

Eat Well is a project ideated by Impact Tank to address Namibia's reliance on imported fresh produce. The project seeks to replicate other community-based agribusiness models and adapt them to the Namibian context to deliver fresher, cheaper and more diverse produce.

# EAT WELL

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## Project Goals

- Create a profitable agribusiness in partnership with its host community.
- Deliver produce that results in import substitution (and lower local prices) and exports.
- Contribute to the local community via skills acquisition, improved incomes and core community infrastructure.
- Deliver a lighthouse case of private/community partnership in agribusiness that will inspire replication

## Target Impact



Provide employment to 50 locals in target area. Support 50 local small holder farmers.



Grow high-quality produce for local and export market that generates a profit and supports liveable wages.



Invest in local community infrastructure to provide improved healthcare and education

85%

Unemployment rate in  
some rural areas

1%

Processing rate of  
local produce

60%

Imports of fresh produce

75%

Higher cost compared  
to neighbours



## About Impact Tank

- We are Namibia's first venture builder, founded in 2020
- Our projects focus on 3 thematic areas: Human Capital, The Green Economy and Food Security
- We aim to impact the lives of thousands of Namibians and inspire further action by the market.

Visit [www.impacttank.org.na](http://www.impacttank.org.na) for more information