

Gregory's story

A journey of faith,
hard work &
excellence.



Take a moment
and walk through
my story...



“Humble beginnings.”

At 63 years old Gregory Benjamin is enjoying his well-deserved retirement with his wife, occasionally playing cards and watching his precious grandchildren grow up.

Even so he always comes back to his beloved factory every other day to oversee procurement and to see if things are still comfortably on track.

The year was 1979 and a vibrant 20-year-old Gregory Benjamin, best known as Oom Greg or just Greg, was about to embark on the journey that would change his life, from his humble roots in Elsie's River, Cape Town to Walvis Bay, in 'Suidwes' now known as Namibia.

As one of 5 children Greg was born into a business minded family. He often recounts how his Dad, Callie, a Trader and Anna, his Mom, a Dressmaker instilled the principles of hard work, excellence and the value of building relationships, right from his childhood.

Few things gave him more joy than working with and learning the ins and outs of business from his father. Right from the very start, his father taught him that if you look after the community, the community will look after you. Which was why his parents were so successful and beloved within the community of Elsie's River.



“The Journey.”

Upon his arrival in Narraville Walvis Bay with his Auntie Kassie, the fear of uncertainty, fitting in and missing his family in Cape Town weighed heavy on his heart. Equally so, it was a new world for him which was exciting.

But his fears soon vanished as he buried himself in the Van Reenen family business. He spent the time working on the farm, during weekdays and then at Le Palace, a club over the weekends as the doorman and bar manager.

Using the principles taught to him by his parents, he soon became an adored member of the Narraville community. Yet in spite of his newfound fame, his heart still felt a deep longing for his family back home.



Fate is a funny thing. As luck would have it, fate struck him twice. First and foremost, by introducing him to a beautiful Catholic girl from Port Nollith, who would eventually become his wife. And secondly by introducing him to the world of meat, which became his lifelong passion and career.

A passion that was born out of an innocent encounter in which he was randomly asked to cut soup bones at the family butchery because the blockman didn't show up to work that day. Since then, Greg never left the butchery and the meat business.

1982 was a year that kicked off with sadness, love, inspiration and the hope for a bright future, as the now 26-year-old Greg sought to introduce his beautiful fiancé to his parents. Unfortunately, his beloved mother Anna passed away from breast cancer just a few months before he was able to introduce her to her future daughter in law.

OUR MEMORY LANE

Greg's Story:

A heart-warming story of courage, faith and hard work.

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“Love, Life & Family”



Greg spent many days reading the handwritten heartfelt letters his mother wrote to him, longing for her with a heart full of sorrow, Greg vowed to live a life of excellence and hard work in honor of the memory of his mother. And that above all he would look after others in the community just as his mother once did, and his dad, now 93-year-old, still does to this very day.

Greg was eventually employed at Meatco, a big meat corporation in Namibia. That commitment to excellence and to thrive in life is what pushed and carried him through his future career and years at Meatco, as he managed the Swakopmund Butcher shop and later on became the Marketing Manager at the coast. During those next 17 years Greg took his Butchery and Management skills to an expert level, under the encouraging and watchful supervision of Meatco.

Life was good! Not only did Greg have job satisfaction, but he was also living the life of his dreams, with his beautiful wife and 2 children, Charlene and Attie.

In 1997 he was retrenched by Meatco and was now left potentially jobless. Fortunately, Greg was prepared as 2 years prior to his retrenchment, he had an intimate conversation with his daughter Charlene in which she asked him the difficult question "Daddy, what would you do if you lost your job...?"

Before and beyond that day he planned, saved and prepared for an uncertain future. So much so, that on the day he walked out of Meatco, he walked into the already established Benguela Butchery which he now owned.

OUR MEMORY LANE



"The Journey."



Greg's Story:

A heart-warming story of
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The journey of an Entrepreneur is not an easy one. Yet through all the escalating meat prices, droughts, competition and even being forced to regroup, refocus and change operational direction, Benguela Butchery has not only survived, it has grown exponentially.

By God's Grace and Favor it has transcended from only a butchery and is now a factory, which manufactures and produces its own deli meats and meat products that it supplies to households, to restaurants, to shipping vessels and everyone in between. In Swakopmund, Walvis Bay, all the way to Rehoboth and beyond. The growth of Benguella Butchery has been solely based on hard work, perseverance and the belief that anything is possible. Today Greg oversees the operations from a more relaxed eagle's eye. He does the bulk of the procurement a few hours a day during some days of the week, as he sees fit.

He handed over the keys to his "kingdom" to his 2 capable children, Charlene and Attie and to a highly qualified, expert team that has been with him since day 1 and beyond. Together they have successfully taken the business to new heights.

The End.

