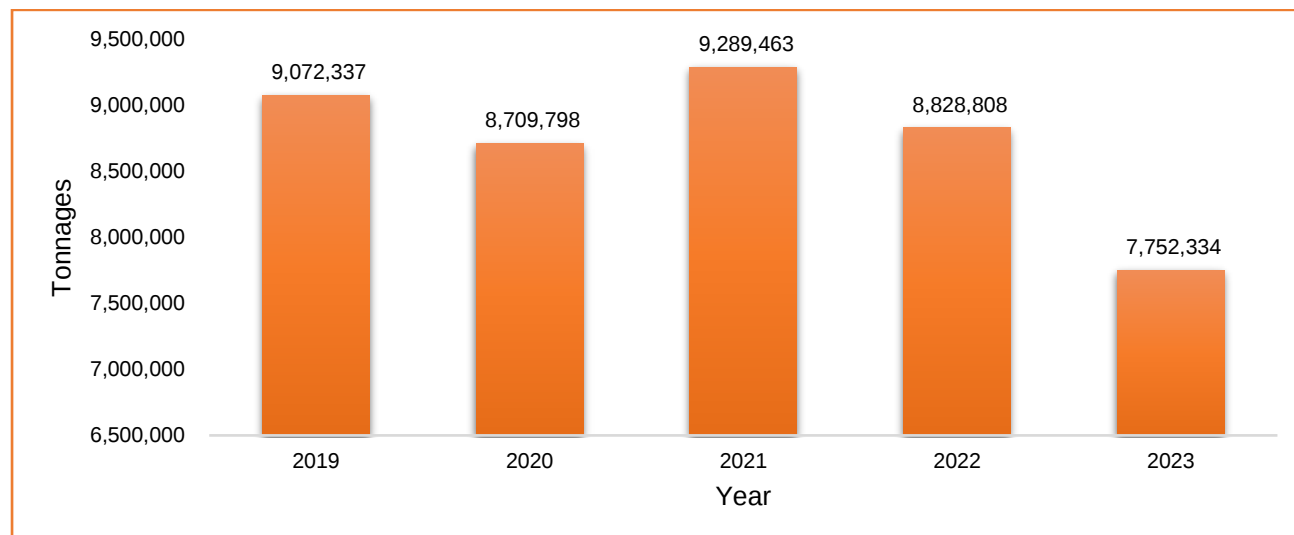


Figure 11: Global apple export volumes in tonnages. **Source:** ITC Trade Map (2024)

Italy, China, and the USA lead the global apple export market by value, each with substantial export figures of R 18,3 billion, R 17,9 billion and R 17,2 billion, respectively. Other countries like New Zealand, South Africa, and Chile, despite having smaller economies, have a significant impact on global apple exports, accounting for R 9,8 billion, R 9 billion and R 8,9 billion in apple export value during 2023. The "Rest of the World" category, with a combined export value exceeding R 20 billion, highlights the importance of smaller or emerging markets in the global apple trade (**Figure 12**).

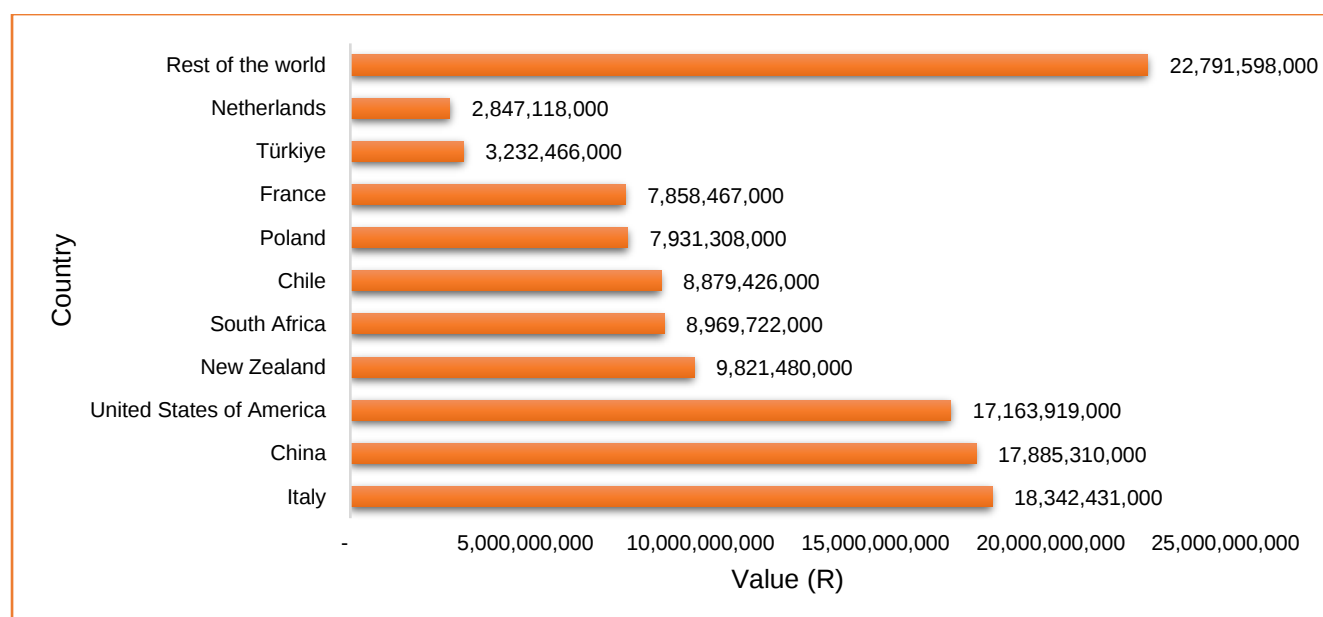


Figure 12: Top global apple-exporting countries in 2023 by value (South African Rands/R). **Source:** ITC Trade Map (2024)

2.5. PRICES

According to the FAOSTAT database, and as illustrated in **Figure 13** below, global apple prices saw a steady increase from 2019 (US\$692.17 or N\$12,457.31) to 2021 (US\$857.49 or N\$15,432.65), reaching a peak in 2021. However, in 2022, the price experienced a slight decline to US\$815.68 (N\$14,680.18), although it was still higher than the lowest price observed in 2019. Overall, there has been a trend of rising prices of apples globally over the four years under review.

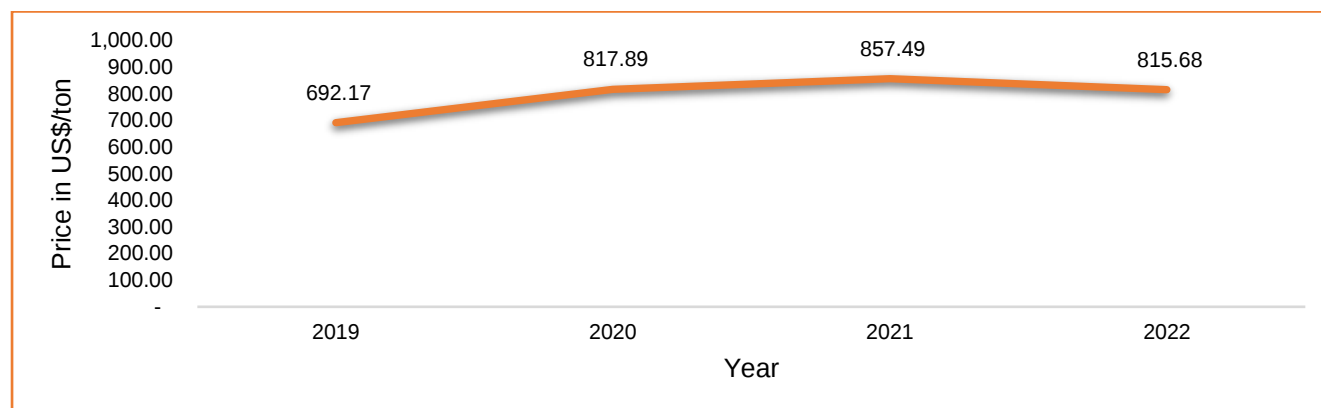


Figure 13: Global apple prices (US\$/ton): **Source:** FAOSTAT (2024)

In 2022, the global apple price saw significant fluctuations, starting at R11.01/kg in January and moving up to between R11.17/kg and R11.81/kg, with a small drop to R9.89/kg in May. The price remained relatively stable in the first half of the year, with a dramatic spike in the middle of the year, peaking in July at R28.44/kg. This peak was, however, followed by a rapid decline to R21.86/kg in September and continued to decrease to R10.45/kg in November before stabilising slightly to R12.23/kg by the end of the year (**Figure 14**).

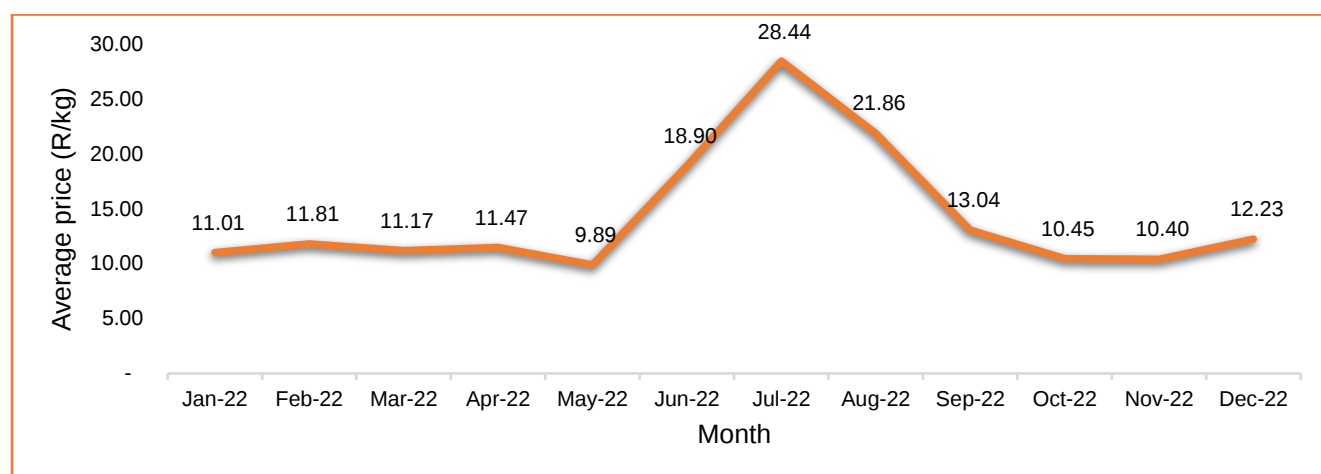


Figure 14: Global average apple price trend in 2022 (R/kg). **Source:** ITC Market Price Information map (2024)

3. AFRICA AND SOUTHERN AFRICA PERSPECTIVE

3.1. PRODUCTION

Over the five years from 2018 to 2022, Africa's apple production experienced growth in both the total area planted and total production. The area planted started at 166,415 hectares in 2018 and gradually increased to 179,268 hectares by 2022. In terms of production, in 2018, production was 2,896,026 tons, and it increased annually, reaching 3,785,189 tons by 2022. The yield per hectare also improved consistently, starting at 17.4 t/ha in 2018 and rising to 21.1 t/ha in 2022, indicating productivity improvements. The steady increase in both production and yield highlights a positive trend in apple farming productivity in Africa (**Figure 15**).

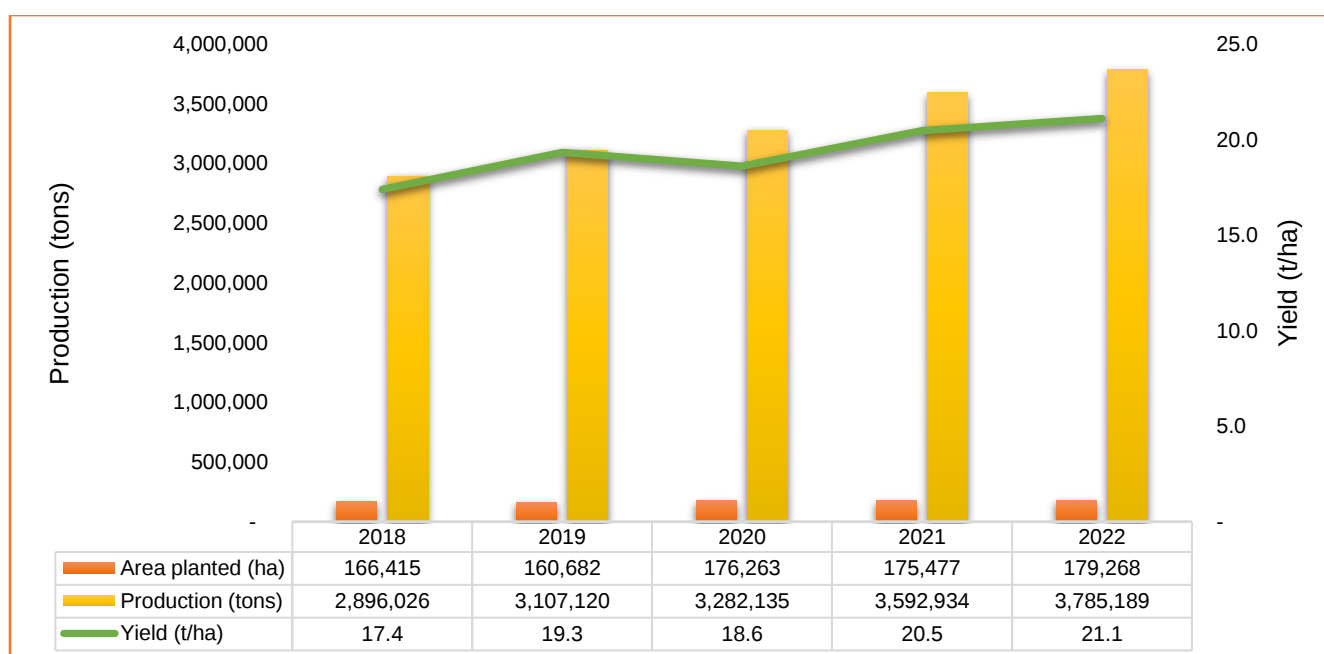


Figure 15: Apple production trends in Africa. **Source:** FAOSTAT (2024)

As shown in **Figure 16**, at least 82% of Africa's apple production in the year 2022 was produced by South Africa (1,231,867 tons or 33%), Egypt (934,414 tons or 25%) and Morocco (922,820 tons or 24%). These were followed by Algeria, responsible for 14% or 539,852 tons, and Tunisia, responsible for 3% (127,000) of Africa's apple production. The "Rest of Africa" contributed a combined insignificant amount of 29,236 tons (1%) of apple production. Overall, the graph highlights varying levels of efficiency and productivity in apple farming across different African countries, with South Africa being the most efficient producer as it recorded the highest yield (41.9 tons/ha) and production efficiency, producing the most apples per hectare.

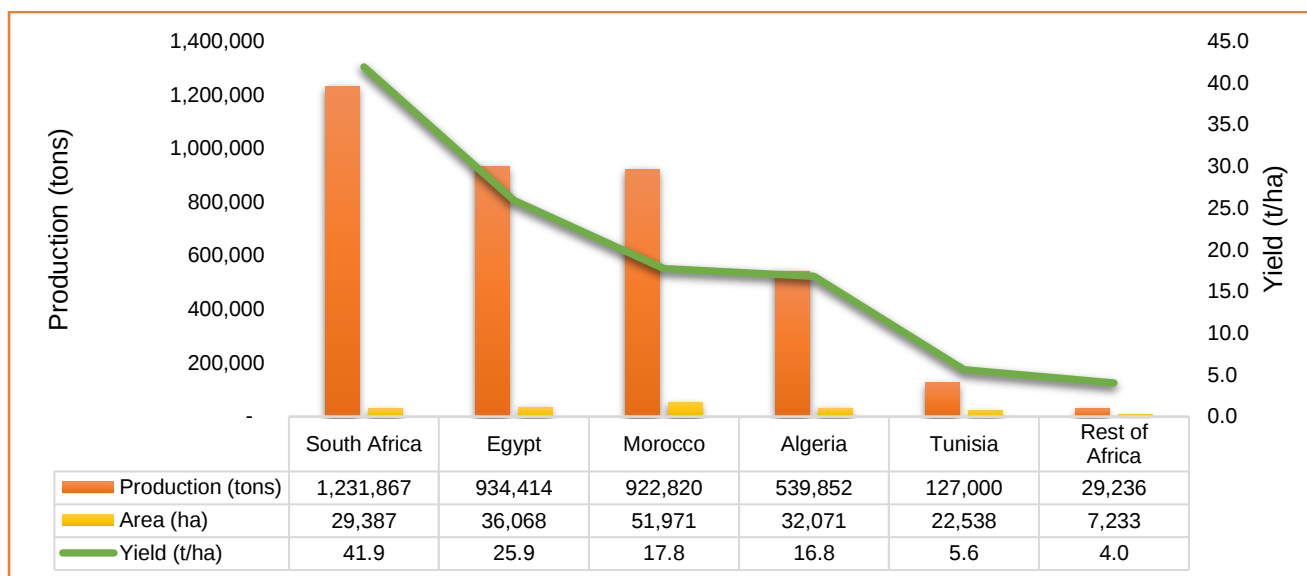


Figure 16: Top 5 apple-producing countries in Africa in 2022. **Source:** FAOSTAT (2024)

Apple production in Southern Africa over the 5 years (2018 – 2022) saw a steady growth, starting from 829,636 tons in 2018 and gradually increasing over the years to 1,231,867 tons in 2022. Production increase was also consistent with the area planted, which saw an increase from 20,870 hectares in 2018 to its highest peak of 29,387 hectares in 2022. The highest yield of apple production was also recorded in 2022, whereby 41.9 tons/hectare were harvested (**Figure 17**).

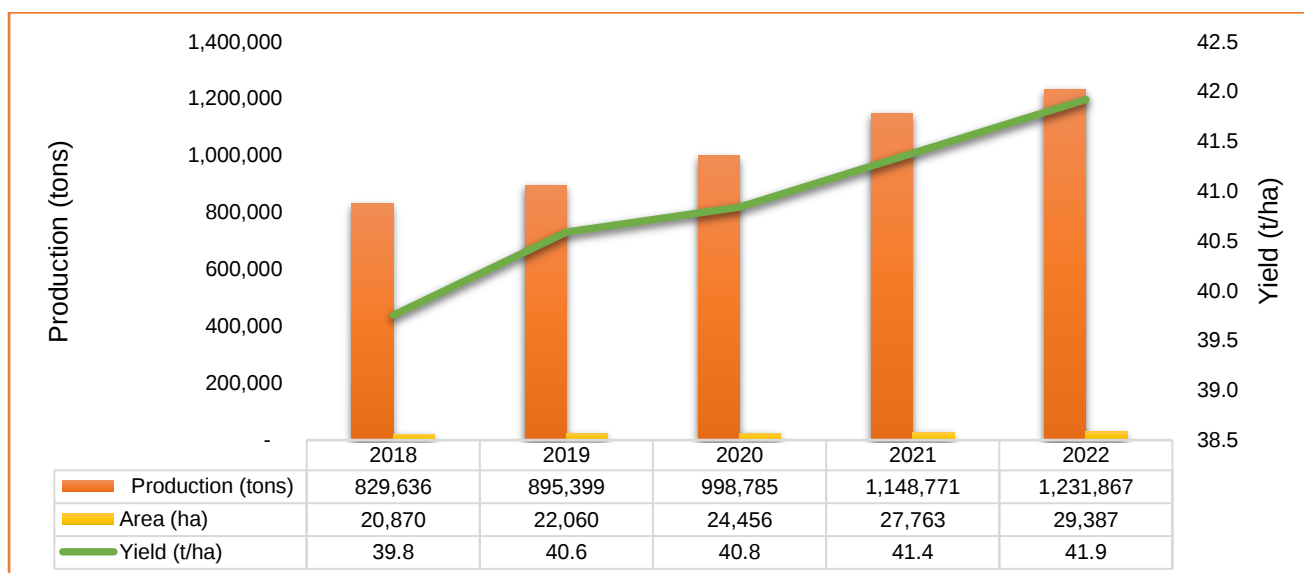


Figure 17: Apple production in Southern Africa. **Source:** FAOSTAT (2024)

As per the official records available on international databases, only South Africa produces apples in Southern Africa. In 2022, South Africa produced 1,231,867 tons of apples over an area of 29,387 hectares at a yield of 41.9 tons/hectares (**Figure 18**).

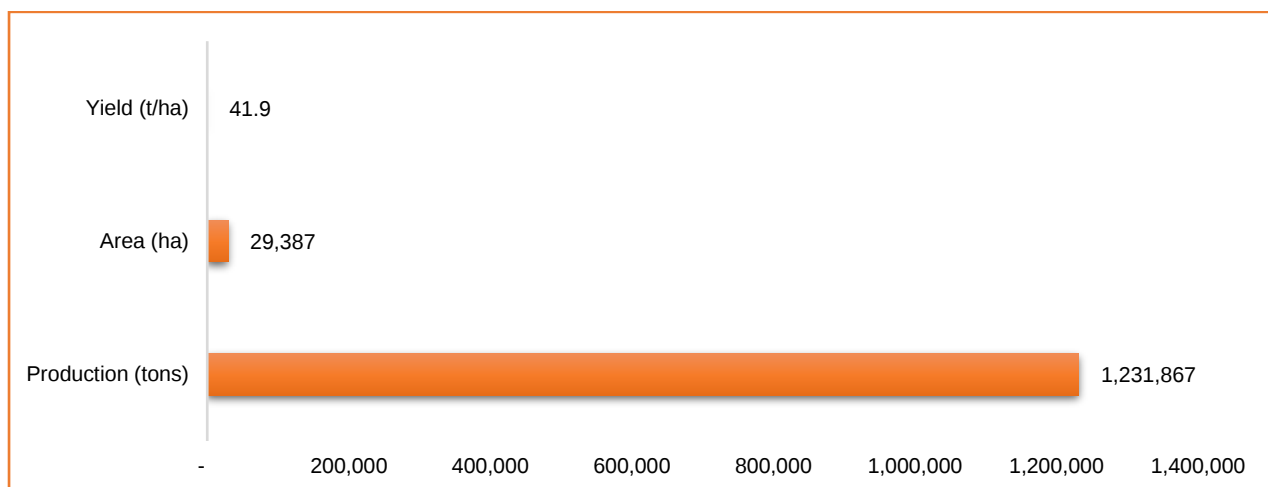


Figure 18: Apple production in South Africa in 2022. **Source:** FAOSTAT (2024)

3.2. CONSUMPTION

The consumption of apples in Africa increased from 2019 (838,152,000 tons) to 2021 (1,087,925,000 tons), peaking in 2021 before declining in 2022 (859,250,000 tons) and 2023 (787,530,000 tons). In comparison to Southern Africa, apple consumption also increased up to 2021 (657,025,000 tons), followed by a slight decrease in 2022 (582,050,000 tons) before rebounding to 607,030,000 tons in 2023. Overall, the graph indicates that Southern Africa consumes a significant portion of the total apples in Africa, ranging between 55% and 65% over the period under review, therefore suggesting that Southern Africa is a major driver of apple consumption on the African continent (**Figure 16**).

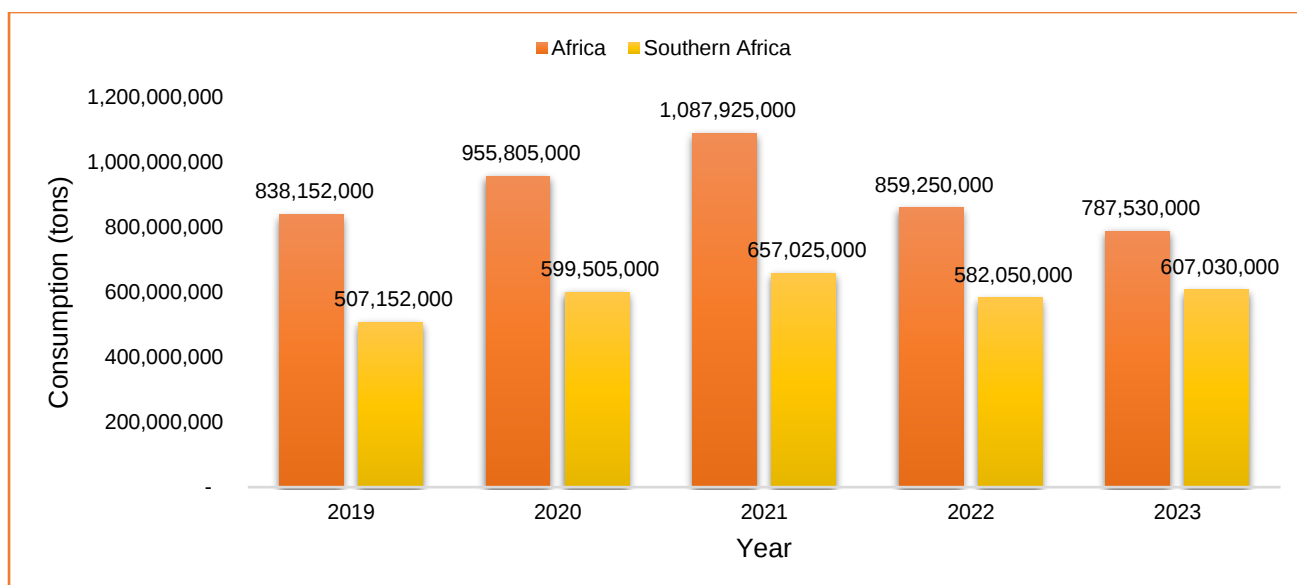


Figure 19: Apple consumption trends in Africa and Southern Africa. **Source:** USDA (2024)

As stated above, Southern Africa, specifically South Africa, overwhelmingly dominates apple consumption in Africa, accounting for the vast majority of the continent's total consumption of 575,030,000 tons in 2023. There is a large gap between South Africa and other countries in terms of apple consumption. Egypt is the second-largest consumer, with a total consumption of 90,000,000 tons in 2023, but that is only a fraction of what South Africa does. Nigeria, Libya, and Zimbabwe, while among the top five, have much lower consumption levels of 50,000,000 tons, 40,000,000 tons and 12,000,000 tons, respectively. The "Rest of Africa" category, which includes all other African nations, also has relatively low consumption, totalling 20,500,000 tons. Overall, this data highlights the role of South Africa in apple consumption within Africa, with other countries consuming much smaller quantities in comparison (**Figure 20**).

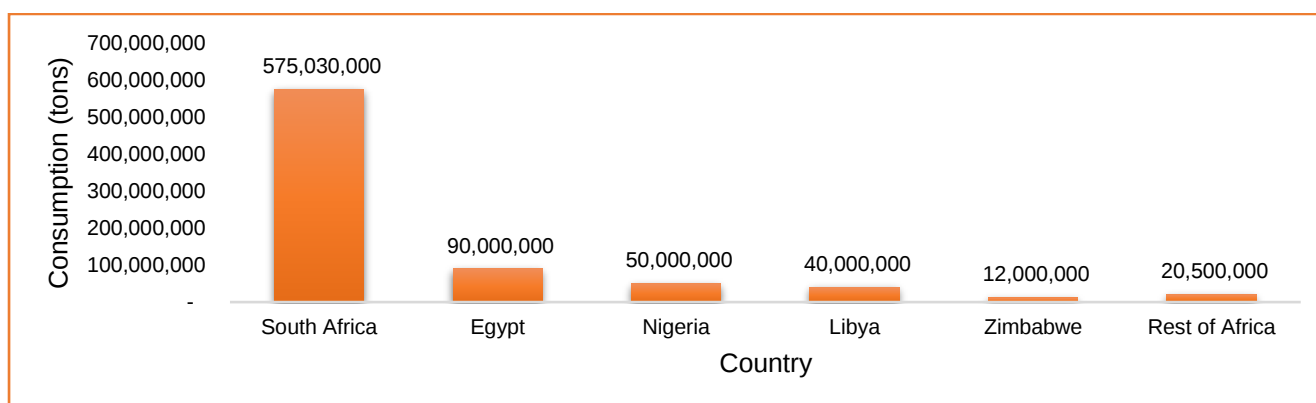


Figure 20: Top apple-consuming countries in Africa during 2023. **Source:** USDA (2024)

Figure 21 illustrates the average apple consumption over five years (2019–2023) in selected Southern African countries, whereby South Africa dominates apple consumption in Southern Africa, consuming an average of 560,152 tons per year, which is more than 50 times the number of apples consumed by the next highest consumers. Zimbabwe consumes an average of 11,460 tons per year, Zambia consumes 10,660 tons per year, and Angola consumes 8,280 tons per year. However, their combined consumption is still far below that of South Africa alone.

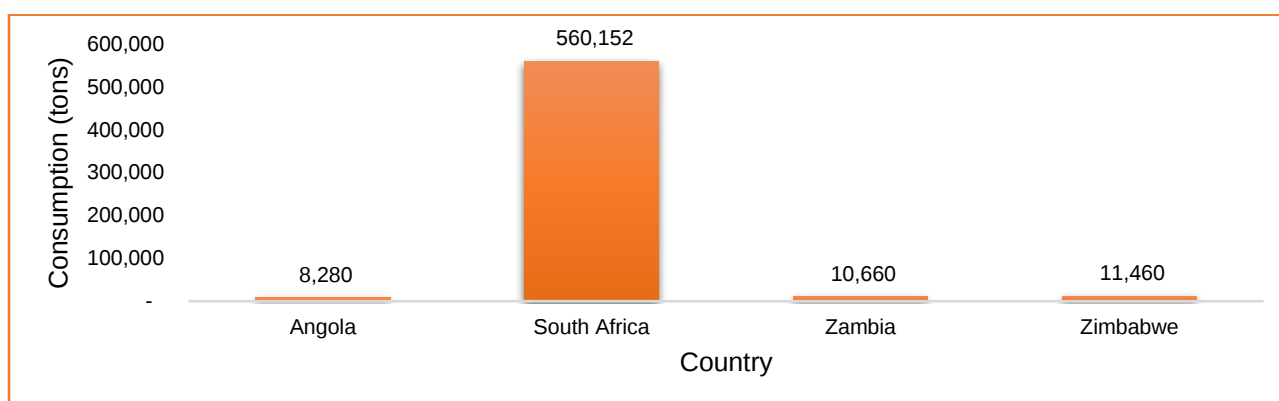


Figure 21: Apple consumption in Southern Africa – 5-year average (2019 – 2023). **Source:** USDA (2024)

3.3. IMPORTS

Figure 22 illustrates the trend in apple imports in Africa by value (in Rands) over the years 2019 to 2023, with a specific focus on the comparison between the whole of Africa and Southern Africa. The overall apple import value in Africa increased steadily from 2019 (R8,585,349,000) to 2022 (R10,199,388,000), indicating a growing demand for imported apples. This was, however, followed by a noticeable decline in 2023, with the import value dropping to R7,916,397,000.

Southern Africa's import value shows a more varied trend. After a slight decline from 2019 (R482,848,000) to 2020 (R469,957,000), the import value increased steadily from 2021 onwards, reaching its highest point in 2023 at R657,969,000. The rise in 2023, despite the overall drop in Africa, could imply a growing reliance on apple imports in this region.

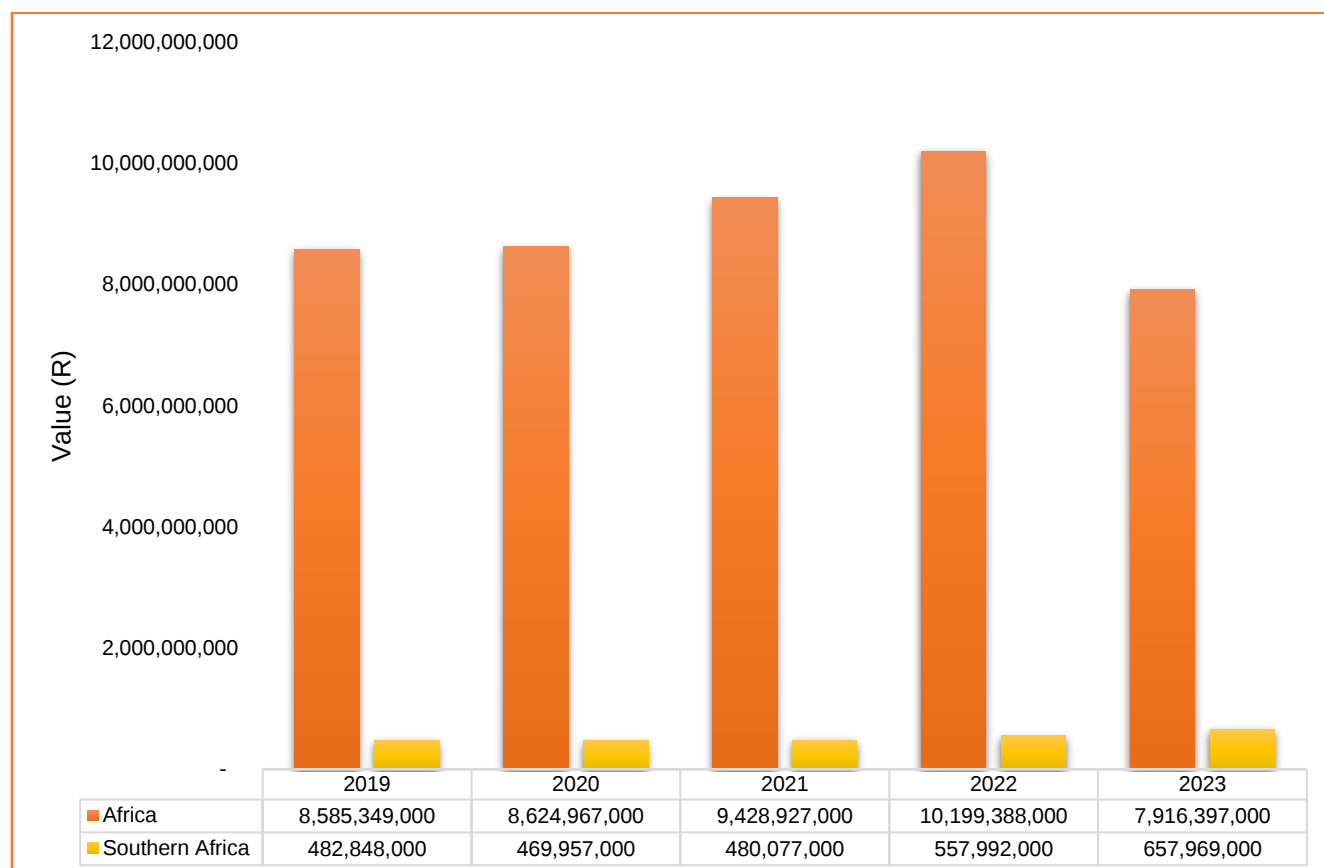


Figure 22: Apple import trend in Africa vs Southern Africa. **Source:** ITC, Trade Map (2024)

As of 2023, Egypt is by far the largest importer of apples among these countries, with a total import value of R4,1 billion. Nigeria is the second-largest importer with an import value of R732 million, followed by Libya with imports valued at R467 million. The smallest importer among the top 10 is Tanzania, with an import value of R132 million. Overall, the graph highlights Egypt's dominant role in apple imports in Africa,

with a noteworthy lead over other nations. The import values drop significantly after Egypt, highlighting the varying levels of demand for apples across different African countries (**Figure 23**).

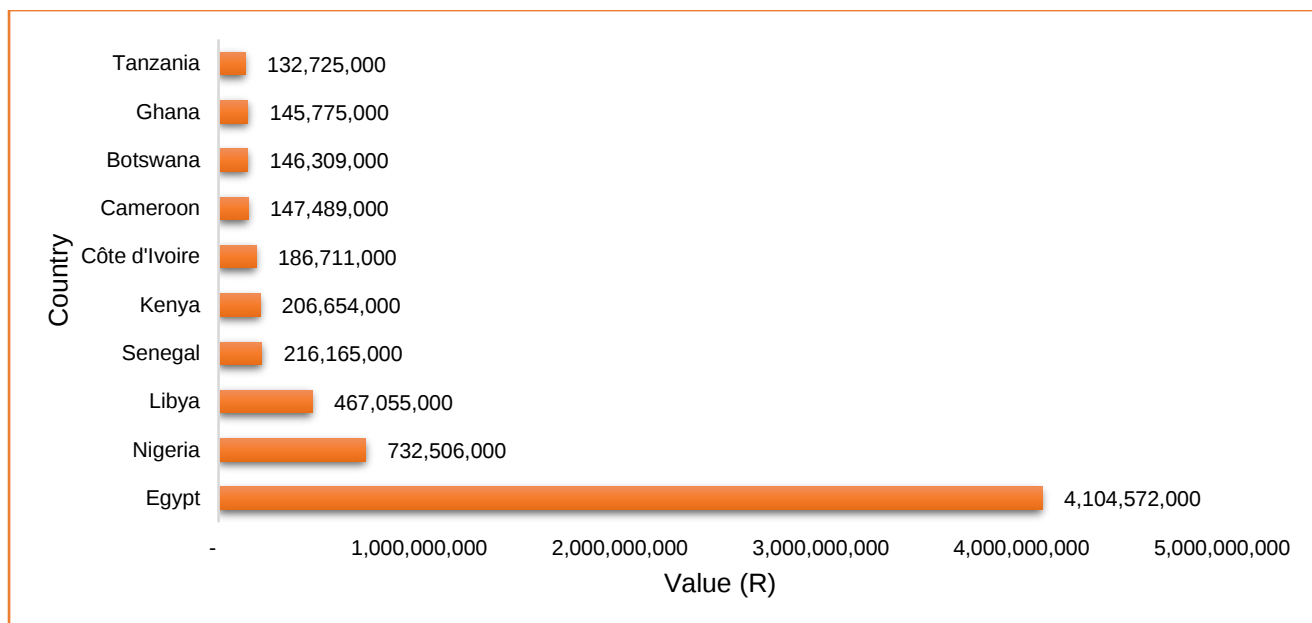


Figure 23: Top apple-importing countries in Africa. **Source:** ITC, Trade Map (2024)

As illustrated in **Figure 24**, Botswana leads the region of Southern Africa with the highest import value of R146 million in 2023. Other major importers are Zambia with R120 million, Namibia with R108 million, Zimbabwe with R69 million and Angola with R67 million, which indicates a strong demand for apples across Southern Africa. South Africa has the lowest apple import value of R848 thousand, reflecting strong domestic production capabilities and lesser reliance on imports, as emphasised in **Figure 16** and **Figure 18** above.

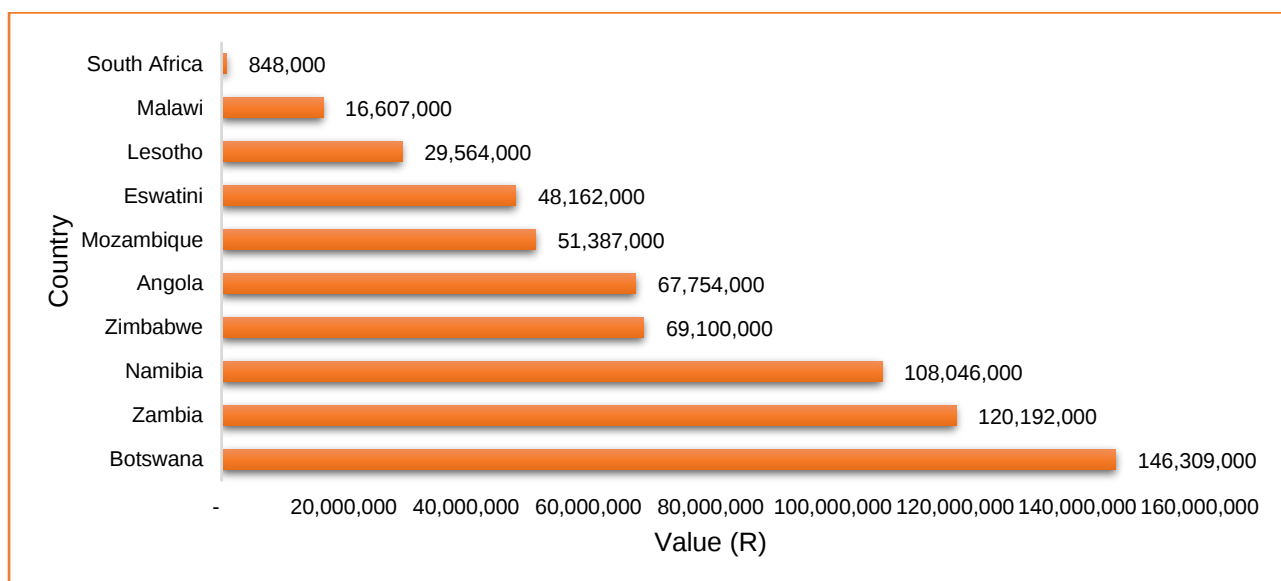


Figure 24: Apple imports in Southern Africa. **Source:** ITC, Trade Map (2024)

3.4. EXPORTS

Apple exports by Africa show a stable increasing trend over the years under review (2019 - 2023), starting from R5,4 billion in 2019 to its highest peak of R9 billion in 2023. Apple exports by Southern Africa were also on a stable increasing trend, having started from an export value of R5,4 billion in 2019 to R8,9 billion in 2023. Overall, the export values for Southern Africa are almost identical to the total export values for Africa. This indicates that Southern Africa is the primary region driving apple exports from the continent, therefore suggesting that it is the main hub for apple production and export within Africa (**Figure 25**).

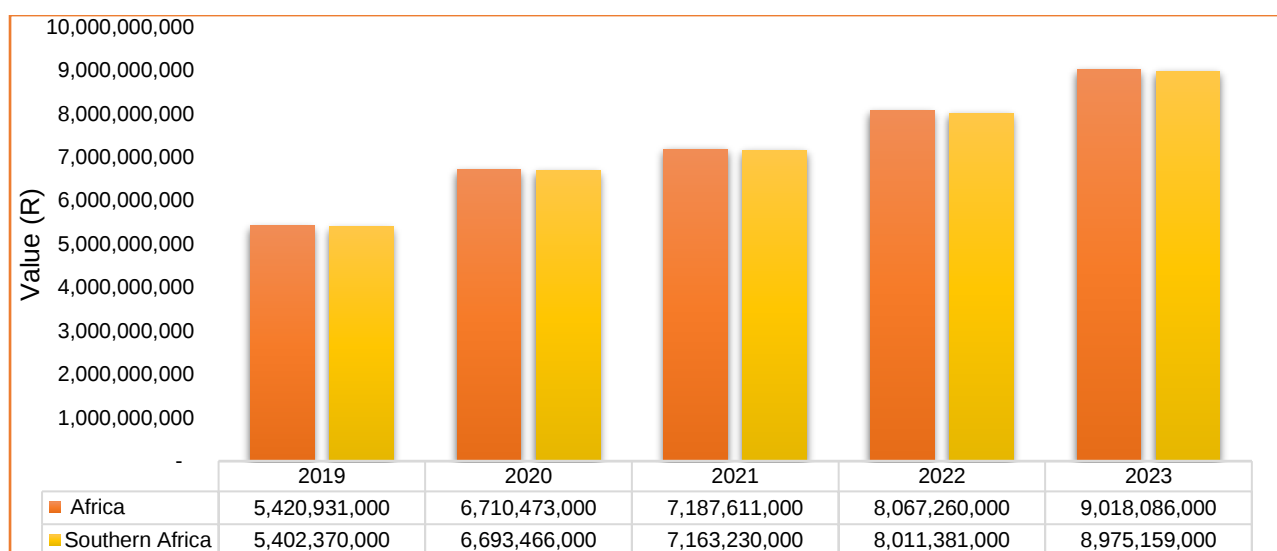


Figure 25: Apple export trend in Africa vs Southern Africa. **Source:** ITC, Trade Map (2024)

Apple exports from Africa, as illustrated in **Figure 26**, were dominated by South Africa, which exported apples valued at over R8,9 billion in 2023. Other significant exporters include Djibouti, Kenya and Tanzania, which exported apples valued at R14,6 million, R10,2 million and R8,6 million, respectively. The graph indicates that South Africa is the major driver of apple exports in Africa, as it accounts for 99% of Africa's apple exports.

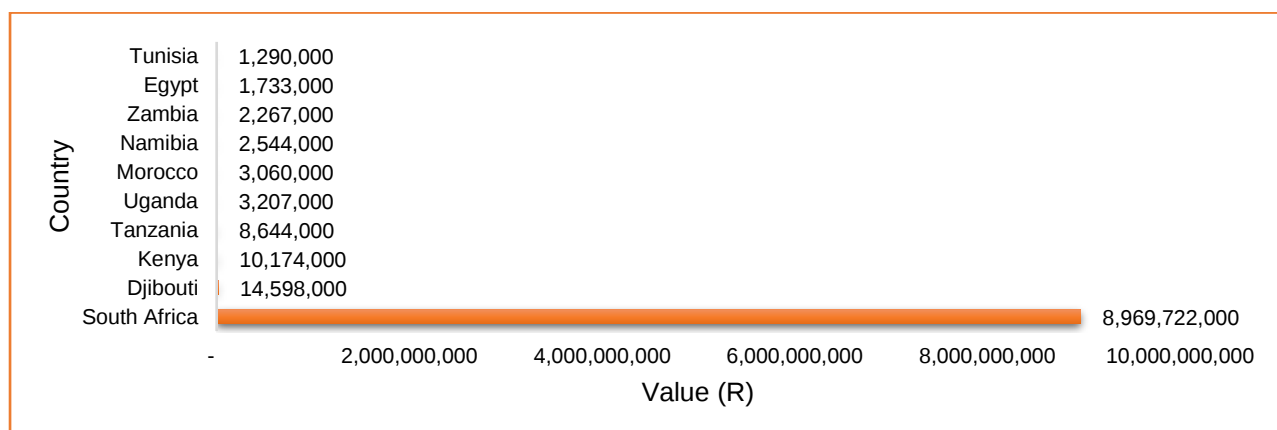


Figure 26: Top apple-exporting countries in Africa. **Source:** ITC, Trade Map (2024)

Figure 27 re-emphasises how South Africa is dominating the apple exports in Africa and, therefore, in Southern Africa as well. Ninety-nine per cent (99%) of apple exports valued at R8,9 billion were exported by South Africa alone, with other small exports from Namibia (R2,5 million), Zambia (R2,3 million) and Angola (R276 thousand). It is also worth noting that as stated in **Figure 18**, as per the official records available on international databases, only South Africa produces apples in Southern Africa; thus, export figures of other countries indicated could be for re-exports only and not necessarily for what was produced domestically in these countries.

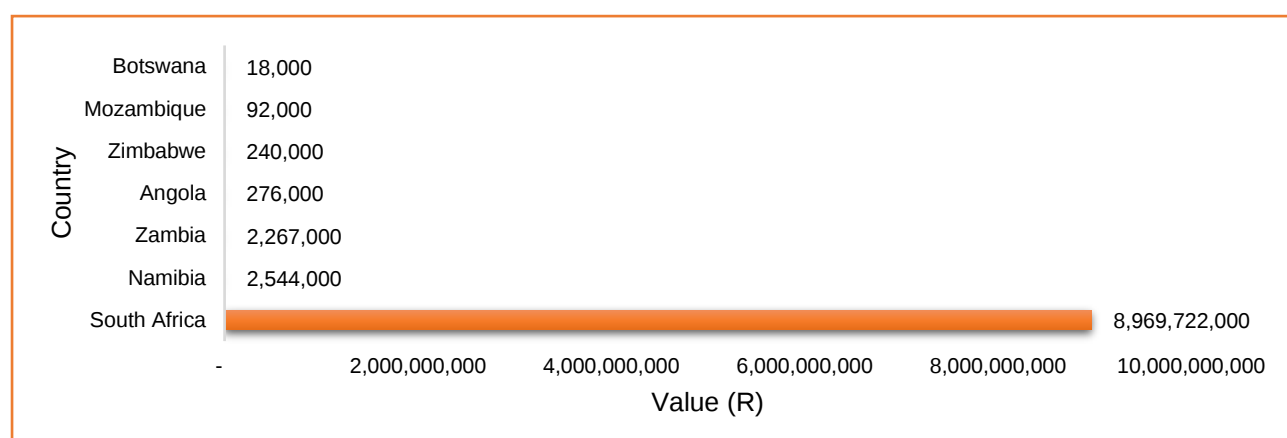


Figure 27: Apple exports in Southern Africa. **Source:** ITC, Trade Map (2024)

3.5. PRICES

The average prices of apples in Africa were relatively stable in 2019 (N\$12,985.05/ton) – 2020 (N\$12,844.33/ton) with a slight decrease recorded. There was an increase in the apple price in 2021 to N\$13,893.84/ton and, thereafter, a sharp price drop to N\$8,381.36/ton in 2022, which could be due to various factors such as increased supply, decreased demand, currency fluctuations, and or external economic conditions.

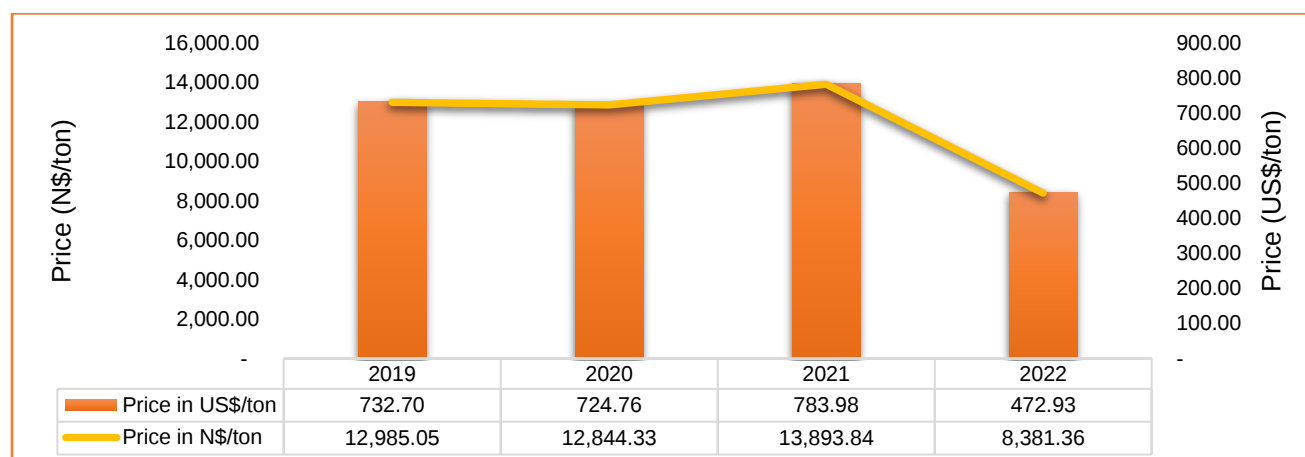


Figure 28: Average apple prices in Africa. **Source:** FAOSTAT (2024)

Conversion date 21.08.2024

Figure 28 indicates that there was a significant drop in apple prices in Southern Africa from N\$9,316.56/ton in 2019 to N\$7,966.12/ton in 2020. The prices recovered in 2021 to N\$8,995.78 /ton, however, it slightly decreased again to N\$8,210.69/ton in 2022. The overall trend shows that while apple prices in Southern Africa are subject to fluctuations, they have remained within a somewhat stable range over these four years, with the most significant shift occurring between 2019 and 2020.

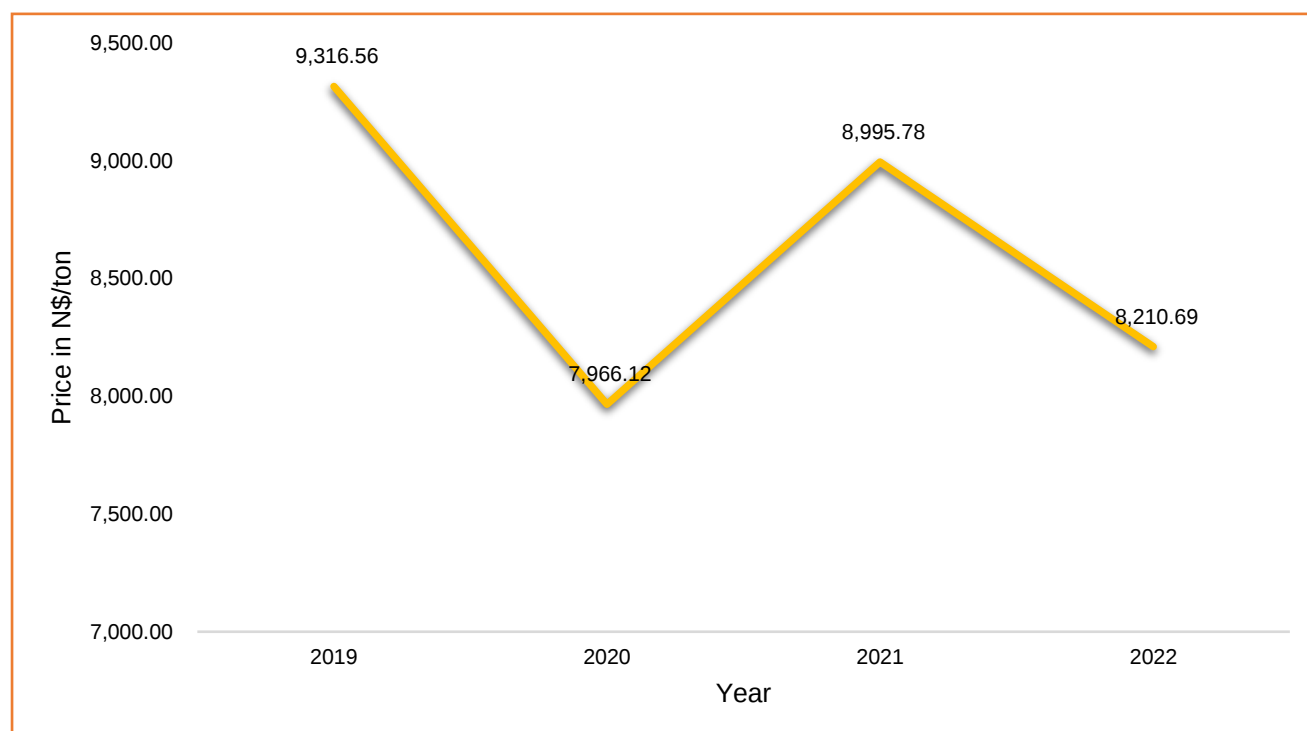


Figure 29: Average apple prices in Southern Africa. **Source:** FAOSTAT (2024)
 (Conversion date 21.08.2024)

4. DOMESTIC (NAMIBIA) OUTLOOK

4.1. PRODUCTION & CONSUMPTION

Namibia's apple production is close to non-existence and there are no official records on most international databases. The country, therefore, lacks reliable data in terms of apple production. According to a study conducted by the NAB in 2022, a total of 22,530 apple trees were recorded from a sampled 62 fruit producers located mainly in South and Orange River (19,000 trees), Karst (3,500 trees), North Central (27 trees), Zambezi (2 trees) and Kavango (1 tree) respectively. The study further revealed that these trees recorded a yield of about 10 tons per year. The yield recorded is relatively low because, at the time of the survey, the majority of the apple trees were still younger than 5 years and hence have not reached full production as yet.

The study further revealed that over 4,200 apple tree seedlings (grafted) are being imported into the country on an annual basis with a further 125 trees produced locally (mostly grown from seeds), therefore indicating a favourable interest in apple production amongst Namibian farmers.

Apple consumption in Namibia is eminent, proven by the fact that it is the number 1 most imported fruit in Namibia given that it is rarely produced locally. The graph below (**Figure 30**) illustrates the consumption of apples in Namibia over five years, from 2018/19 to 2022/23, both the tonnage of apples consumed and their value in Namibian dollars (N\$).

There was a steady increase in both quantity and value from 2018/19 (8,327 tons valued at N\$70,474,587) to 2020/21 (11,181 tons valued at N\$105,370,054), with 2020/21 marking the highest point in both metrics. After 2020/21, consumption in tons and value dropped in 2021/22 (8,441 tons valued at N\$69,179,739), and while there was a small recovery in 2022/23 (9,643 tons valued at N\$73,480,619), it did not reach the previous peak recorded in 2020/21.

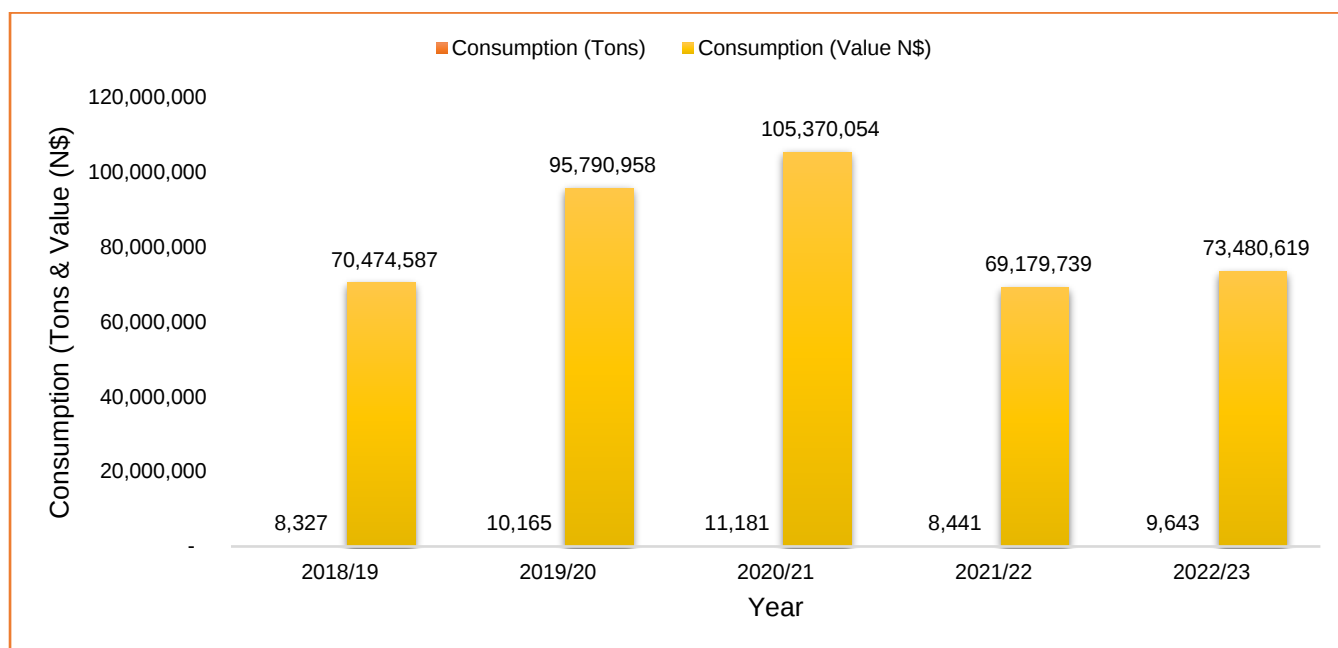


Figure 30: Apple consumption trend in Namibia during the 2018/19 – 2022/23 financial year. **Source:** NAB (2024)

4.2. TRADE ANALYSIS (IMPORTS & EXPORTS)

As indicated in **Figure 31**, the import quantity of apples into Namibia increased steadily from 2018/19 (8,327 tons) to 2020/21 (11,181 tons), reaching its highest in 2020/21. These import figures are also the same as the consumption figures presented in **Figure 30**, as Namibia does not have reliable consumption and production data. This trend suggests a dynamic market for apples in Namibia, influenced by various

factors such as demand, supply constraints, pricing, and economic conditions impacting import levels and values.

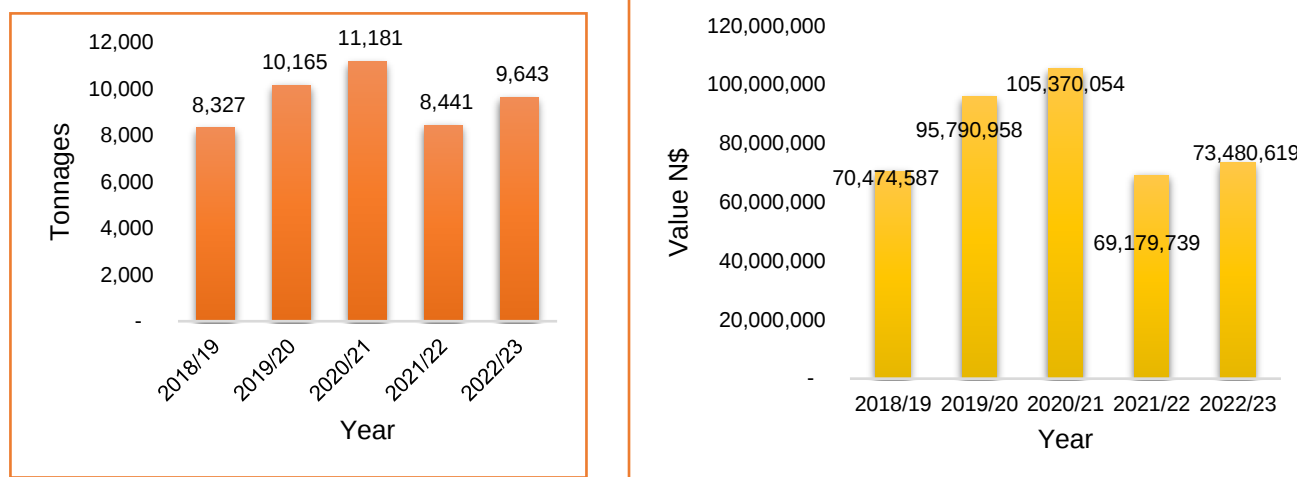


Figure 31 (a & b): Namibia apple import analysis for the 2018/19 – 2022/23 financial year in tonnages and value. **Source:** NAB (2024)

The graph (**Figure 32**) shows the trend of Namibia's apple exports in terms of value (in Rands) from 2019 to 2023, according to the data sourced from the ITC Trade Map (2024). Both exports and actual exports experienced fluctuations in 2019-2021 (R 1,126,000 to R 207,000 for exports and R361,000 to R59,000 for actual exports), with notable declines in 2020. In 2022, all categories (exports, re-exports, actual exports) saw a significant increase, with exports reaching their peak at R 4,422,000. There was a decline across all categories in 2023 compared to the peak in 2022, although the values in 2023 remained higher than in earlier years. Overall, Namibia's export trend is quite variable, with a significant surge recorded in 2022.

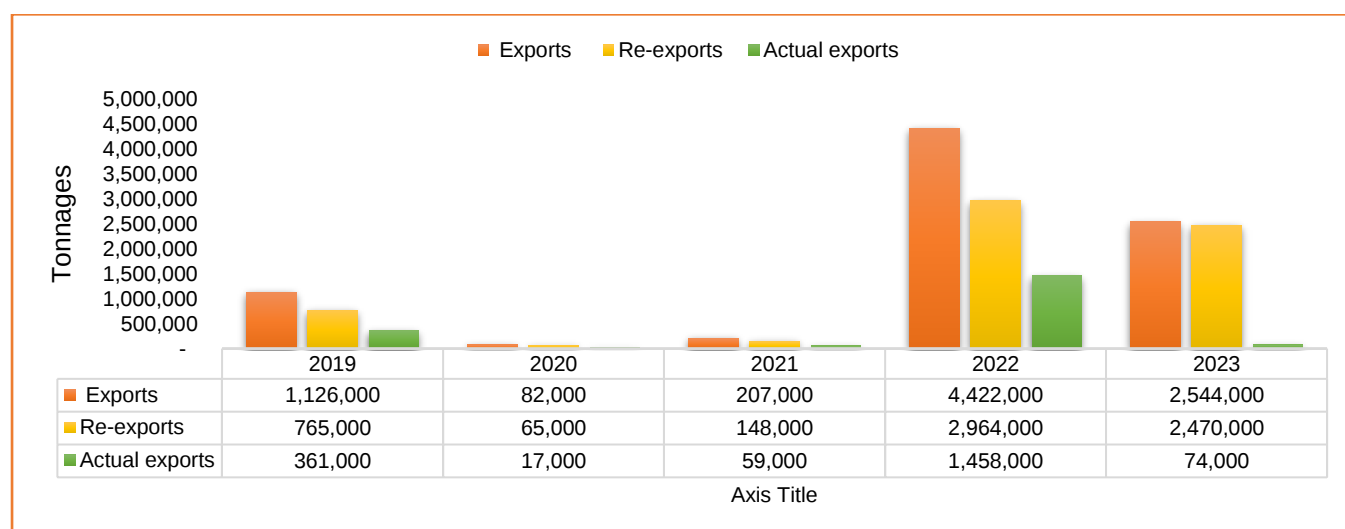


Figure 32: Apple export trend in Namibia during the 2018/19 – 2022/23 financial year. **Source:** NAB (2024)

4.3. PRICES

Namibia's apple price presented in **Figure 33** was calculated based on the import figures. From 2018/19 to 2019/20, the price of apples in Namibia increased from N\$8.46/kg (N\$8,463.30/ton) to N\$9.42/kg (N\$9,423.69/ton), indicating a rise during this period. The prices then remained stable from 2019/20 to 2020/21 at N\$9.42/kg (N\$9,423.69/ton), thus suggesting a period of price stability for apples in the country. This stability was, however, followed by a noticeable price decrease to N\$8.20/kg (N\$8,195.32/ton) in 2021/22 and further down to N\$7.62/kg (N\$7,620.21/ton) in 2022/23, respectively.

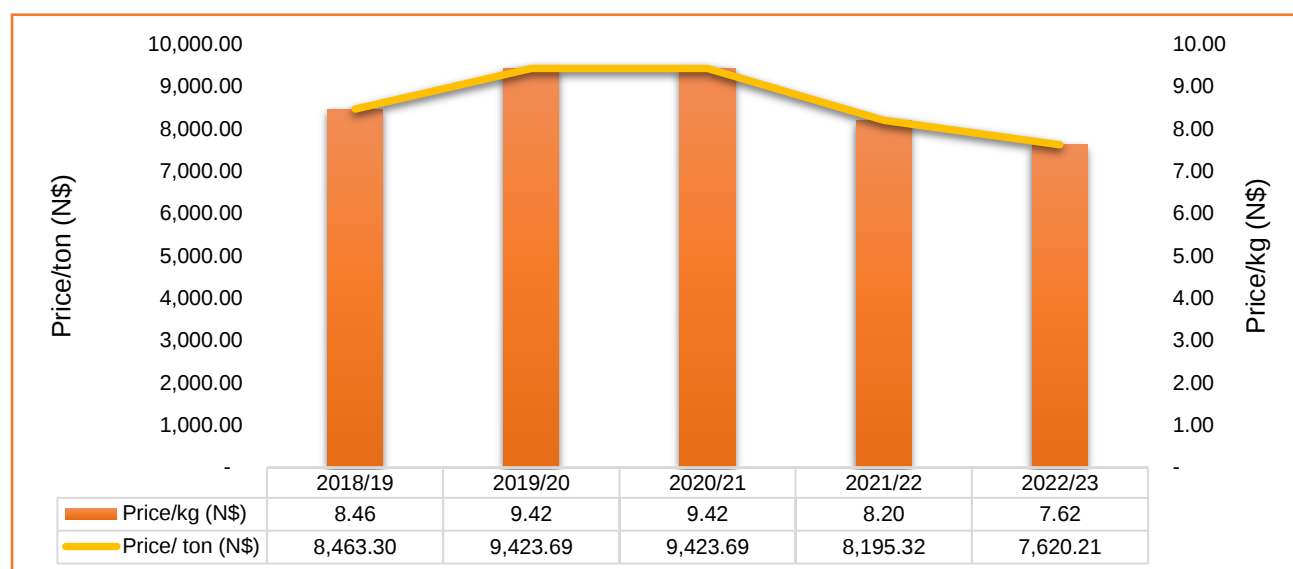


Figure 33: Apple price trend in Namibia for the 2018/19 – 2022/23 financial year. **Source:** NAB (2024)

5. KEY POTENTIALS

This Market Intelligence Report highlighted that although Namibia does not currently produce apples on a large commercial basis to meet the local demand, the country has the potential to develop a local apple industry given the substantial import of over N\$60 billion worth of apples annually. Some of the key potentials include the following;

- Identifying regions within Namibia with climatic conditions that are suitable for apple cultivation (e.g., cooler, higher-altitude areas which can be found in the South Production zones of Namibia) and implementing research programmes to identify and develop apple varieties that can thrive in Namibia's unique climatic conditions. These could include drought-resistant varieties or those with shorter growing seasons.

- Efficient use of water resources, particularly in regions with access to groundwater or rivers. This involves investing in advanced irrigation technologies, such as drip irrigation and rainwater harvesting systems, to optimise water use and reduce waste.
- Developing the necessary infrastructure to support apple farming, such as cold storage facilities and transportation networks, through Government investment in infrastructure to reduce post-harvest losses and ensure that apples reach markets in optimal condition.
- Attract investment in local apple production through the provision of financial incentives such as low-interest loans, subsidies, or grants to farmers and investors willing to venture into apple production.
- Other strategies, such as the MSP (Market Share Promotion Scheme), as an import substitution policy or strategy, can also be extended to apples to gradually reduce apple imports as local production increases, thus providing a stable market for local farmers and encouraging them to invest in apple production.
- Local farmers are, therefore, also encouraged to be open to learning and adopting new techniques suitable for apple farming, form cooperatives to pool resources, invest in quality seedlings and stay informed about the market trends and consumer preferences to produce apple varieties that are high in demand, both locally and potentially for export.
- Investors are also encouraged to fund the establishment of large-scale apple orchards, invest in agribusiness that supports apple farming (nurseries, fertilisers, cold storage facilities, processing facilities, etc.) and further explore export channels for Namibian apples.

Overall, while Namibia currently relies heavily on imports to meet its apple consumption needs, there is significant potential to develop local production. With the right combination of government policies, farmer initiatives, and investor support, Namibia could reduce its dependency on imports, create jobs, and boost the local economy through the development of a sustainable apple industry.

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PUBLISHED BY:

Namibian Agronomic Board
Agronomy and Horticulture Market Development Division
Research and Policy Development Subdivision

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