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JBS enters egg category with acquisition of 50% stake in Mantiqueira

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JBS, one of the largest food companies in the world, announced its entry into a new protein segment. The company has acquired a 50 per cent stake in Mantiqueira Brasil, the largest egg producer in South America. This acquisition reinforces JBSâ??s global platform, diversified across geographies and protein types, enabling the company to sustain growth with solid results. Control of the egg producer will be shared with its founder, Leandro Pinto.

â??This investment aligns with our long-term strategy, which includes diversifying our portfolio by entering new protein segments and investing in branded, value-added businesses,â?• stated Gilberto Tomazoni, Global CEO of JBS. Currently, JBS operates in beef, poultry, pork, aquaculture (salmon), and alternative proteins (plant-based and cultivated) across five continents.

Mantiqueira Brasil produces 4 billion eggs annually, making it the largest player in the sector in South America and the tenth-largest worldwide. It operates facilities in six Brazilian states and employs 3,000 workers. In recent years, the company has focused on strengthening its brandsâ??Mantiqueira is the top-of-mind brand in the category, Happy Eggs is the fastest-growing brand with a focus on free-range eggs, and Fazenda da Toca leads the organic egg segment.