



AMATHEON AGRI

German firm buys 2 Zambian meat processing companies

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AMATHEON Agri Group of Berlin, Germany, has acquired a 100 percent share of two Zambian meat firms, Best Beef and Best Pork companies to create a strong player, says founder and chief executive officer Carl Heindrich Bruhn.

Mr Bruhn said the acquisition of the two companies would create a strong player spanning the post-farm value chain with broad product offering in beef and pork.

His company saw great potential for Best beef and Best Pork as the companies have ideally positioned themselves well over the last years to benefit from the growth in Zambian meat industry.

“We are very excited to add the Best Beef and Best Pork companies to our Zambian meat clusters,” he said.

He said the Amatheon AgriGroup comprised sustainable farming, trading and food processing operations in Sub-Saharan Africa.

He explained that the company invests in sustainable land acquisition and development as well as farming concepts.

“The company secures its success through its use of local African expertise as well as significant international business experience,” he said.

Best Pork Company founded in 2012 developed itself to become a leading marketer of value added meat products to retail grocers, broad line food service distributors, restaurants and supermarkets.