



# CORPORATE PROFILE



We have the highest standards in food technologies coupled with constant innovation in taste and goodness.







كل شجرة علم طبيعتها  
*Made By Nature*

## About Baladna Food Industries

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Driven by Excellence and High-Quality Standard Products, Baladna is a trusted Milk, Dairy, Juice and Food brand in Qatar. Committed to bringing fresh and nutritious food choices to its consumers, the brand has progressive product research and innovation, aiming towards a healthier and more sustainable future. Baladna Farm is located in Al Khor, Qatar spanning across an expansive 2.6 million sqm. of land, where Baladna houses over 24,000 Holstein Cows. The farm is open to the public and features the region's most advanced rotary milking parlor, a restaurant, a carefully-manicured garden, a children's play area, and a petting zoo. Since the blockade in June 2017, Baladna Food Industries has grown to be Qatar's largest locally-owned food and dairy supplier achieving 100% self sufficiency in milk and dairy. Today, Baladna has over 250 SKUs in Milk, Dairy and Juices.

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M A D E B Y N A T U R E

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## Mission

Thrive for sustainable value creation for the company's stakeholders through an efficient infrastructure based on innovation, technology, efficiency, specialization, and positive work culture aiming for excellence

## Vision

To lead in every industry we undertake



## Baladna Journey

Founded in 2014, Baladna began as a sizeable sheep and goat farm – the largest in the Middle East. By May 2017, Baladna began producing dairy products for the Qatari market.

### Phase I:

- June 2017, food sustainability in Qatar was jeopardized.
- 36 days after the blockade, 4,000 Milking Cows were airlifted to Qatar, from Europe and USA.
- 5 barns were built, housing 800 cows in each barn.
- The Milk Rotary Parlor began its operation, milking 80-100 Cows simultaneously.
- By December 2017, the farm's Phase I expansion was completed.
- Baladna Farm was taking shape.



**In less than a year, PHASE II was built. Baladna is now capable to house 24,000 milking Cows and has achieved 100% fresh milk-sufficiency in May 2018.**





### Phase II:

- Additional 40 barns were constructed, and more Cows arrived by Ship.
- Baladna was capable of housing 24,000 Cows.
- Qatar's food-sufficiency, in terms of Milk and Dairy needs, spiked at 71%.
- Baladna farms span across an immense 2.6 sqm. of land.
- Baladna owns 24,000 Cows, producing 300,000 liters of milk daily.

2019 presented various projects for Baladna as part of Phase III expansion. The hardworking team behind Baladna launched new product lines, such as UHT long-life milk and Fresh Juices.

### Phase III:

- 24 additional lines of production.
- 14 for Milk and Juice, 10 for Bottles.
- Baladna's milk production rose from 300 tons per day to 800 tons.





## Always Fresh

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Premium quality  
International Best Practices  
Committed to Excellence

## Always Exploring

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Giving our customers the energy and inspiration to meet the day  
Sharing excitement and new experiences  
Exceeding expectations and searching for new frontiers

## Always Responsible

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Caring for our community  
Stewards of the environment  
Actively committed to food security and food safety

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# Facts and Figures

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**22,754+** Cows

**2.6 M sqm** Farm

**6** Milking Parlors

**40** State of the art Barns

**3 High-Tech factories**  
Dairy, Juice & Plastic bottling)

**450** Tons/Day Dairy & Juice Products

**250+** SKUs

**1,650** Employees

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# Baladna Products

More than 250+ SKUs of high-quality, fresh and nutritious food choices  
At Baladna, we use advanced milking rotaries which can milk up to 100 cows at a time. The entire milking process at Baladna is automated, which ensures higher hygiene levels and lower possibilities of infection when compared to traditional manual milking. The machines are equipped with special sensors that detect when to stop milking, making the process convenient for the cows.

All our cows at Baladna Farm are Holstein cows, imported from herds in Europe and USA. Our cows are milked three times a day, producing between 30 to 40 liters of milk daily and this high-quality fresh milk is used at the factory located at the farm to produce a range of dairy products – from milk, laban, and yoghurt, to a variety of cheeses.

Baladna brings the natural food experience right at your doorstep. Every morning, we stock grocery shelves with products fresh from the farm. Whether it is farm-fresh dairy products, or delicious recipes, we deliver a taste of home!

Processed Cream Cheese

كل شئ عاك طبيعتك  
Made By Nature



# Technology at the Service of Quality

Baladna Farm owns the latest technology equipment in milking, pasteurization, and packaging.

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“State-of-the-art technology, 6 top of the line milking rotary parlors with the capacity to milk 100 cows simultaneously”

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## Bio-Security Protocols

- General hygiene and clothing rules
- Prevention of cross contamination
- Moving to a disease-free status
- The OIE in Paris (World Organization for Animal Health)
- Keeping the surrounding farms disease-free

## Technology

- Best selection of genomic tested cows in the USA
- State-of-the-art cow barns, calf barns and hospital
- Genomic Testing (GTPI) average = 1800
- Tunnel ventilation
- Evaporative Cooling System (Misting)
- Fans over the cow free stall
- Fans over the cow feed lane
- Korral Kool Cooling System (For Milking Parlor)
- Waste Management System
- Flushing System
- Manure Separators

# COWCARD SCANNERS

“All the information about our Cows within our pockets reach”



Baladna uses Dairy Comp, the most advanced Dairy Management Software Program in the Industry. The CowCard is used for all our Cows, to manage the following:

- Managing the Herd
- Monitoring the Cows' Milk Production
- Defining Daily Tasks
- Handling Terminals

The CowCard gives us easy access to our Cows records, in the palm of our hands. We effortlessly look up all event information for individual animals including test day records, previous lactations, daily milk weights as well as user-selected items.



**World  
Class  
Systems**



We are partners with SAP, which helps us manage our daily task, so we can focus on making our products better.

Modules include purchasing, financial accounting, warehousing, sales and distribution, product planning, material management, quality management, controlling and production.

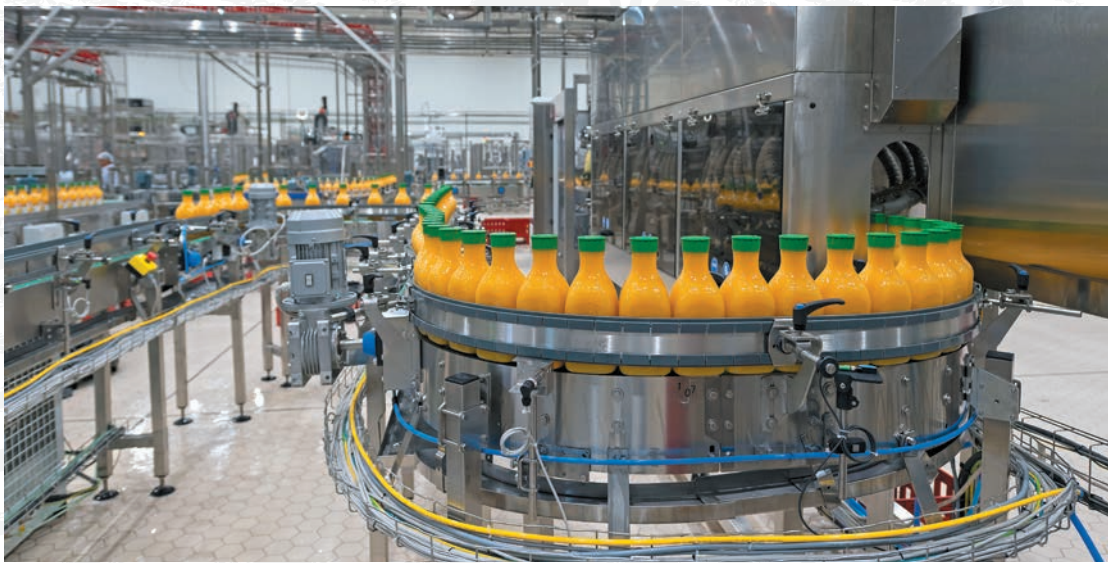


**Food Safety System  
Certification 22000**

**International Standardization Organization  
(ISO) and Food Safety System Certification  
(FSSC) 22000 certification – March 2018**

# Baladna Factories





“Baladna, A Fresh New Dawn for the Food Industry”

## Painting the Picture of Sustainability

We are at the core of our endeavors. Our environmental agenda goes hand in hand with meeting the needs of the present without compromising the future. Baladna has taken measures to help and contribute to the well-being of our planet – considering Sustainability as an essential part of our business. Slowly but surely incorporating well-being, tradition, culture, research and technology to our efforts in Sustainability.

Baladna takes great measures in preserving and using our own resources – from water management, lower electricity consumption, to manure management of our cows – we aim to meet our long-term sustainability objectives, through responsible production, maintenance, and distribution. We aim to empower our plans for sustainability by supporting education programs to raise environmental awareness for the future of the country and the world.





# Active Contribution in the Eco System

By strengthening our corporate strategy and identifying a firm environmental policy, Baladna aspires to contribute in preserving and improving sustainable utilization of natural resources. We continuously optimize our production processes, to contribute to energy efficiency, resource conservation and minimize waste generation.

- Advocate of the Qatar National Food Security Programme (QNFSP)
- Ensured easy access of Milk in Qatar household, since the Qatar blockade
- Become an Integral Component of Qatar National Food Security Program (QNFSP) & Vision 2030
- Secured 100% Self-Sufficiency in Milk
- Excellent Manure Management of our Cows
- Active Research and Development in Sustainability
- Establish private-public partnerships and private private partnerships, to contribute to our country's economy.
- CSR programs: Aligning our company values for the greater good of the environment, the community and of the country.



# Giving Back to the Community

## Qatar Cancer Society Event

Baladna joined hands with nations across the globe to raise cancer awareness in the country and work to make it a priority. The World Cancer Day Event was organized by the Qatar Cancer Society (QCS) and sponsored by Baladna.

## Blood Donation Campaign

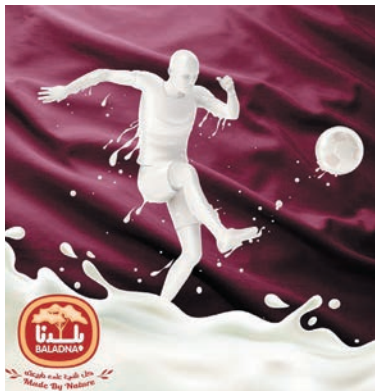
A blood campaign was launched in collaboration with Hamad Medical Corporation (HMC), Qatar's largest and premiere not-for-profit health care provider, at Baladna Farms in Al Khor, and witnessed the participation of nearly 1000+ employees.

## Agricultural Exhibition (AgriteQ)

The AgriteQ exhibition highlights innovation in agricultural techniques to achieve food security and sustainable development in Qatar. Baladna took part as an exhibitor of the event.

## 100,000L Milk Donation in Light of Ramadan

Together with Qatar Charity (QC), Baladna distributed 100,000L of long-life milk (UHT) among workers in Al Thakira and Al Khor Ramadan tents. The milk was also distributed to families in need and is part of the 'Qatari products supporting charity' campaign.



تسرفنا باستقبال معهد النور للمكفوفين في مزرعة بلدنا



سررنا بزيارة مجموعة تمكين لرعاية المسنين



بلدنا تهنيء لاعبي قطر بالميداليات



الرياضة أساس واليوم عنابي بوجود الكاس اليوم الرياضي الوطني National Sport Day







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