

Baladna Reaffirms Commitment to Qatar's Food Security Following Visit by Minister of Municipality



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BALADNA Q.P.S.C.



Doha, Qatar, 17th March 2026: Baladna Q.P.S.C., Qatar's leading dairy and juice company welcomed His Excellency Abdullah Bin Hamad Al Attiyah, Minister of Municipality, to its production facilities on 16 March 2026. The visit highlighted the strength of Qatar's domestic food production capabilities and Baladna's continued role in supporting national food security.

support the stability of Qatar's food ecosystem and ensure that locally produced, high-quality dairy products continue to reach consumers across the country.

During the visit, Baladna's management team briefed His Excellency on the Company's operational readiness and contingency planning measures, designed to ensure continuity of supply under all circumstances. These measures include robust feed supply management, diversified sourcing strategies, and advanced production capabilities that enable the Company to maintain steady output and distribution.

Moutaz Al-Khayyat, Chairman of Baladna, said: "Baladna was established with a clear national purpose to strengthen Qatar's food security and build a resilient local production platform capable of serving the country under all circumstances. Over the years, we have built one of the region's most integrated and dependable dairy operations, and today we remain fully committed to supporting Qatar's needs with the same sense of responsibility and purpose. Today's visit by His Excellency the Minister of Municipality reflects the continued alignment between Baladna's mission and Qatar's national priorities. We remain fully committed to ensuring a reliable supply of high-quality food products for the people of Qatar and the region, regardless of external circumstances."

The visit was hosted by Baladna's senior leadership team, including Group Chairman Moutaz Al-Khayyat, Vice Chairman Ali Hilal Al-Kuwari, Chief Executive Officer Paul Kenny, and Group Chief Financial Officer Saifullah Khan. During the visit, the delegation toured Baladna's integrated dairy farms and production facilities, where they reviewed the Company's operations, supply chain resilience, and ongoing efforts to ensure the uninterrupted supply of high-quality dairy and food products to the Qatari market.

The discussions focused on the outlook for food supply in Qatar and the operational arrangements currently in place across Baladna's production and distribution network, as the Company continues to closely assess regional developments and maintain oversight across its operations.

The visit by His Excellency Abdullah Bin Hamad Al-Attiyah forms part of this continued engagement between Baladna and national authorities, as the Company works alongside government stakeholders to



Established in 2014, Baladna was created to help strengthen Qatar's domestic dairy production and support the country's long-term food security objectives. Over the past decade, the Company has built one of the region's largest dairy farms and developed an operating model that integrates livestock farming, dairy processing, packaging, and nationwide distribution.

Today, Baladna products continue to reach retailers and food service partners across the country through the Company's nationwide distribution network. Across supermarkets and sales channels in Qatar, Baladna's range of fresh and long-life dairy products remains available, supported by continuous coordination across production, supply planning, and distribution teams.

Baladna's vertically integrated structure gives the Company a significant operational advantage, allowing it to manage the full value chain from fresh milk production through processing, packaging, and delivery to customers.

This integrated model enhances visibility, responsiveness, and operational control, enabling the Company to adapt efficiently to changing conditions while maintaining continuity of supply across the domestic market.

Chief Executive Officer, Paul Kenny, noted: *"Baladna's strength lies in the resilience of its operating model and the dedication of its people. Our integrated production platform allows us to respond quickly to changing conditions while maintaining stable supply for the Qatari market. We are proud to support the nation's food security and remain focused on delivering high-quality products to consumers every day."*

Production schedules, delivery cycles, and inventory planning are reviewed on an ongoing basis to support uninterrupted operations. Baladna also remains in regular communication with the relevant ministries and authorities as part of a coordinated approach to safeguarding the continuity of food supply in Qatar.



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The operational scale and resilience Baladna has built over the past several years now provide a strong foundation to support the domestic market. Continued investment in farming capacity, manufacturing infrastructure, and supply chain capabilities has enabled the Company to steadily expand local production and reinforce its ability to respond effectively to evolving circumstances.

Baladna will continue to monitor developments closely and take any necessary operational measures to support continuity across production and distribution, while remaining firmly focused on serving the needs of the Qatari market.

