

Operating Review Farming

Baladna's steadfast commitment to sustainable and efficient farming practices is key to our primary purpose of contributing to the national goal of food security. Several important farming-related developments during 2024 elevated its role as a market-leading food producer that holds herd welfare and environmental innovation as intrinsic to its success and longevity.

At Baladna, 2024 is set to be recorded as a landmark year that saw great strides made across every aspect of our Farming operations. Our unwavering commitment to fine-tuning processes ensures that we are always pushing the boundaries of excellence, ensuring both the well-being of our animals and the highest quality of our products. We are taking every opportunity to innovate, building on our strong foundations to set new benchmarks in dairy farming, and perfecting our model for continued success at home and prosperous new ventures abroad.

A best-in-class model in dairy farming and production

During the year Baladna announced a USD 3.5 billion agreement with the Algerian National Investment Fund to establish the world's largest dairy farm and production plant, modelled on our successful grass-to-glass approach. The Farming team played a crucial role this year by contributing expertise and leadership to shape an ambitious dairy farm project in Algeria. By applying our proven standards and deep knowledge that have driven our success in Qatar, we are laying the foundation for Baladna's journey in Algeria.

Optimising farming practices and improving cow welfare

In Qatar, a key farming focus this year was performance recording of young stock. By closely monitoring their growth and development, we optimised their health and productivity from the start. This data-driven approach allowed us to make informed decisions to ensure that each young animal reached its full potential, thus contributing to the long term sustainability of our herd.

Baladna provides exceptional care for pregnant cows by investing in specialised housing that supports their transition from milking to non-milking phases.

We also introduced biometric facial recognition at farm entry and exit points to enhance biosecurity with precise access control. This programme implements protocols for restricted access, contamination risk monitoring and protects the health and safety of our herd.

Caring for cows and calves

In our ongoing effort to enhance the well-being and comfort of our cows, Baladna provides exceptional care for pregnant cows by investing in specialised housing that supports their transition from milking to non-milking phases. This approach promotes healthier pregnancies and ensures a smooth return to milking after calving. Additionally, we installed new lighting in non-milking areas, allowing cows to rest optimally and stay in peak condition for calving and milking.

At Baladna, we are perfecting our approach to tailoring calf feeding based on age and size. By customising nutrition and optimising feed availability, each calf receives precisely what it needs to thrive. Paired with our genetic selection approach and a key focus on breeding for heat resistance, we are ensuring that our herd is not only healthier and stronger but also better equipped to withstand Qatar's intense summer heat and humidity, supporting resilience, high milk production and overall well-being in extreme conditions.

Deepening the skills of our teams with best-in-class expertise

Additional initiatives in 2024 included bringing in top consultants to upskill our team and implement advanced animal care practices, further enhancing cow comfort and care. Baladna continued its strategy of investing in innovative water and effluent

management systems, advancing the Company's sustainable farming practices and further reduced its impact on the environment.

Looking ahead to 2025

Baladna will continue to innovate in sustainable farming and is exploring feed farm acquisitions to meet internal demand.

In 2025, we will introduce robotics in our parlours to improve milking consistency and udder health, ensuring that each cow is milked with precision and care. In its global ventures, significant attention will be paid to progressing the new Algerian project.

