

Company profile

HISTORY

Al Belad is a subsidiary company of Al Ramooz Group of companies which are operating in

- **OIL AND GAS SPECILAISED SERVICES**
- **FACILITY MANAGEMENT SERVICES**
- **SECURITY SOLUTIONS AND SERVICES**
- **CONSTRUCTION AND REAL ESTATE**

Al Belad Chicken (ABCL) was founded in 2012 in Oman as a day old chick producer, breeder and manual processing company, with a future vision of fully automated standardized commercial processing company which was aimed to a production capacity of 20,000 birds per day with a monthly target production up to 6,00,000 birds meeting up all HACCP international requirements.

Al Belad is dedicated to the finest practices in broiler farming, poultry processing and further processing.

Its mission is to provide the consumer with the healthiest and most innovative chicken products ever produced in the Middle East.

OUR VISION

Its main objective is to be the preferred supplier of branded fresh chicken as well as fresh and frozen supply.in Oman and the Middle East, through integrity, creativity and a commitment to quality and

Our Future Vision is to provide the customers with high quality branded chicken direct to consumer at an affordable cost to all sections of the society. As a part of his vision ABCL is aiming to have its own farms in different regions of sultanate of Oman covering from north to south and east to west in coming years. We are also engaged in retail sales through retail shopkeepers in and around rest of Sumail and Muscat Regions.

excellence.

Product Portfolio

ABCL is one of the leading producers of high quality **COBB-500 Broiler Chicken**. Our gamut of products includes comprises Feed Mill, Parent Farms, Hatching Eggs, Hatchery, Chicks, Commercial Farms & Retail Outlet. Our products are highly appreciated for high nutritional content and durable packaging. The eggs that we supply have superior hatchability and very low transit breakage. These are used across various households for human consumption.

Why Us?

Our organization has emerged as the distinguished entity involved in supplying an assorted range of **Poultry Products**.

The following are the major factors that assist us in becoming the preferred choice of our clients :

- State-of-the-art technology
- Stringent quality standards
- Assured supply at minimum cost
- Timely Delivery
- Fully equipped R&D unit

Our Team

Our organization comprises a **team** of expert professionals, who are backed by vast experience in this domain. These professionals are highly qualified and well versed with the technicalities of the process. They are selected after careful evaluation of their technical as well as organizational capabilities. Furthermore, the complete workforce works in close coordination in order to ensure timely completion of targets.

Following members constitute our team:

Production manager:

Quality analysts:

Administrators:

Vetenary doctor/lab Officer:

Sales & marketing manager

Factory maintenance manager:

Farm supervisor
Semi-skilled workers
Unskilled worker
Others

Quality

The first and foremost objective of our organization is to maintain consistent quality of our entire offered gamut of **Poultry Products**. We work in association with adept quality analysts who ensure that quality management guidelines are stringently followed at each stage. In addition, we organize health check-ups for our poultry products on regular basis to make sure that these are free from all kinds of diseases.

Food safety management systems are key to al belads operations for three main reasons-

- To exceed our consumers' expectations of quality and taste and ensure their satisfaction and trust.
- To respect and abide by government food legislations and contribute positively to the food industry in Oman.

Food safety programs exist at AL Belad for 3 main reasons:

- 1- To deliver consumers' needs in terms of taste and quality.
- 2- To abide by government food legislations.
- 3- To secure the food industry in acquiring the consumer satisfaction and decreasing its potential losses from nonconformity.

ABCL is in under process for HACCP certification in 2014 by velosi quality management system.

With all aspects covered, Al Belad is pure Omani and quality certified company and both local and national level following all international standards with extreme standards of hygiene and quality assurance, utilizing advanced technology and precise quality control in every aspects of its production.

HACCP is a quality and operational system set by the codex alimentarius commission of the United Nations food and agricultural organization which ensures food safety and suitability for consumption.

Caring of environment

- Water used in processing is biologically treated and recycled into irrigation water.
- Solid materials are treated in the company's rendering plant to convert it into materials suitable as fertilizers.

- Gas emissions are trapped and sent through the company's bio filter to prevent polluting the atmosphere.

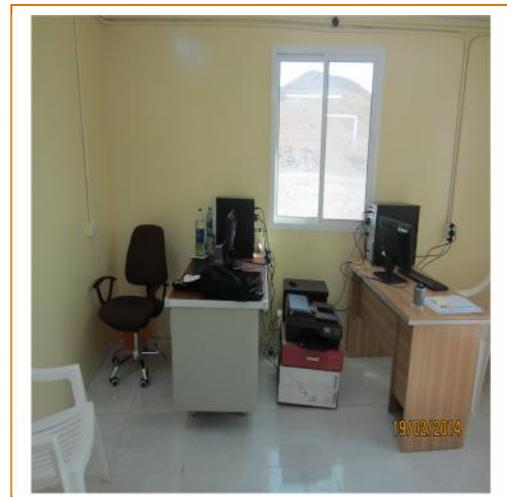
ABCL directs all its production facilities towards that end by:

- Raising its chickens in hygienic farms safe from contaminations.
- Feeding its chickens all natural, vegetarian feed processed in our own farms as a means of feeding best nutritive and healthy feed to our chickens.
- Limiting human contact with raw materials and finished products as of bio security and avoid spillages.
- Handling and packaging professionally to ensure freshness without any preservatives and food chemicals additions 100percent natural and made in Oman.
- Labelling the products accurately to protect the consumer's interest.
- Catering to its customers' needs and requirements.

Infrastructure & Facilities

Infrastructure

Constructed systematically, our unit supports us in developing the birds and their products in hygienic and controlled conditions. The machines that are required to manufacture the varied products are well in place and are under stringent checks of our experts who keep upgrading them from time to time.



Infrastructural Facilities

ABCL has a sound infrastructure that supports the entire working of the organization. We have well equipped laboratories that facilitate us in processing all our products aptly.



Our Infrastructural Facilities

Spread in an ample space, our sound infrastructure facility supports us in undertaking the entire business operations in an effective manner. Constructed systematically, our unit supports us in developing the birds and their products in hygienic and controlled conditions.



Infrastructural Set-Up

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Our Integrated Facilities

Spread in an ample space, our sound infrastructure facility supports us in undertaking the entire business operations in an effective manner.



Parent Farms

We Procure Broiler eggs from hygienic and healthy **Parent Farms**. These are obtained from the world's most efficient broilers, widely known for their lowest feed conversion and high growth rate. Their ability to thrive on low density and low cost nutrition makes them a high value proposition.

Breeder



It is a well-known fact that Omani prefers fresh chicken which is generally sold as live birds and slaughtered in the neighborhood shops. However, consumption trends change with time. Today, with changing lifestyles, the Indian consumer is accepting both dressed chicken and fresh chilled chicken. This change in pattern provides with multiple ways of reaching out to the consumer and accommodating the increasing demand. Add to these, the rising income among the young and urban, the increasing domestic demand will only result in continuous growth of the broiler market.

Parent Farm

Superior chicks come from a superior breed. With a vast experience and knowledge in the International poultry industry, you can be sure to receive parent stock of the highest quality Al Belad breeding farm's in-depth understanding of your needs. The Oman environmental conditions help selects the right breed of a good lineage.

ABCL commitment to provide you with high quality products is further strengthened by its commitment and efforts in r&d and technology. With us, you not just get benefited from healthy stock but also a rich experience that guides you to ensure maximum productivity levels are achieved.



Hatching Eggs

We are engaged in providing our clients superior quality **Hatching Eggs**. These are obtained from the world's most efficient broilers, widely known for their lowest feed conversion and high growth rate. Their ability to thrive on low density and low cost nutrition makes them a high value proposition. These eggs have lowest cost of live weight produced and offer superior performance on lower cost feed rations.

Hatching Eggs



Backed by the team of experienced professionals, we are providing Brown Hatching Eggs to our clients. These are well raised at our hygienically maintained poultry farms. Further, these are laid & processed under healthy and hygienic conditions and packed by the modern egg grading techniques. Known for their quality attributes such as high nutritional content like protein, vitamins, etc., these are extensively consumed by our clients. Apart from this, we can supply these eggs in numerous quantities within the stipulated duration.



Chicks

We hatch high quality **Chicks** with certainty in growth; the very popular Chick broiler day old has rapid growth and reaches market weight relatively fast. The fast growth rate significantly cuts the cost of production. The most efficient broiler has the lowest feed conversion, best growth rate and an ability to thrive on low density, low cost nutrition.

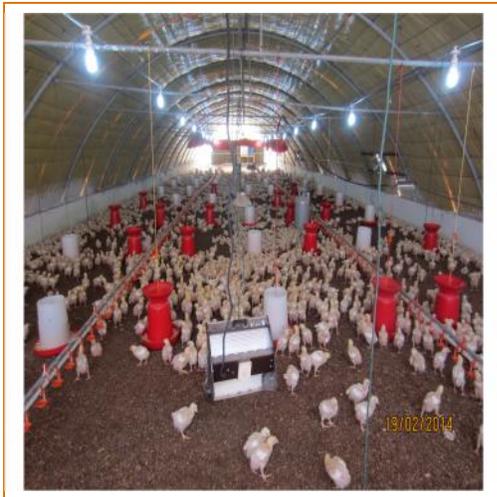
Day Old Chicks



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Commercial Farms

Commercial Farms allows farmers to raise high quantities of chickens and eggs at a low costs, providing consumers with an accessible and convenient product. Commercial farming practices aim to pursue economic gains.



Breeder flocks are kept in sheds on floors called litter floors (for example, covered with fresh, clean wood shavings or rice-hulls).

The major poultry producing companies own breeding farms, in some cases supplemented by contract operators. Each breeding farm has a manager who works closely with company support staff, such as the livestock manager and veterinarian.

Breeder flock management during rearing and lay:

On arrival at the breeder farm from the hatchery, day-old breeder chicks are placed on the floor of a climate controlled, well ventilated rearing shed with ready access to feed and water (see rearing the chickens).

As breeder flocks approach sexual maturity (18-20 weeks), they are transferred to laying sheds, which are similar to rearing sheds but include banks of elevated nest boxes. Most sheds provide one nest for every five hens. Usually the sheds have one male to every ten breeder hens. While most breeder flocks are housed on deep litter during lay, some are housed on wooden slatted floors.

Breeding farms follow management programs recommended by the breeding company. Each new strain of bird has subtly different requirements, and fine-tuning requires a great deal of skill and experience. This may include managing bird health, maintaining the correct composition and quantity of feed, and ensuring proper lighting, with the aims of ensuring that:

- Birds remain healthy and productive
- Birds come into production at the right time

- Birds produce the optimal number of eggs over their laying cycle
- Birds produce fertile, high quality, hatchable eggs.

Breeder flocks are vaccinated against a range of diseases (see keeping flocks healthy). This protects their own health and productivity and gives added protection to chicks through antibodies passed on in the yolk sac.

Feeding breeder flocks:

Body weight and flock health is regularly monitored and reviewed. Breeder flock feed is usually restricted during rearing and lay to ensure the birds grow uniformly, as egg production can be affected by excess body fat. The composition of the feed for breeder flocks in lay differs from that given to broiler chickens (see feed) in several key respects:

- Breeder feed is lower in protein to satisfy the requirements for egg production vs growth.
- Breeder feed is lower in energy content, to help slow growth rate/body weight.
- Breeder feed is much higher in calcium to meet the hen's needs for egg shell formation.
- Breeder feed contains higher levels of key vitamins and trace minerals, which impact on the hatchability of their eggs.

Farm Biosecurity and Hygiene:

One of the key elements of successful breeder farm management is maintaining good farm biosecurity. Biosecurity procedures aim to keep birds healthy by reducing the chance of disease getting onto the farm, spreading between sheds, or being passed between batches within the same shed.

Biosecurity measures on breeding farms include:

- Shower-on, shower-off (including washing hair) for all personnel and visitors
- A complete change of clothes in the shower facility
- Strict control of visitor movements
- Wild animal-proof security fencing
- Locked security gates
- Bird, vermin and animal proofed sheds

- Treated water supply
- Full cleanout and decontamination of sheds between batches
- Restrictions placed on entry of feed and other vehicles to the property
- Full sanitation and fumigation of any equipment entering the farm
- No staff or visitors to the farm to have had any contact with other poultry for 72 hours

Feed production:

Only 100 percent natural feed ingredients feed is produced and distributed under the most technologically advanced procedures, no chemicals, antibiotics or other medicines are used.

Natural Feed

Contrary to popular belief



Chicken helps to strengthen our immune system

Al Belad chickens are fed with 100% natural feed.

The feed is manufactured on our mill, using the latest scientific feed management program to retain nutritional value.

At Al Belad, the birds are kept without thirst, hunger or malnutrition, free from discomfort, pain, injury or disease to ensure pure and healthy product. As a principle following religious, healthy and ethical practices, the company prohibits use of chicken by products and substitutes for feeding the birds.

Broiler production:

Al Belad has four phase setup for farms which are situated in different location in sumail which are almost 2 to 3 kilometers way from each other total farms in each phase are 2 nos capacity of 75000 birds in each farm.

Our farms are equipped with the latest in feeding, watering, cooling and heating technology to ensure the healthiest environment for growth. Housing is designed to allow space for the chickens to move freely with most latest fully automated system and technology.



Processing plant:

The plant is equipped with the latest machinery for processing and further processing chicken meat based on fully automated technology imported from France BAYLE group who are world renowned .every step of primary chicken processing is clear and partial on HALAL concept which is keenly been monitored by our quality/production manager.

Meanwhile our processing involves feeding of birds-slitting-bleeding-feather removal-offal's removals-chilling-grading- packing.

Contrary to popular belief

Chicken helps to strengthen our immune system

The meaning Real Halal:

- Some company's practice passing electric current (stunning) on the birds to reduce the fluttering during the slaughter. If the bird flutters much then there will be more damages and the chicken will be sold as "B" grade getting less realization. Passing electricity will make the bird half dead and fewer damages too. This is not allowed as per the Islamic Sharia Real Halal.

- By passing electricity will also dry up the blood and fluid content of the bird and hence a lot of dried blood and toxins will remain in the flesh and veins which is not hygienic. Through Real Halal the slaughtering is done by hand from the top of the neck ensuring each drop of blood and toxin flows out of the bird and is hygienic for consumption.
- There are people who slaughter by mechanical devices in lots which are against the Islamic Sharia of Real Halal. As per the Islamic Sharia the slaughtering should be done by hand with a sharp edged knife ensuring full flow of the blood out of the bird.
- As per sharia the name of “Bis miallah Allah ho Akbar” should be pronounced with each slaughter. Al Belad practices the Real Halal as per Islamic Sharia. By practicing the Real Halal as per Islamic Sharia, the chickens slaughtered are hygienic and safe for human consumption.



ABCL HSSE POLICY AND STRICT ADHERENCE TO MOE RULES & REGULATIONS:

HSE

Contrary to popular belief

Chicken is a very good source of high quality protein

Health Services

Al Belad's expert team of veterinarians and poultry nutrition experts provide various health services at regular intervals. Al Belad's health services are driven from a central monitoring unit. The team works to deliver preventive vaccination and medicine schedules as a continuous practice. Preventive health services are delivered through operational heads that assist in effective implementation. Al Belad's experts closely work with field staff to identify potential threats and address all health related issues on a regular basis. In addition, the health services team is well equipped to perform quality tests on all incoming vaccines. This ensures that we receive medicines that are safe and of high quality.

Feed & Nutrition

Similar to human development, the dietary requirements of the birds vary throughout the life cycle particularly in the early development stages. The dietary requirements will eventually reflect upon the overall development of the bird. Hence, feed becomes the most important factor in any poultry operation.

Al Belad invests heavily to address this requirement. With our feed mill and quality assurance laboratory, Al Belad ensures regular and quality supply of feed. The raw materials & finished products are processed and analyzed using latest technology and practices. Formulations are carefully designed by experts to fulfill various needs - environmental, age and productivity conditions.

The feed division provides additional support offering technical, mechanical and analytical help to feed plant and suppliers of raw materials. This is followed-up with regular visits to farms and manufacturing unit to address practical issues and enhance optimum production.

Al Belad's team of highly qualified poultry nutritionists and veterinarians at every step actively contribute to ensure high quality nutrients are dispatched through every batch and bag of feed supplied to the farms. At Al Belad, quality commitment and consistency are always at the forefront.

Bio-security and Support to ensure a disease free environment

At Al Belad, a lot of importance is given to Bio-security and support which helps you maintain a disease free environment. Bio-security measures help you manage hygiene levels and minimize risk of pathogens.

All farms and facilities are governed by Good Management Practice (GMP) and Standard Operating Procedures (SOP). Al Belad field supervisors visit the farms on a daily basis to evaluate the farm, feed and bird management practices. During these visits, supervisors get a hands-on experience working with farm to help identify issues and address them effectively. With this, Al Belad brings its vast experience of poultry integration and scientific management practices to every individual farm.

Since hygiene is directly related to bird health and productivity, there is a great emphasis on hygiene practices to be followed at all facilities and farms throughout the lifecycle. Hygiene practices include disinfecting, daily management, feed production and management, mandatory time gaps for departure and arrival of birds in batches. Al Belad team also constantly monitors the pathogen levels in the water and environment ensuring safety measures are in place. Chicks are given only treated water stored in hygienic and clean conditions. Standards set also includes, litter, shed management, location and every conceivable aspect of poultry management.

Al Belad Chicken recommends discouraging visitors to facilities and farms. Essential visitors are encouraged to enter only after undergoing standard cleansing measures such as baths, sprays, change of clothes, mask, cap and gloves. Staff handling birds at a sensitive stage such as hatching also needs to undergo the same measures. Access to parent farms are strictly restricted and monitored, with extra precautions in bio-security.

Al Belad standard practices and procedures are audited by ISO and have a scientific approach combined with sound management. A team of farm supervisors and veterinarians inspect each farm on a regular basis and they are supported by the central R&D and technical management team headed by Managers.

Contrary to popular belief

Chicken is a very good source of the cancer-protective B vitamin, niacin.

Parent lines are reared by Al Belad's experts with scientific management processes in a bio-secure environment. With a keen understanding and insight of the requirements, the Parent lines are reared to deliver improved feed conversion rate (FCR), increased productivity, better performance and adaptability of the chicken to Oman's environmental conditions. Al Belad's experts add further value to help achieve better quality chicken meat and eggs.

Safety Provisions

Contrary to popular belief

Chicken regulates hormone metabolism

Waste Management

Solid waste generated during poultry production includes waste feed, animal waste, carcasses, and sediments and sludge from on-site wastewater treatment facilities (which may contain residual amounts of growth enhancers and antibiotics, among other hazardous constituents). Other wastes include various kinds of packaging (e.g. for feed), used ventilation filters, unused / spoilt medications, and used cleaning materials. In addition to the following sector specific guidance, wastes has been managed and disposed of according to the guidance for hazardous and non-hazardous waste provided by global environmental standards.

Waste Water

Protect feed from exposure to rain and wind during processing, storage, transport and feeding. Maintain feed storage, transport and feeding systems in good working condition. Maintain records of livestock feed use. Consider mixing of waste feed with other recyclable materials destined for use as fertilizer. For waste feed which cannot be recycled due to potential biosecurity issues, alternative disposal methods has been secured in consultation with local health authorities.

Animal Waste

Poultry production operations generate significant quantities of animal waste, mainly manure, but also including other materials such as bedding. Management of animal waste depends primarily on the type of operation, which may primarily consist of dry or wet cage system or litter. Animal Waste Management, Environmental, Health, and Safety Guidelines have been strictly followed.