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JBS to Establish Middle Eastâ??s Largest Regional Investment in Oman

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JBS, a leading global food company, announced the creation of a new multiprotein production platform in Oman, covering beef, poultry and lamb. With a total investment of $150 million, JBS acquired an 80 per cent stake in a newly established food holding company that consolidates two production assets in the country, through a partnership with Oman Food Capital (OFC), which will retain the remaining 20 per cent â??â??stake. OFC is the food and agribusiness investment arm of the Oman Investment Authority (OIA). The initiative reinforces JBS's strategy of diversification by geography and protein and proximity to key consumer markets.

The joint venture will contribute to strengthening food security in Oman, in line with the Sultanate's Vision 2040, while positioning the country as a strategic platform for the production of halal food products for export to multiple markets. The initiative is designed to serve the global halal market, which currently encompasses an estimated 2 billion consumers worldwide.

The investment will be directed primarily toward completing A'Namaa's integrated poultry plant, located in the Ibri region in northern Oman, approximately 380 kilometers west of Muscat (the nation's capital) and 280 kilometres south of Dubai, United Arab Emirates; and Al Bashayer's beef and lamb processing facility in Thumrait, in southern Oman.

With these investments, the operation is expected to reach an estimated static industrial production capacity of approximately 300,000 tons per year. This capacity corresponds to the daily processing of approximately 1,000 heads of cattle, 5,000 lambs, and 600,000 chickens. Production is expected to start within six months for beef and lamb, and within 12 months for poultry.

The project is expected to generate over 3,000 direct jobs over the next five years in Oman across the entire production chain, significantly contributing to local economic development, workforce qualification, and the growth of Oman's agri-food sector.

With this new project, JBS will have operations in 26 countries across five continents. It represents JBS's first upstream investment in the Middle East, a strategic milestone in the company's regional expansion, reinforcing its long-term

commitment to building integrated, local production platforms in key markets.

The start of operations is expected following the completion of final preparations and customary regulatory approvals.

JBS continues to expand its footprint in the Middle East through industrial operations, exports, and strategic partnerships. Recently, the company inaugurated and announced the expansion of an industrial plant in Jeddah, Saudi Arabia, as part of a total investment of $85 million in the country focused on the production and commercialisation of value-added products under the Seara brand.