



HARVEST

HARVEST





FROM DUBAI
TO THE WORLD

**LIVESTOCK & MEAT PRODUCTION
CITY
DUBAI 2023**

COOPERATION VISION

CREATING A NEW SUPERIOR QUALITY MEAT BRAND TRANSFORMING UAE FROM AN IMPORTER TO PRODUCER, EXPORTER, AND A KEY PLAYER IN THE GLOBAL MEAT INDUSTRY





OUTLINE



Executive Summary



The Project



Business Profile



Project's Goals



Background Experience



Targeted Volumes



Global Meat Market – Opportunities



Cooperation





EXECUTIVE SUMMARY

Presented by Harvest



EXECUTIVE SUMMARY



We do believe that Dubai has all the resources to transform itself from just an importer to a major producer and exporter of meat using the latest established technology and expertise.

Harvest with more than two decades of experience in Livestock breeding, rearing, trading, meat processing, and trading of meat products across the globe, wish to be part of the UAE vision in the food security sector and a self-sustained mechanism to address the growing demand for meat and meat products

Harvest in association with the world's top consultants has developed a business model that intends to serve the establishment of breeding, fattening, and collection centers in Dubai and across the world and which shall consistently supply more than a million Lamb breeds and three million cattle breeds per annum, in addition to the Meat slaughtering, production, and processing complex in Sharjah

Harvest with its rich network of experienced domain experts would like to serve as a strategic partner to roll out the detailed plan along with the timelines to assist the authorities to establish the world's slandered animal breeding & fattening program along with the Meat production facility which will transform the landscape of the global Meat industry with UAE as one of the major players in international Meat Industry





THE PROJECT

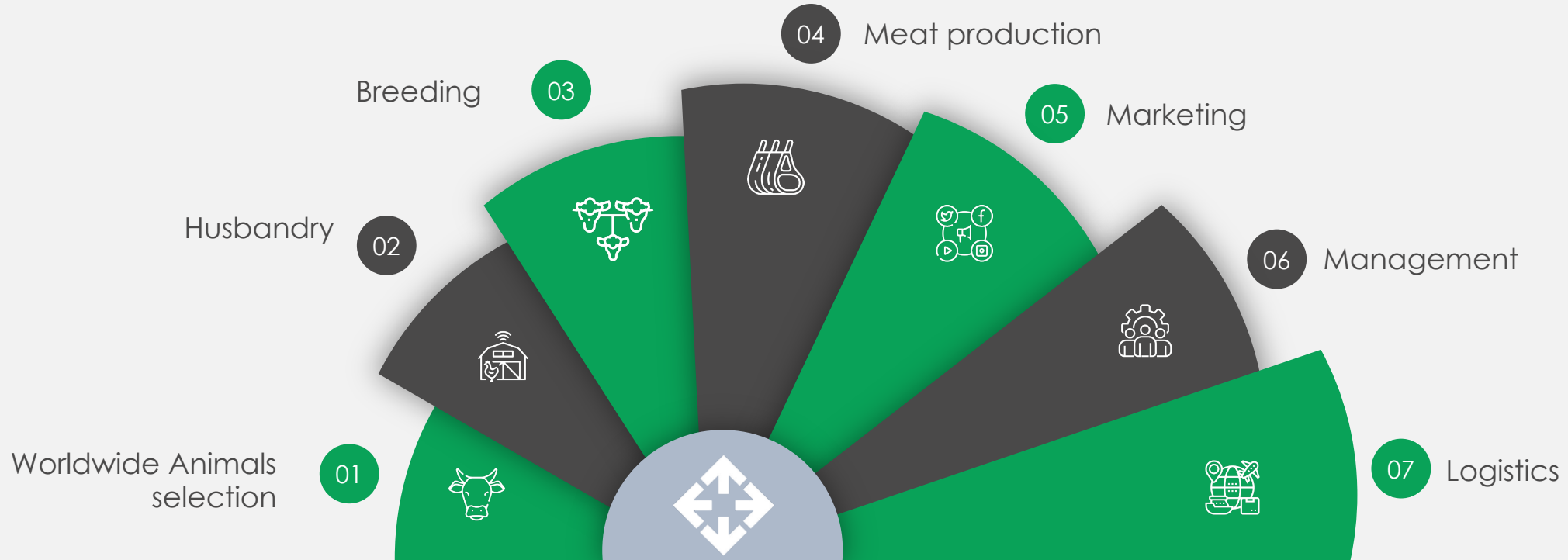
Animal Supply - Meat Production - Marketing

THE PROJECT

Creating a new meat brand transforming UAE from an importer to a producer, exporter, and a key player in the meat industry.

MEAT PRODUCTION CITY

This national project focuses on **7 key areas**:



ANIMAL SUPPLY

The world's largest, fattening farm, feedlots, and collection centers across the world and in Dubai, which shall consistently supply more than 6 million sheep & goats and 2 million cattle breeds per annum with the help of the latest state-of-the-art rearing and fattening technologies.

Gradually building up breeding facilities in Dubai to shift from importing animals to local production for Saudi Dubai's genetically improved beef cattle and Lamb breeds.





MEAT PRODUCTION

The world's largest Meat slaughtering, production, and processing complexes to process the same volume of livestock.



MARKETING, BRANDING & ADVERTISING





Comprehensive marketing and advertising strategy to promote Dubai as a major meat producer



Launching a Top-notch Steakhouse concept
To be franchised globally



Launching a Futuristic Meat Boutique concept
To be franchised globally



Launching a gourmet Burger Stores concept
To be franchised globally



THE PROJECT PHASES

Design Phase – Execution Phase - Operation Management



Harvest with its rich network of experienced domain experts would like to serve as a strategic partner in implementing this MEGA project from the designing phase to the execution and operation phase with our internationally recognized consultants and associates

Detailed feasibility of the entire project will be provided upon confirmation

**Design
Phase**



**Execution
Phase**

**Operation
Management**





DESIGN PHASE

- Detailed plan along with the timelines for the world's largest animal breeding & fattening and collection centers facilities
- Detailed plan along with the timelines for the world's largest Meat production facility
- Feasibility Study, including a preliminary Master Plan and definition and size of the investment, which will give us an accurate CAPEX and OPEX of the project



EXECUTION PHASE

- On-site Project Management
- Animal collection centers in Dubai and across the globe
- Quality Control Management using the latest technologies
- Implementation control of the Health & Safety Plan
- All equipment commissioning and Acceptance Tests
- Organize and ensure proper training
- Technical support to write SOPs

OPERATION MANAGEMENT



Qualified consultants and industry experts



Husbandry and breeding



Meat production



Marketing, sales, and retail





BUSINESS PROFILE

Buffalo –Beef – Lamb - Livestock



4/24/23



- Established in 1980, Harvest started out in the hospitality industry when our activities were extended to various related sectors and then expanded to other markets as well. Nowadays, we have a presence and partners in the USA, UAE, Ukraine, India, Spain, Portugal, Turkey, Brazil, Paraguay, Argentina & Uruguay.
- After 2010 Harvest became a key player in the international livestock, meat, and agriculture industry. We are now a multinational group of companies vertically integrated into a complete value chain, focused on animal welfare, food safety, meat production, consultation, and project management.
- HARVEST is a global marketplace for livestock, meat, and agriculture products. We are a multinational group of companies that are vertically integrated into a complete value chain. We focus on animal welfare and food safety.
- Over the last decade, Harvest become a crucial node in global food supply chains by providing high-quality food products, and best practices.

The group mainly consisted of

- Harvest Worldwide Foodstuff LLC, UAE
- Agro Global Concept International, S.L. Spain
- Ganados Montalban Almacelles, Spain
- Settle Agri-Services and Engineering (SASE), USA
- Fresh and Frozen Food Tech. India
- Al-Fayrouz Aimal Production, Egypt

In association with

- Pinosos Ursa SL, Spain (Europe's largest supplier of livestock)
- Pasto Alentejano, Portugal (Portugal's largest lamb breeders and producers)
- Frigoverdi, Brazil (Brazil Meat producers)
- Concepcion, Paraguay (Paraguay's largest Meat producer)
- BPU, Uruguay (Uruguay's largest meat producer)
- Star ET, Turkey (Turkey's largest lamb breeder and production)



BACKGROUND EXPERIENCE

Livestock, Farming, Beef and Lamb

LIVESTOCK & FARMING

With over **4.5 million** heads of supplied to both governmental and non-governmental entities in the Middle East. Harvest has maintained a continuous presence in the livestock industries in Europe, the USA, and South America.

Our farming journey began in **2010** with our first farms being in Ukraine & Spain. With quality and experience being at the core of our business we quickly became a well-known company in the animal farming and selection industry.



LAMB AND MUTTON LIVESTOCK

For the past **10 years**, Harvest has been exporting a large volume of high-quality lamb and mutton breeds livestock from

Spain

Portugal

Turkey

Armenia

Georgia

Marino

Marino – Feno

Belikesir - Alawas

Neami

Al-Awas





MEAT

Harvest set out & successfully transformed the Indian frozen & chilled meat production industry to compete with market share leaders such as Brazil, Australia, and New Zealand. India was able to handle meat production at scale but lacked proper systems for creating superior meat products.

By implementing training programs, supervision systems, animal selection standards, and quality packaging methods Harvest helped various Indian meat companies enhance their product quality and business processes. With the new standards in place, we were able to bring Indian meat products into new markets around the world.

Harvest is associated with more than 20 major slaughterhouses worldwide for beef and, buffalo meat and grew a regular customer base with confirmed orders amounting to a monthly volume of 10000 metric tons Worldwide.



LAMB MEAT

Harvest is the exclusive
buyer for **5 major
slaughterhouses**
worldwide for Lamb
and Mutton meat

Pasto Alentejano Portugal

Ovinos Manchego Spain

Siciliani SPA Italy

Star ET Turkey

Akseker Turkey

And grew a regular
customer base with
confirmed orders
amounting to a
monthly volume of
4,000 metric tons
Worldwide.



Global Market Opportunity

Beef and Lamb

MEAT MARKET SEGMENTS

The Meat market is mainly two segments

- Beef cattle
- Lamb and Mutton



UAE is known to be one of the major importers of frozen & chilled beef and lamb meat in the region due to the high demand with a lack of proper industry to supply such demand. Hence, and in light of the projected opportunities, Harvest in association with major breeders and exporters of beef and lamb livestock worldwide, sees the opportunity to present premium quality beef and lamb meat products freshly slaughtered in Dubai.

BEEF CATTLE

MAIN BREEDS

IN TOTAL EXPORTS

BEEF CATTLE COULD BE SUMMARIZED INTO 3 CATEGORIES

1

Superior Quality Chilled Beef

is the product of high-end superior cattle breeds like Wagyu and selected Angus.

2

Premium Quality Fresh/Chilled beef

is the product of premium cattle breeds like Angus, Limousine, Simmental, Belgium Blue, and Charolais.

3

Export Quality Frozen Beef

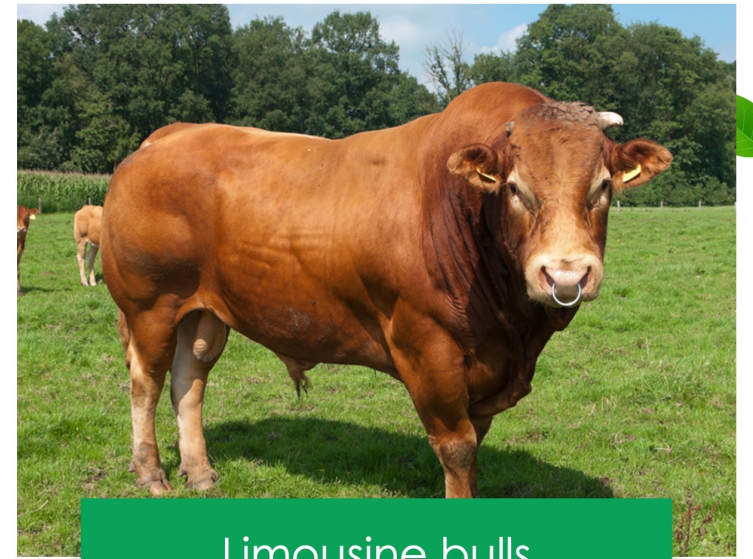
is the product of the regular cattle breeds like Nellore, Zebu, crossbreeds & African breeds; and is mainly consumed in the Middle East, Asia, the Far East & South America.



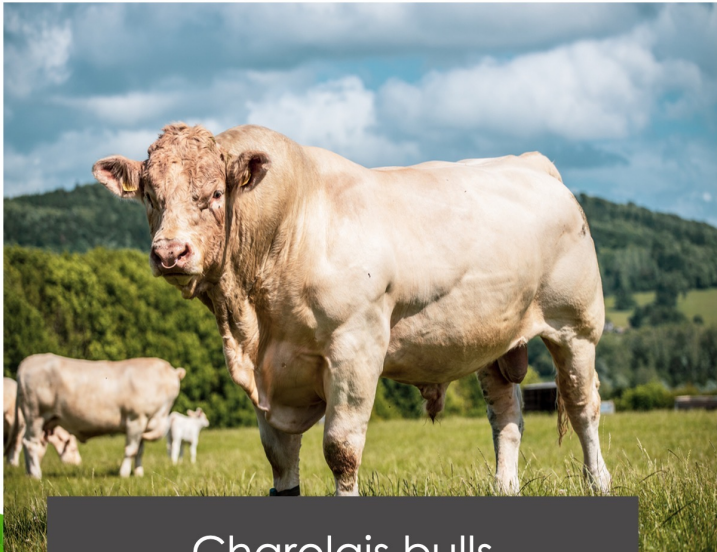
Aberdeen-Angus bulls



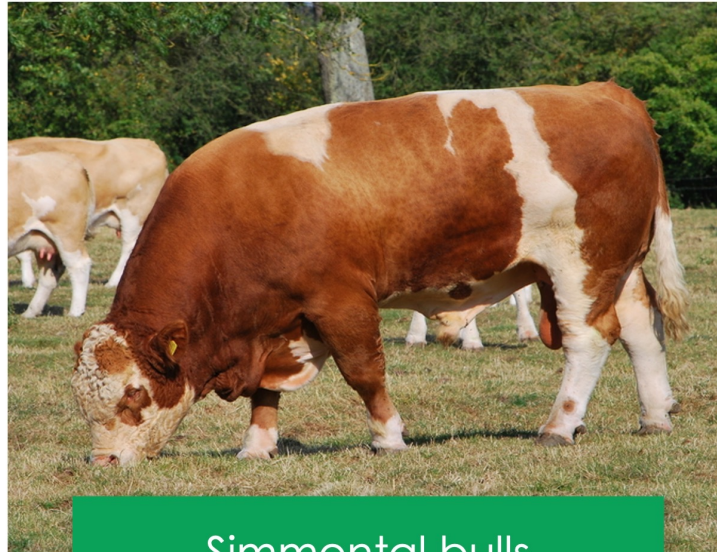
Hereford bulls



Limousine bulls



Charolais bulls



Simmental bulls



Brown Swiss bulls



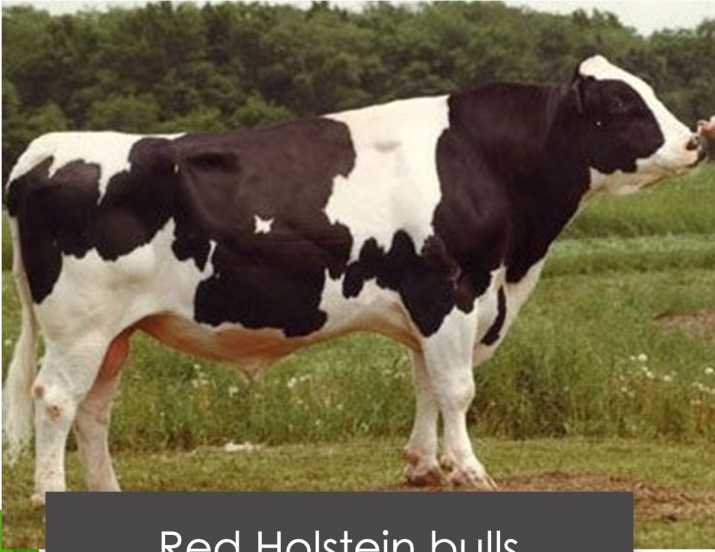
Belgium Blue bulls



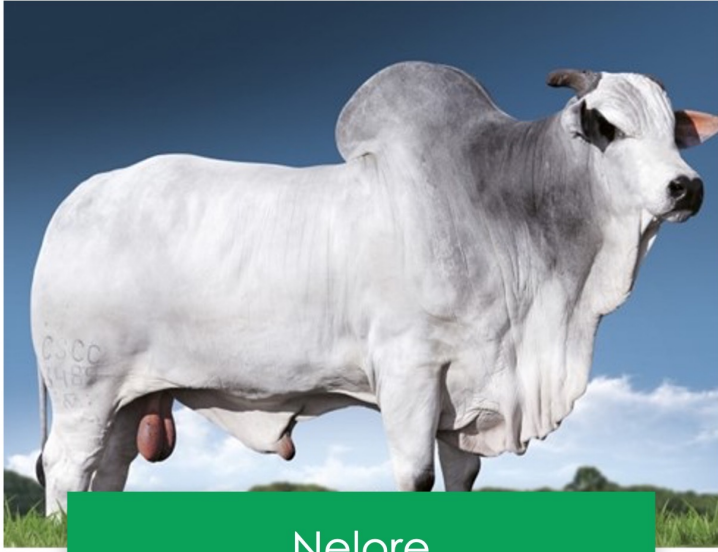
Red Brangus bulls



Black Brangus bulls



Red Holstein bulls



Nelore



Brahman

SHEEP AND LAMBS

MAIN BREEDS

THE LAMB PRODUCTS COULD BE SUMMARIZED INTO 4 CATEGORIES

1

Superior quality lamb from Neami and Al-Awas breeds, which are widely consumed by the MENA region due to their flavor and fatty tail

2

Premium Quality lamb from Marino and Feno breeds, which are widely consumed in the Middle East

3

Export quality lamb breeds from Eastern Europe, South America

4

Commercial quality lamb breeds from Africa



Suffolk



Neami



Dorper



Texel



Marino



Romney Marsh



Animal Selection

Implementing animal selection systems for

Beef cattle – Lamb



ANIMAL SELECTION BEEF CATTLE

Superior quality cattle World-famous selected Aberdeen Angus pedigree steers and Wagyu (**Uruguay – USA - Australia**)

Premium quality cattle Limousine, Charolais, Simmental, Belgium Blue, Brangus, and Hereford cattle (**Brazil – Uruguay – Spain**)

Export quality cattle Nellore, Zebu, Brahman, and African breeds cattle (**Columbia, Brazil, Africa**)

ANIMAL SELECTION LAMB

Superior quality lamb from Neami and Al-Awas breeds, **(Turkey – Armenia – Georgia – Syria)**

Premium Quality lamb from Marino and Feno breeds **(Spain – Portugal – Australia – New Zealand)**

Export quality lamb breeds **(Romania – Ukraine – Moldova – Argentina – Uruguay - South Africa)**

Commercial quality lamb **(Somalia – Ethiopia – Sudan - Moldova)**





HUSBANDRY

Beef cattle – Lamb



BEEF CATTLE HUSBANDRY

- Collection centers and feedlots in South America, North America, Europe, Australia, and Africa with a total capacity **of 700,000 heads of beef cattle** with quarantine farms
- Modern fattening farms for Superior quality meat breeds in Dubai with a **capacity of 200,000 heads of beef cattle**
- Modern fattening farms for Premium quality meat breeds in Dubai with a capacity **of 300,000 heads of beef cattle**
- Fattening farms for export quality meat breeds in Dubai with a capacity of 300,000 heads
- .Mock-up farms with capacities **of 50, 100, 200 & 500 heads of beef cattle** breed to be placed in individual farms with buy-back arrangements

LAMB HUSBANDRY

- Collection centers and feedlots in Europe, Australia, and Africa with a total capacity of **1,000,000 heads** of lamb breeds with quarantine farms
- Modern fattening farms for Superior quality lamb breeds in Dubai with a capacity of **400,000 heads**
- Modern fattening farms for Premium quality Lamb breeds in Dubai with a capacity of **300,000 heads**
- Fattening farms for export quality Lamb breeds in Dubai with a capacity of **300,000 heads**
- Fattening farms for Commercial quality Lamb breeds in Dubai with a **capacity of 500,000 heads**
- Mock-up farms with capacities of **250, 500, 1000 & 2000 heads** Lamb breeds to be placed in individual farms with buy-back arrangements





BREEDING

Beef cattle – Lamb



Beef cattle breeding is an important part of the agricultural industry, as it helps to improve the quality and productivity of lamb, which in turn helps to meet the demand for specific meat quality

The goal of lamb breeding is to produce offspring that have desirable traits such, as good meat quality, disease resistance, heat resistance, and strong growth rates.

BEEF CATTLE BREEDING

- Breeding farms for cattle breeds in Dubai with a starting capacity of **250,000 heads** of pure-pedigree Wagyu and Angus breeds, to be expanded gradually
- Rearing farms for the newborn to be expanded gradually
- Genetics Laboratory
- Artificial Insemination Laboratory



Lamb breeding is an important part of the agricultural industry, as it helps to improve the quality and productivity of lamb, which in turn helps to meet the demand for specific meat quality

The goal of lamb breeding is to produce offspring that have desirable traits such, as good meat quality, disease resistance, heat resistance, and strong growth rates.

LAMB BREEDING

- Breeding farms for Lamb breeds in Dubai with a starting capacity of **250,000 heads** of pure-pedigree Neami, Al-Awas, and Marino female lamb to be expanded gradually
- Rearing farms for the newborn to be expanded gradually
- Genetics Laboratory
- Artificial Insemination Laboratory



MEAT PRODUCTION

world's largest slaughterhouse

Beef cattle – Lamb

One of a kind world's largest slaughterhouse features:

- 10,000 heads of beef cattle and 40,000 heads of lamb per day
- 6 Intelligent deboning and trimming (Streamline) with a traceability system for the beef cattle
- 4 Semi-automated, intelligent packing lines with a traceability system for lamb
- 2 Offal's processing and packaging line.
- Blast freezers tunnel, Frozen storage, Chilled storage, Loading zone Intra-logistics systems
- Lairage: for 50,000 beef cattle and 200,000 lamb
- Rendering plant, water treatment plant, and laboratory



One of a kind world's largest meat processing plant:

- Hamburger line
- Fresh sausage line
- Dry Beef
- Roast Beef
- Smoked Beef
- Pastrami
- Processed meat products
- Bresaola
- Beef dumplings
- Corn Beef
- Dry beef Salami
- Beef frankfurter
- Sous vide products
- Dry lamb
- Lamb sausage
- Pressed meats
- Long-life canned meats



Complimentary Industries

Pet food plant

Skin plant

Medical and cosmetics products plant

Bones processing plant





MARKETING

ADVERTISING – BRANDING – RETAIL

- Establishing brand identity to be a recognized global trademark from Dubai to the World
- Establishing brand identity to be a recognized global trademark
- Increase global brand awareness for Dubai Superior Quality Meat products.
- Building digital & direct marketing campaigns.
- Comprehensive ATL & BTL marketing and advertising campaign
- Landmark showroom in Dubai displaying different cattle and lamb breeds from all over the world
- Creating a stand-alone meat boutique concept to be franchised worldwide
- Creating a new concept of Top-notch steakhouses with a meat boutique to be franchised worldwide
- Creating a new concept of gourmet burger store to be franchised worldwide
- Video production
- eCommerce store
- Web application & technical process management





LOGISTIC PLATFORM

MARITIME FLEET – AUTOMOTIVE FLEET – IMPORT/EXPORT INFRASTRUCTURE



WORK IN PROGRESS



Maritime fleet



Automotive fleet



Import/export infrastructure



PROJECT GOALS

Financial – Political – Social



FINANCIAL GOALS

Supplying the local market with higher quality meat at a lower cost, in addition to exporting to the **MENA region & Asia**

Middle-East meat import 2020

- Saudi Arabia: \$1.9 billion
- UAE: \$1.7 billion
- Iraq: \$858.4 million
- Iran: \$691.1 million
- Israel: \$569.5 million
- Kuwait: \$555.2 million
- Qatar: \$432.7 million
- Jordan: \$372.5 million
- Oman: \$243.2 million
- Bahrain: \$210.1 million

- Egypt: \$1.6 billion
- South Africa: \$676 million
- Angola: \$478.4 million
- Congo: \$196.4 million
- Algeria: \$188.8 million
- Ghana: \$157.9 million
- Congo: \$150.4 million
- Gabon: \$142.6 million



POLITICAL GOALS

Political / security Goals; maintaining the country's self-sufficiency of food, giving it an edge, especially in the events of lockdown.



SOCIAL GOALS

Engaging youth citizens in profitable projects by helping them to own their own farms on the reclaimed land offered by the country in addition to creating hundreds of job opportunities to serve in different locations of the project



TARGET VOLUMES

Financial – Political – Social

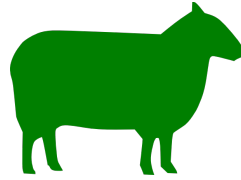


BEEF



Quality Segment	Duration	MT	Price per MT/ USD	Total USD
Superior Beef	Monthly	5,000	25,000	125,000,000
	Annually	60,000	25,000	1,500,000,000
Premium Beef	Monthly	20000	9,000	180,000,000
	Annually	240000	9,000	2,160,000,000
Export Beef	Monthly	30000	5,000	150,000,000
	Annually	360000	5,000	1,800,000,000
Total Monthly Beef		55,000		455,000,000
Total Annually Beef		660,000		5,460,000,000

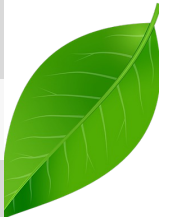




LAMB



SUPERIOR LAMB	MONTHLY	1,500	12,000	18,000,000
	Annually	18,000	12,000	216,000,000
Premium Lamb	Monthly	2000	8,000	16,000,000
	Annually	24000	8,000	192,000,000
Export Lamb	Monthly	3000	7,000	21,000,000
	Annually	36000	7,000	252,000,000
Commircial Lamb	Monthly	3000	6,000	18,000,000
	Annually	36000	6,000	216,000,000
Total Monthly Lamb		6,500		55,000,000
Total Annually Lamb		78,000		660,000,000





6 billion USD of sales will rank Dubai fourth globally in meat production

TOTAL USD

Grand Total Monthly 510,000,000

Grand Total Annually 6,120,000,000



Country	USD MM		Total
	Fresh/Chilled	Frozen	
Australia	2,700	4,900	7,600
United States	3,500	3,400	6,900
Brazil	881	5,600	6,481
Netherlands	2,800	336	3,136
India		3,100	3,100
Argentina	772	2,300	3,072
Canada	1,770	414	2,184
Ireland	1,800	341	2,141
New Zealand		2,100	2,100
Poland	1,150	410	1,560
Uruguay		1,500	1,500
Mexico	1,220		1,220
Germany	1,130		1,130
Paraguay	468	556	1,024
France	971		971
Spain	685		685
Belgium	635		635
United Kingdom	481		481
Nicaragua		300	300
Hong Kong		276	276
	20,963	25,533	46,496



HARVEST COOPERATION

Consultancy services

Animal supply

Management



COOPERATION

The goal of our cooperation is to enhance the entire process of beef and lamb production from farm to table by implementing proven and tested methods for producing superior-quality meat. Combining quality products, strategic marketing, and Harvest's global connections, we expand UAE into new markets and create the demand for Dubai-branded meat products.

Harvest cooperation could be summarized into:

- Consultancy services
- Animal supply
- Management



DESIGN PHASE

Harvest will create the business model and the project vision for superior quality beef and lamb products to be a globally recognized brand by qualified consultants and industry experts to provide:

- Detailed plan along with the timelines for the feedlots, breeding & fattening, and collection centers facilities
- Detailed plan along with the timelines for the world's largest Meat production facility
- Full set of the required machinery
- Develop the concept design for the steakhouse and franchise guidelines.
- Design the concept for the burger store and franchise guidelines
- Meat boutique design
- Feasibility Study, including a preliminary Master Plan and definition and size of the investment, which will give us an accurate CAPEX and OPEX of the project

EXECUTION PHASE

Harvest will manage the project technically with top-qualified industry experts for:

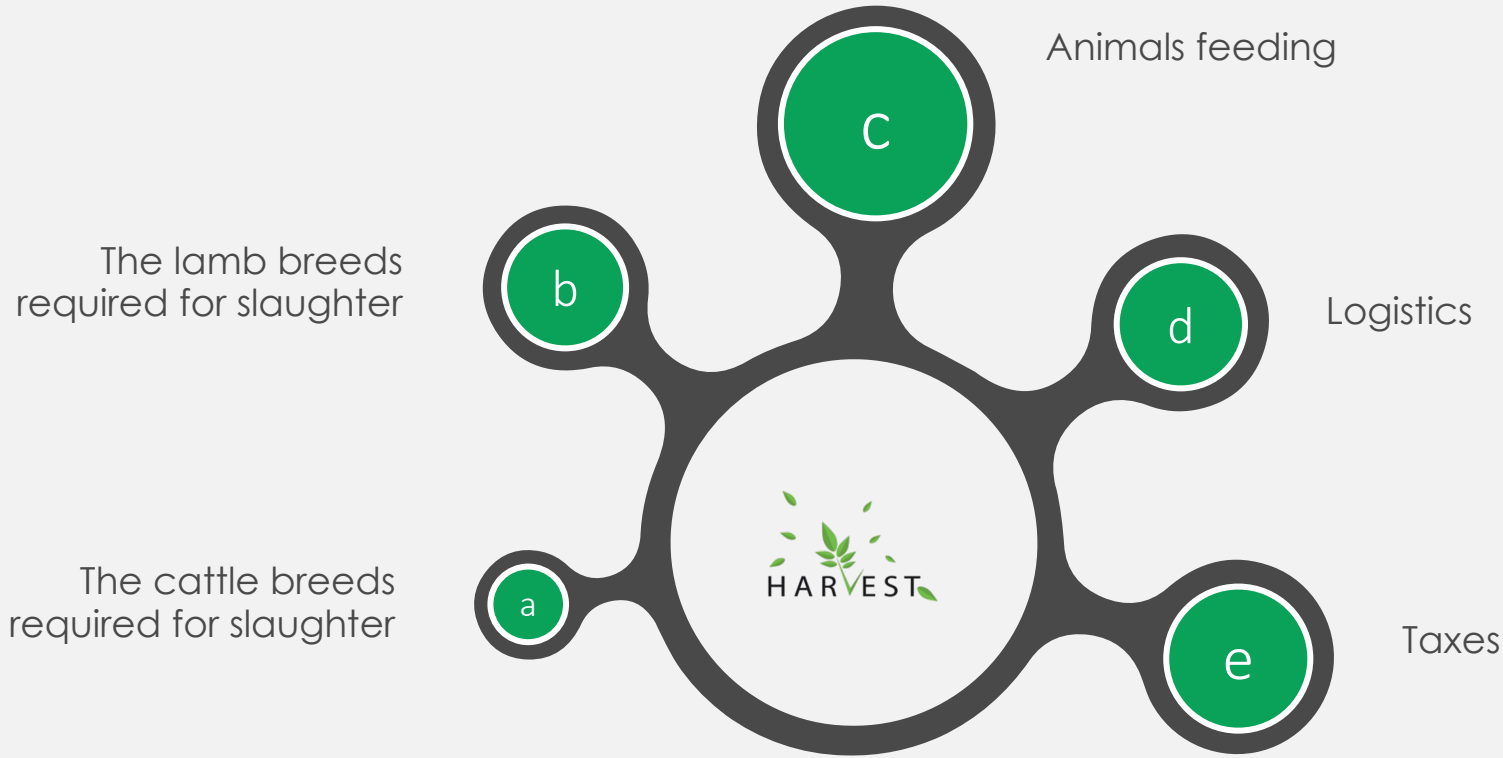
- Farms and feedlot
- Breeding farms
- Meat production
- On-site Project Management
- Quality Control Management
- Implementation control of the Health & Safety Plan
- All equipment commissioning and Acceptance Tests
- Organize and ensure proper training (both technical and operational)
- Technical support to write SOPs (Standard Operational Procedures)





ANIMAL SUPPLY

Harvest will secure and supply





OPERATION MANAGEMENT

Harvest will manage the operation with top-qualified industry experts for:

Supply chain outside UAE

Farms and feedlots in Dubai

Breeding farms

Meat production

Local sales and export management





ESTIMATED COST



ESTIMATED COST



The Estimated cost of the project infrastructure :

USD 500 Million



Required land:

1500 acers

ANIMAL SUPPLY



The Estimated animal
supply budget

USD 600 Million



The Estimated logistic
platform budget

USD 100 Million





HARVEST



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