



---

## **NAMIBIAN WAGYU PROTOCOL - ACCREDITED RETAILER**

All Wagyu beef must be retailed and handled as per approved protocol to protect the brand, producer, retailer and the consumer.

A **RETAILER** for purposes of this document is any person or place which sells WAGYU meat or products thereof but not limited to:

Butchery  
Processor  
Retailer  
Wholesaler  
Resellers  
Restaurant  
Take outs  
Grocers  
Food stalls  
Markets  
Hospitality industry

1. No Wagyu product may be traded in Namibia without a Certificate of Authenticity (COA) that guarantees the Wagyu content of the product. No Wagyu product may be imported without a permit that is signed off by the Namibian Wagyu Society (NWS).
2. The retailer can register for Accreditation on the NWS website. After complying to the Retail Protocol, a certificate will be issued by the NWS.
3. The retailer hereby acknowledges that they will only purchase and sell Namibian Wagyu delivered from an accredited abattoir or other accredited retailer. A list of accredited abattoirs and retailers will be available on the NWS website.
4. The COA must be displayed where its patrons/customers will be able to view it.
5. The NWS will provide an information pamphlet about Wagyu, Marbling and Percentage Wagyu content, that must be displayed together with the Wagyu products. This information will consist of a laminated A4 page and with approval can be branded to the retailer's needs.

6. Copies of the COA must accompany the corresponding meat when delivered to the retailer, this can be digital or hard copies. This must be made available upon request of the customers.
7. The retailer will keep the product under correct storage, as instructed by the NWS. By not breaking the cold chain, always clearly and correctly labelled and packaged to support the Wagyu brand.
8. When Wagyu is served as a meal at any type of retailer, a copy of the COA, must be available to customers. This can be in hard copy or in digital format.
9. The Marble Score as on the COA **MUST** be displayed on the product packaging, the label of the product, or on the price tag. If product is displayed as for instance as a cut of meat, the MS must be shown in the display. If minced meat or processed products are displayed there is no need for Marble score on display or the product. Meat with 10mm x 5mm size and bigger must have a Marble Score attached.
10. Staff must have knowledge of Marble Score and percentage of Wagyu content, before advising customers of the product. This is especially important in the hospitality industry.

## **RECOMMENDED IF POSSIBLE:**

The following points are ideal and to which we aspire to, though we acknowledge market development is needed before it is implemented, considering that minimum 95% of all Wagyu oxen are considered F1's:

11. The percentage of Wagyu content as on the COA **MUST** be displayed on the label of the product separately, or on the price tag. If product is displayed as for instance a cut of meat, the percentage of Wagyu content must be shown on the display. It must be displayed as 50%, 75%, 87.5%, 93,75% or 100% Wagyu.

For any inquiries, please contact <https://www.namibianwagyu.com/> or a technical committee member.



*Approved on 27<sup>th</sup> October 2021*