



**CHAKULA INVESTMENT GROUP**

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Cultivating the Future of  
Sustainable Meat  
Processing

[www.chakulachakula.com](http://www.chakulachakula.com)

# TABLE OF CONTENT

**01** Introduction

**02** Opening Message

**03** Vision & Mision

**04** Values

**05** Key Features

**06** Product Offered

# INTRODUCTION



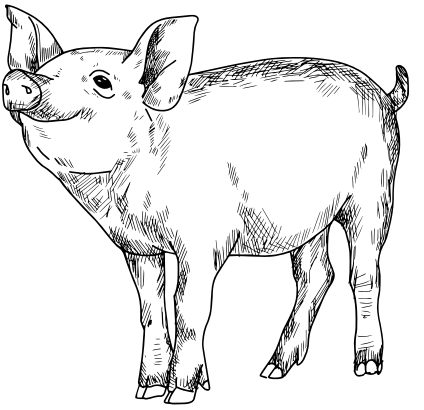
Chakula Abattoir is a producer of free-range quality beef in Namibia. We pride ourselves on delivering to-notch, free range, beef that will leave you craving more.

Established in 2019, we are proud to be a subsidiary of the renowned Chakula Investment Group (Pty) Ltd, a true expert in the food industry known for its exceptional plant-based protein and premium meat products. Together we are raising the bar and delivering excellence!



# OPENING MESSAGE

"The new abattoir seeks to leverage Namibia's rich livestock resources and established beef & pork industry to establish a modern, state-of-the-art abattoir facility. The facility will be designed to meet international standards and employ advanced technologies to ensure efficiency, quality, and food safety.



We source our cattle from dedicated breeders and farmers in Namibia. Ensuring that we support local agriculture while maintaining the highest standards of animal welfare. It's all about sustainability and responsible farming practices for us. The Chakula Abattoir will become one of the country's largest private abattoir, core focus will be producing prime cuts, with a specific focus on pork and beef."



**Naka Shimwino**

Farmer & Owner

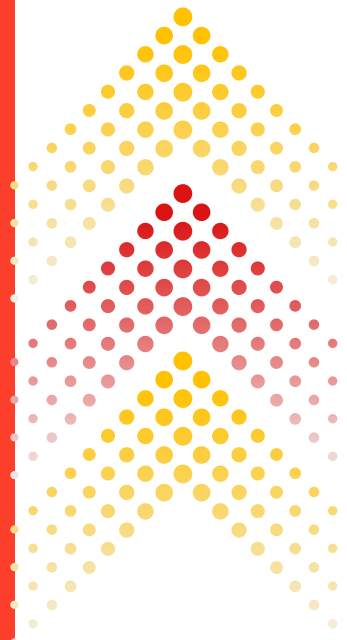


# VISION & MISSION



## Our Vision

To be the globally recognized leader of excellence in free-range beef production, renowned for our unweaving commitment to quality, sustainable practices, and responsible farming practices.

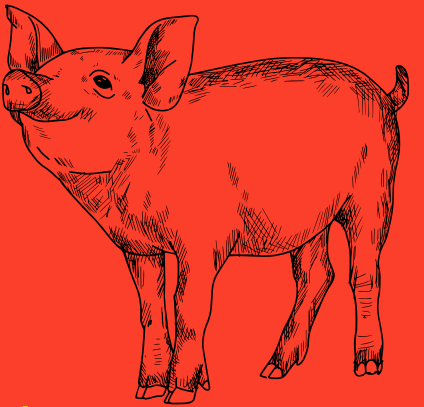


## Our Mission

"We are dedicated to upholding the highest standards of animal welfare, innovation, environmental stewardship, and community engagement, while fostering collaborative relationships, to ensure our products reflect our core values of a truly Namibian flavor.

# VALUES

- **Sustainability:** We are committed to sustainable and responsible farming practices that support local agriculture, conserve natural resources, and contribute to the well-being of our environment while maintaining the highest standards of quality & flavour.
- **Integrity:** We operate with unwavering integrity & excellence, conducting our business transparently and ethically, whilst maintaining the trust of our stakeholders.
- **Innovation:** We embrace innovation to continuously improve our processes, products, and services, staying at the forefront of advancements in the meat industry.
- **Collaboration:** We foster mutually beneficial relationships with farmers, partners, employees, and communities, working together to create shared value and contribute to the local economy.
- **Passion:** We are passionate about producing exceptional beef, driven by our love for quality, flavour, and the rich traditions of Namibia, while putting our customer's preference at the center of our efforts.



# KEY FEATURES

**1. Scale:** As one of the second-largest privately owned abattoir in Namibia, the facility will have significant production capacity, enabling it to meet both domestic and export requirements.

**2. Quality Assurance:** The abattoir will adhere to stringent quality control measures throughout the production process, ensuring that only the highest quality beef products are delivered to the consumer. This commitment to quality will be achieved through robust animal husbandry practices, rigorous inspection protocols, and advanced processing techniques.

**3. Traceability and Transparency:** The project will implement advanced traceability systems to track the origin of livestock, ensuring transparency and accountability in the supply chain. This will provide consumers with confidence in the product's quality and origin.

**4. Sustainability:** The abattoir will prioritize sustainable practices, including efficient water and energy usage, waste management, and responsible sourcing. Environmental stewardship will be a core focus to minimize the project's ecological footprint.



# PRODUCT OFFERED



○ Prime Cuts



○ Ground Beef (Mince Meat)



○ Economy Packs



○ Offal

○ Boerwors



Chakula Abattoir is poised to establish a robust market presence in Namibia, Africa and beyond the African continent as a premier producer of free-range beef. The following synopsis outlines key strategies to effectively position and promote Chakula Abattoir across these markets. By strategically positioning the brand, forming key partnerships, and engaging in consumer education, Chakula aims to establish a strong presence in both local and African markets while contributing positively to the food industry and society at large.

## **Strategic Partnerships:**

- Form partnerships with trade organizations, industry events, and food expos to showcase Chakula's products and values.
- Collaborate with relevant stakeholders to drive awareness and advocate for sustainable meat production practices.

## **Consumer Education:**

- Conduct educational campaigns on the benefits of free-range beef, ethical sourcing, and the positive impact of Chakula's practices.
- Engage in dialogue with consumers through social media, webinars, and workshops.

## **Innovation and Product Diversification:**

- Continuously innovate with new cuts, value-added products, and packaging solutions to cater to diverse consumer preferences.
- Tap into emerging food trends, such as organic and grass-fed livestock, to capture a wider audience.

## **Market Penetration:**

- Collaborate with local retailers, restaurants, and culinary influencers to increase visibility and accessibility of Chakula's products.
- Leverage e-commerce and online platforms to tap into the digital-savvy consumer base

## **Product Excellence:**

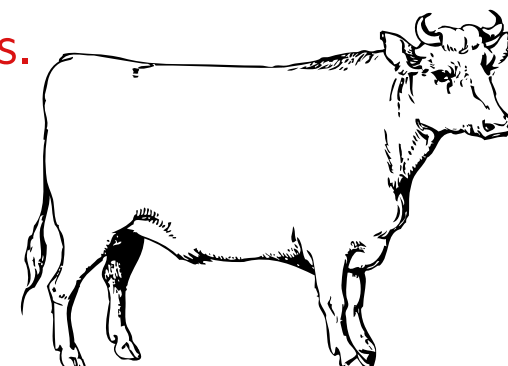
- Maintain stringent quality control measures to ensure the production of consistently superior free-range beef.
- Showcase the distinct flavour and tenderness of Chakula's beef through sensory experiences and taste events.

## **Sustainability and Ethical Farming:**

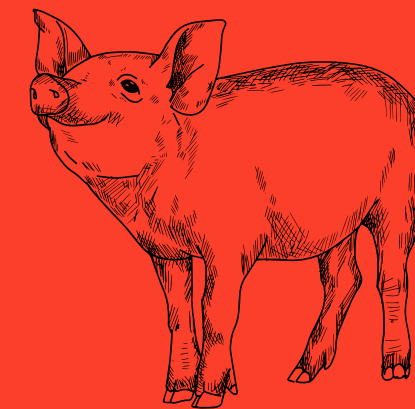
- Emphasize Chakula's commitment to sustainable practices and responsible farming methods to resonate with environmentally conscious consumers.
- Highlight partnerships with local farmers and breeders to support community development and local agriculture.

## **Brand Positioning:**

- Establish Chakula Abattoir as a symbol of premium quality, ethical meat production.
- Develop a unique brand identity that resonates with consumers' desire for authentic and ethically sourced food products.



# THANK YOU



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