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# German firm buys Zambian beef company

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By Nation Reporter

**The Amatheon Agri Group, the Berlin-based agri and foods company, announced entering into an agreement to purchase More Beef Limited, a Zambian meat processor and butchery operator.**

The transaction will be executed through the Amathe-

on subsidiary, the Real Meat Company Limited, in which Amatheon agreed to acquire a controlling stake in September 2014, pending regulatory approval.

Amatheon Agri Group CEO Carl Heinrich Bruhn said he was excited to have acquired a second building block in its strategy to become a leading player in Zambian meat products.

“We see great potential for growth of More Beef, as we will safeguard its brand, unique positioning and operational competence, but also create the opportunity for leveraging synergies across our meat processing and farming operations,” he said. The Amatheon Agri Group comprises sustainable farming, trading and food processing operations in sub-Saharan Africa.

More Beef is the number two operator of butchery shops and has a strategic partnership with the fast growing Pick n Pay retail chain. It also owns the Buc-

camore brand, a producer of processed meat products.

The company has a turnover of close to US\$ 15 million and employs over 200 people, significant growth was forecasted as the company's main customer, Pick n Pay, was fast implementing its shop expansion programme and Zambian meat consumption was continuing to grow.

Alongside Amatheon's three business pillars, Amatheon invests in sustainable land acquisition and development as well as farming concepts.