

TARAF MEAT



TARAF MEAT COMPANY

PIONEERS OF HIGH-QUALITY MEAT IMPORTS



TARAF MEAT IS ONE OF THE GROUP'S DIVISIONS, SPECIALIZING IN THE IMPORT, TRADE, AND SUPPLY OF FRESH, CHILLED, AND FROZEN MEATS OF ALL KINDS. WE TAKE PRIDE IN OFFERING HIGH-QUALITY MEAT PRODUCTS, COMPETITIVE PRICES, AND EXCEPTIONAL SERVICES TO OUR CUSTOMERS. WE ARE ALSO DISTINGUISHED BY OUR ATTENTION TO DETAIL AND COMMITMENT TO THE HIGHEST STANDARDS OF QUALITY AND FOOD SAFETY.



A VARIOUS RANGE OF PRODUCTS THAT MEETS EVERY NEED



FROM WHOLE CARCASSES TO BURGER PREPARATIONS AND MORE, WE PROVIDE ALL TYPES OF LAMB, GOAT, BEEF, AND CAMEL MEAT, AS WELL AS MEAT PRODUCTS IN FRESH, CHILLED, OR FROZEN FORMS.



SUPPLY CHAINS



1. CHILLED MEATS

TARAF MEAT IMPORTS FROM THE FINEST PASTURES AROUND THE WORLD, SOURCING FROM COUNTRIES SUCH AS SUDAN, PAKISTAN, AUSTRALIA, TANZANIA, KENYA, KAZAKHSTAN, AND OTHER RED MEAT-PRODUCING NATIONS, WHILE CONTINUOUSLY SEEKING TO ESTABLISH ADDITIONAL IMPORT SOURCES FROM OTHER COUNTRIES.



SUPPLY CHAINS

2. FRESH MEATS



THE COMPANY OWNS A FARM IN **HADA AL-SHAM**, WHERE IT FATTENED THE FINEST LOCAL LIVESTOCK BREEDS, PROVIDING THEM WITH VETERINARY CARE FROM HIGHLY SKILLED VETERINARY EXPERTS.



SUPPLY CHAINS

3. LIVE CATTLE IMPORTS

THE COMPANY **IMPORTS** THE FINEST BREEDS OF LIVE LIVESTOCK FROM VARIOUS COUNTRIES AROUND THE WORLD TO MEET THE LOCAL MARKET'S NEEDS AND TO ESTABLISH CONTRACTS WITH DIFFERENT ORGANIZATIONS.



SUPPLY CHAINS

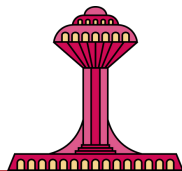


THE COMPANY OWNS A **BREEDING** FARM IN TAIF TO SUPPLY LIVESTOCK FOR SLAUGHTER AT APPROVED ABATTOIRS, WHETHER FROM IMPORTED OR LOCAL BREEDS.



BRANCHES

TARAF MEAT OWNS A MAIN **WAREHOUSE** IN JEDDAH AND A NUMBER OF **BRANCHES** FOR WHOLESALE AND RETAIL SALES IN SEVERAL CITIES ACROSS THE KINGDOM, INCLUDING JEDDAH, MECCA, MEDINA, RIYADH, AL-HOFUF, DAMMAM, AND KHAMIS MUSHAIT, WITH PLANS TO **EXPAND** TO OTHER CITIES, GOD WILLING.



RIYADH



SHIPPING AND LOGISTICS SERVICES

TARAF MEAT ALSO OWNS A **REFRIGERATED** TRANSPORT FLEET TO SUPPORT ITS LOGISTICS OPERATIONS FOR THE TRANSPORTATION AND DELIVERY OF PRODUCTS TO BOTH WHOLESALE AND RETAIL CLIENTS AND BRANCHES, ENSURING QUALITY IS MAINTAINED THROUGHOUT THE TRANSPORT PROCESS.



OUR VISION

AT TARAF MEAT, WE STRIVE TO BECOME LEADERS IN THE IMPORT AND TRADE OF MEAT, AIMING TO PROVIDE HIGH-QUALITY, SUSTAINABLE MEAT PRODUCTS FROM AROUND THE WORLD TO OUR CUSTOMERS.

WE ALSO BELIEVE IN THE IMPORTANCE OF LONG-TERM PARTNERSHIPS WITH TRUSTED SUPPLIERS AND WORK DILIGENTLY TO ACHIEVE EXCELLENCE IN THE IMPORT, TRADE, AND SUPPLY OF MEAT AND ITS PRODUCTS.



OUR MISSION

AT TARAF MEAT, WE WORK WITH DEDICATION TO PROVIDE HIGH-QUALITY MEAT TO CONSUMERS ACROSS THE KINGDOM. WE CONTINUOUSLY STRIVE TO ENHANCE THE MEAT TRADE AND CONTRIBUTE TO MEETING THE LOCAL MARKET'S NEEDS WITH HEALTHY AND DELICIOUS PRODUCTS.

OUR VALUES

- **HIGH QUALITY:** WE ARE COMMITTED TO CONSISTENTLY PROVIDING MEAT PRODUCTS OF SUPERIOR QUALITY THAT EXCEED OUR CUSTOMERS' EXPECTATIONS.
- **SUSTAINABILITY:** WE ADHERE TO SUSTAINABLE PRACTICES IN OUR OPERATIONS AND SUPPORT PRODUCERS WHO EMBRACE THE PRINCIPLES OF SUSTAINABLE PRODUCTION.
- **TRUSTED PARTNERSHIPS:** WE BELIEVE IN THE IMPORTANCE OF BUILDING LONG-TERM RELATIONSHIPS WITH OUR CUSTOMERS AND SUPPLIERS BASED ON TRUST AND INTEGRITY.
- **INNOVATION AND DEVELOPMENT:** WE CONSTANTLY STRIVE TO LEVERAGE THE LATEST TECHNOLOGIES AND INNOVATIONS IN THE FIELD OF MEAT IMPORT AND TRADE.



OUR GOALS


- **EXPANDING OUR PRESENCE:** BY ENTERING NEW MARKETS AND ESTABLISHING STRATEGIC PARTNERSHIPS.
- **INCREASING PRODUCT VARIETY:** TO MEET THE DIVERSE NEEDS OF OUR CUSTOMERS.
- **ACHIEVING SUPPLY CHAIN SUSTAINABILITY:** THROUGH BUILDING AND CONTROLLING SUPPLY CHAINS WHILE MANAGING RISK FACTORS EFFECTIVELY.
- **PROVIDING EXCEPTIONAL CUSTOMER SERVICE:** DELIVERING SERVICES THAT EXCEED CUSTOMER EXPECTATIONS.

SUCCESS PARTNERS



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