

## **GCC's largest table-egg farm to be launched in Oman using Japanese technology**

**Muscat: 20<sup>th</sup> December 2016:** A Memorandum of Understanding (MoU) to establish the largest GCC table-egg company in Oman, was signed between Officials from Oman Flour Mills Company SAOG (OFM), Gulf Japan Food Fund (GJFF), IFFCO Group (IFFCO) and Japan-based Ise Foods, at the State General Reserve Fund (SGRF) premises yesterday under the patronage of HE Dr. Rashid Bin Salim Al-Masroori, Executive President of the Public Authority for Stores and Food Reserve (PASFR)

The new alliance comes in response to high demand for protein-rich eggs in the GCC, and to satisfy the market needs of this nutritious product. The MOU entails the acquisition of the country's largest egg producer, Modern Poultry Farms, and enhancing its egg production capacity by implementing state-of-the-art Japanese technologies. The investment plan also includes the construction of a new facility in the Wilayat of Ibri, which is also expected to provide much needed job opportunities for the national cadres, in addition to setting a new technologically-advanced base for egg production in Oman.

HE Abdulsalam bin Mohammed Al Murshidi, Executive President of SGRF that owns about 38% of Gulf Japan Food Fund, commended the MOU saying: "SGRF, through its partners, always aspires to bring the latest technologies and know-how to Oman, and this promising facility bears statement to SGRF efforts in enriching our local economy with revenue-generating projects that would ensure a sustainable future for industrial advancement in Oman"

Hitoshi Sugawara, CEO of the Investment Manager of GJFF said: "IFFCO and OFM are market leaders in the food business in the UAE and Oman, with established egg production facilities and strong distribution reach in the GCC markets and a loyal customer base. We are delighted to partner with them in this venture".

Sheikh Salah Hilal Al Mawali, Chairman of OFM valued the MOU saying: "The project will aim to reduce the GCC's import dependence for eggs, while also enhancing the quality of locally produced eggs by using best-in-class processes and technology from Japan. Oman Flour Mills is proud to be associated with this promising initiative to strengthen our national and regional food security."

Kenneth D' Costa, Managing Director – Agri Foods Business, IFFCO Group also said that "With a target capacity to produce up to 360 million eggs a year, the new facility will be one of the largest and most efficient in the GCC. Economies of scale and efficiency in production will provide us with a competitive advantage over other players in UAE and Oman."

It's worth mentioning that Japan-based Ise Foods is a world leader in egg production in terms of production and technology. The new company will be its first investment project in the region.

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## **Note to the editor:**

### **About Oman Flour Mills:**

OFM is one of the largest food production companies in Oman and operates the country's largest feed and flour milling facilities. OFM has also diversified its business into poultry, bakery and table-eggs production. Modern Poultry Farms SAOC (MPF) is a subsidiary of OFM and produces 134 million table eggs per year and is currently in the process of expanding its production capacity to 250 million table eggs per year. MPF's products are distributed under the brand names 'Dana' and 'Baledi'.

### **About IFFCO Group**

IFFCO is a United Arab Emirates based international group which manufactures and markets a well-integrated range of mass-market food products, related derivatives, intermediates and services. Supported by 61 operations in 34 countries, IFFCO has developed several brands which include, London Dairy, Noor, Tiffany, Igloo, Rahma, Al Baker, Hayat, Allegro, Khaleej, Al Khazna, offering value to its consumers and reaching markets in Middle East, Africa and beyond. IFFCO also operates an egg farm in the UAE, (Emirates Poultry Farm), with yearly production of 80 million eggs, including value added eggs enriched with DHA and Omega 3 to better access the market segments. IFFCO poultry products are widely available across retail and food service channels in the UAE.

### **About Gulf Japan Food Fund (GJFF):**

GJFF is a US\$ 390 million private-equity fund jointly established by Mizuho Bank (2<sup>nd</sup> largest bank in Japan), Norinchukin Bank (financial arm of JA Group, the Japanese Agriculture Cooperative), Oman's biggest sovereign wealth fund- State General Reserve Fund (SGRF), Gulf Investment Corporation (GIC), Oman National Investment Development Co. (TANMIA) and Cool Japan Fund. GJFF has the mandate to improve food security in the Gulf Cooperation Council (GCC) and develop and grow the food and agribusiness sectors in Japan and the GCC. GJFF aims to achieve this by promoting pioneering projects and facilitating direct investments in the food and agribusiness sectors; through introduction of high quality production skills, technologies, services and products from Japan.

### **About Ise Foods:**

Ise Foods with over 100 years of experience in producing eggs and value-added processed egg products will be the technical partner of the project. Ise Foods is one the largest egg producers in the world managing 12.5 million birds in Japan and 10 million in the USA, making it the #1 egg producer in Japan and #1 on the East Coast of the USA.