



PROTEA RESERVE CO

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BRINGING CONSUMERS CLOSER TO PRODUCERS



Protea Reserve Co (PRC), founded in June 2020, is an agri-business cooperative model, unlike any other in South Africa. The holding company connects farmers and consumers, decreases intermediaries in the value chain and unites producers with a collective vision. The aim is to supply premium, niche agricultural products, servicing both national and international markets.

PRC is a proud parent company that has two affiliated companies - Protea Lamb Co & Protea Reserve Wagyu Co.



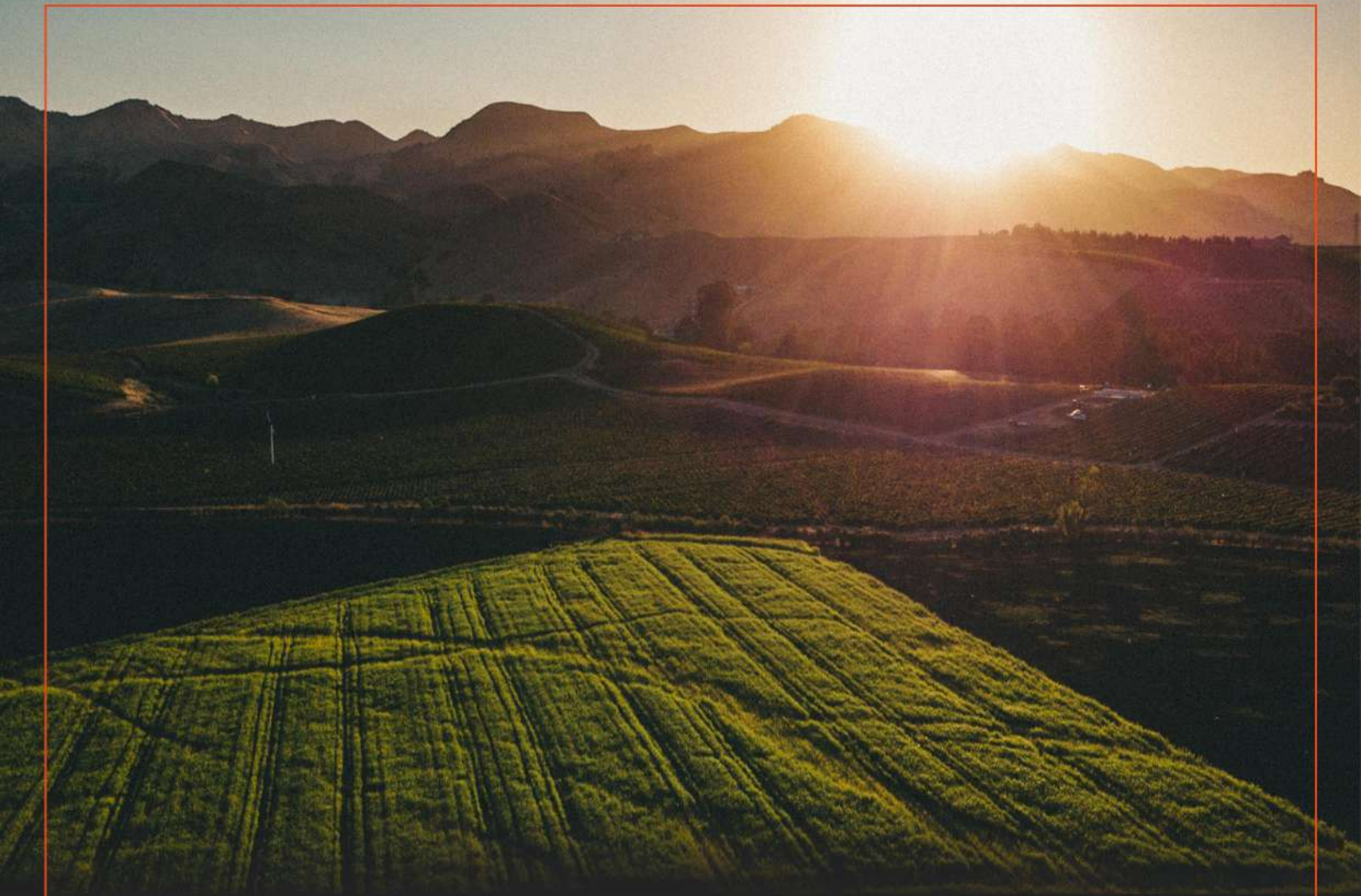
WE CARE ABOUT THE ENVIRONMENT

PRC cares about the environment, adhere to biosecurity standards and adhere to ethical business practices. Environmental friendliness and naturalness of the product remain one of the obvious competitive advantages of PRC.



We offer a wide range of safe and affordable meat thanks to a modern quality management system and makes use of abattoirs and processors that have the best technical equipment, high level of veterinary control and biological and industrial safety for all business units.





PROTEA RESERVE CO

conducts quality control at all stages of the production chain. The full production cycle "from farm to fork" guarantees quality, safety, and consistency of our products. We comply with strict requirements for the transportation and storage of products thanks to the developed low-temperature logistics. Guaranteed observance of all sanitary and veterinary norms and requirements allows to ensure increased shelf life of the product in a chilled form and a high level of hygienic safety.





PROTEA RESERVE WAGYU CO



BRINGING CONSUMERS CLOSER TO PRODUCERS

Protea Reserve Wagyu Co is a cooperative supporting various South African Wagyu producers with route-to-market for top quality product, shortening the value chain by incorporating farmers in the business model.



WE ARE SETTING THE BENCHMARK FOR AGRICULTURE IN SOUTH AFRICA, WHERE WORKING TOGETHER IS TO EVERYONE'S BENEFIT.

Protea is the only cooperative structure in South Africa supplying and exporting Wagyu Beef. We have access to more than 65% of South African Wagyu, and more than 50 farmers as part of our Protea Family.



We are passionate about our industry and believe in the value of fresh high-quality products sourced from our family of producers who are all committed to ethical, responsible, and sustainable farming practices.

CERTIFIED



We are proud to state that our product quality is guided by the Certified Wagyu Beef program (CWB) from the Wagyu Society of South Africa, it is a one-of-a-kind Wagyu quality program outside of Japan.

All our producers and partners comply with strict measures of the program all across the value chain and undergo third-party audits to ensure and guarantee carcass quality and consistency. All Wagyu registered under CWB requires RFID tags and DNA verification, which allows us to provide full traceability of all the products offered, back to the source of origin.



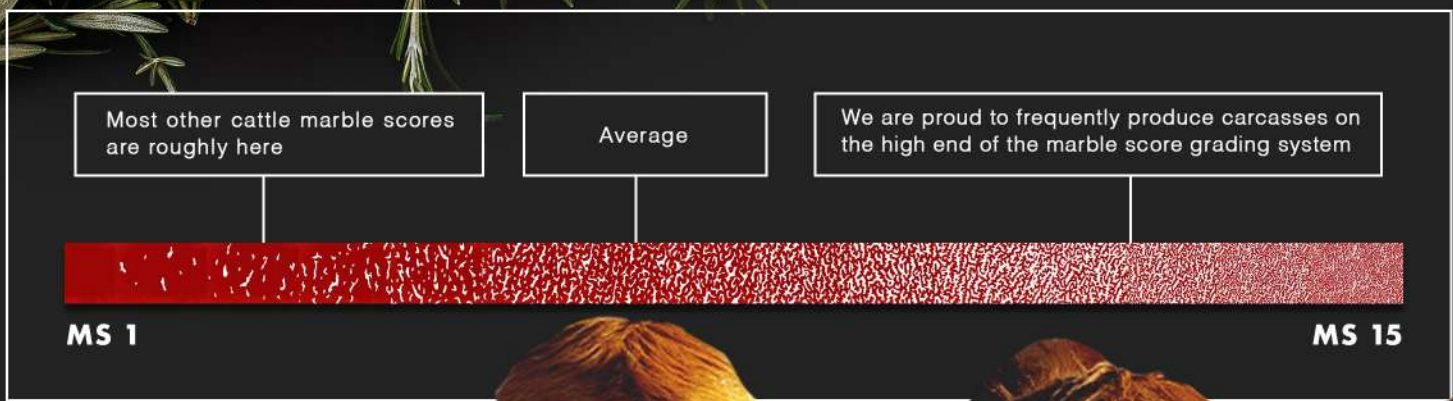
The protocol ensures an authentic, juicy and tender South African Certified Wagyu Beef product.



Independent audits ensure ethical production and management. Audits are conducted by CPG, an international company with head offices in Dubai. Through this the program is accepted as ISO 22000. ISO22000 and HACCP sets the benchmark applicable to food production internationally.



PRWC uses the Meat Imaging Japan carcass cameras (MIJ cameras), that measures marble score from 1 to 15 according to the Japanese grading system. It is top class equipment with trusted accuracy as it is programmed in Japan. It involves a rigid sourcing process by independent auditors. It scores favourable for fineness and distribution of intramuscular marbling but scores adverse to clustering.



PROTEA, SOUTH AFRICAN WAGYU

Wagyu was first introduced in South Africa in 1999, and the number of cattle has been growing ever since. There are four types of Wagyu – of which two are bred in South Africa, one being the Japanese Black and a second being the Akaushi. In South Africa we have a unique approach to breeding, managing and feeding Wagyu which results in a unique taste profile of our product. This is supported by taking special care of our animals up to 36 months.



Our family of Wagyu breeders are supported with the best genetics available locally and internationally, providing for excellent blood lines to produce high quality carcasses, marbling, tenderness, juiciness, and flavour. We value collaboration and sharing our know-how to achieve good results together. Team members working with animals are competent to perform the tasks they are trusted for, know the requirements of our protocols, what expected to practice ethical farming principles, farm in a sustainable manner, and concerned about the animal's welfare. No treatment with growth hormones, routine antibiotics, animal by-products or any other illegal substances.

WE APPLY THE 5 BASIC ANIMAL WELFARE PRINCIPLES:

- Freedom from hunger and thirst
- Freedom from discomfort
- Freedom from pain, injury and disease
- Freedom to express normal behaviour
- Freedom from fear and distress

WHEN YOU CHOOSE PROTEA, YOU CAN BE GUARANTEED

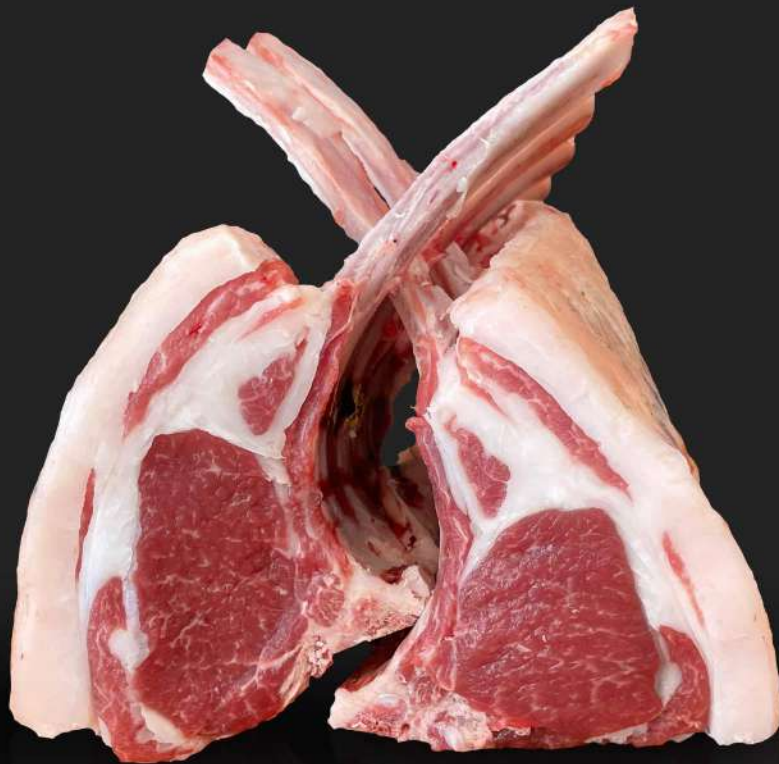




PROTEA LAMB CO



Protea Lamb Co (PLC) was established by leading experts of the red meat and livestock industry in South Africa. Together we formed a cooperative structure that supplies premium lamb and mutton products for export and local markets.





OUR QUALITY ASSURANCE PROTOCOL

ensures effective management at critical control points along the value chain, making use of the latest technologies, best genetics, and best practices for efficient, high quality lamb production. We are confident that our Quality Assurance Protocol delivers consistent, un-paralleled, high quality lamb meat that aligns to market expectations.





PROTEA LAMB CO

is a team of red-meat producing professionals who have passion for farming and marketing South African high-quality meat products. With the necessary know-how we created a production cycle, where everything begins with the selection of specific livestock genetics and ends with specific feeding programs that deliver superior meat product.

Our lamb is produced under strict veterinary supervision. It's exceptional taste and structure is achieved due to the purity of genetics, proper feeding and compliance with generally accepted standards of industry.



PROTEA LAMB CO



PRODUCT INFORMATION	SPECIFICATION		
OVINE – LAMB BONE IN PRODUCED BY PLC PRODUCT OF SOUTH AFRICA	<ul style="list-style-type: none"> - Halaal, fresh, whole A1/A2 carcasses - Kidneys and kidney fat is removed - Fat is trimmed - Full traceability on all carcasses 		
SHELF-LIFE	14 Days		
WEIGHTS	15 – 17 Kg/ 18 – 20 Kg/ 20 – 24 Kg		
LABELLING	<ul style="list-style-type: none"> - Product Name - Country of Origin (SA) - Batch Number - Serial Number - Slaughter Date - Expiry Date - Slaughtered in accordance with Islamic Rite - Nett Weight 		
STORAGE	All fresh meat shall be stored at a temperature between 0°C and 5°C. The product will be distributed in insulated vehicles to prevent the product temperature to exceed temperatures of above 5 °C.		
TEMPERATURE	Must be below 5°C		
PH	Must range between 5.7 – 6.		
SENSORY SPECIFICATIONS	ODOUR	Free & fresh of any odours	
	TEXTURE	Firm healthy appearance	
FOREIGN MATERIAL	Product will at all times be free from any odours and any foreign objects or antibiotics		
MICROBIOLOGICAL STANDARDS	ORGANISMS	SPECIFICATION	TARGET
	Total viable count	≤ 100 000 cfu/g	VPN 15
	Escherichia Coli	≤ 10 cfu/g	
	Salmonella spp.	Absent	
Enterobacteriaceae	≤ 316 cfu/g		
PACKAGING	The whole carcasses will be covered in food grade mutton cloths		



BONE IN LAMB (South Africa)

لحم حمن بقعظم (جنوب أفريقيا)

Batch: 62383003

Slaughter Date: 2022/09/21

Expiry Date: 2022/10/05

Slaughtered in Accordance with Islamic Rite

تاريخ الذبح: 2022/09/21

تاريخ انتهاء الصلاحية

نتجت وفقا للشريعة الاسلامية

Keep Chilled Between 0°C And +4°C

يحتفظ مبرد بين 0 و 4 درجة مئوية

الوزن الصافي: 20.2 Kg

Nett: 20.2 Kg

6238305438





WHEN WORKING WITH PLC

our partners have access to premium lamb meat products, benefit from our knowledge in the field and receive outstanding service.

WHY PROTEA'S LAMB?

1. TOP-QUALITY LAMB

We guarantee dependable high-quality products for every delivery

2. ATTRACT HIGHER BUYING POWER

People are prepared to pay more for a better eating experience

3. TURNOVER-DRIVING PRODUCT

Rapid through put and a high-value net average turnover are ensured by the great demand for meat products of excellent quality

