



AMATHEON AGRI

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# Amatheon Agri Group completes takeover of Best Beef, Best Pork

**By Stuart Lisulo**

AMATHEON Agri Group, the German agro company, has acquired 100 per cent of Best Beef Company and Best Pork Company, to consolidate its market share of Zambia's beef industry.

Announcing the formal takeover of the two Zambian abattoir and meat processors in Lusaka on Monday, Amatheon founder and CEO, Carl Heinrich Bruhn, said the acquisitions would create a strong player, spanning the post-farm value chain with broad product offering in beef and pork.

"We are very excited to add the Best

Beef Company and Best Pork Company to our Zambian meat cluster. The acquisitions will create a strong player spanning the post-farm value chain with broad product offering in beef and pork," he stated in a statement issued via KPR Consulting.

"We see great potential for Best Beef and Best Pork as the companies have ideally positioned themselves over the last years to benefit from the growth in Zambian meat consumption."

The transactions were executed through the Amatheon subsidiary, The

Real Meat Company Limited. Competition and Consumer Protection Commission (CCPC) has since approved the transactions.

The Amatheon Agri Group is a major player in the Zambian meat industry, and has major farming business interests in Mumbwa.

The Best Beef Company, which was founded in 1997, slaughters and sells beef carcasses and fresh cuts.

The Best Pork Company, which was founded in 2011, slaughters pigs and processes various pork-based products.