

Uplifting the farmers &
feeding the nation

Organic Grass Fed Beef

all of our products comes from organically grown grass fed cattle



BEEF | LAMB | GOATS & PROCESSED MEAT CUTS



www.choboinvestments.com

Organic beef comes from cattle who are raised without antibiotics
or growth hormones, and are fed a organically grown.



CHOBO INVESTMENTS CO. LTD
QUALITY MEAT PRODUCTS

WELCOME TO CHOBO



ABOUT US

Chobo is a fully integrated Agri-Business Company in Meat Processing Industry representing the marketing and promotion of the Tanzanian Livestock Industry.

The company is Tanzanian based engages principally in the Production, Processing, Distribution and Retailing of:

- Raw Meat (Carcass),
- Primal Cuts (Chunk, Beef, Rib, ..etc) Chilled ,Frozen
- Processed Meat Products. (Smoked/Cooked/ Fermented)

Chobo Investments focuses on uplifting the farmers and feeding our Clients Quality Meat Products.

The success of the company has been a direct result of our ability to provide top quality meat for all classes at a competitive price, thus creating a dedicated customer base.

Tanzania ranks second, in terms of cattle population in Africa, after Ethiopia. The 2010/2011 statistics indicate that , there are about 33.3 million cattle , 17.2 millions goats and 6.4million sheep.

With a fresh perspective its Vision and Mission, understanding what it does well and the environment in which it operates, Chobo Investments is existing to pursue the following corporate direction statements





ABOUT US

Vision Statement

To become a market leader and a responsive company in processing high quality meat products and services.

Mission Statement

To process and offer to the market hygienic and high quality meat products to meet consumers' demand and requirements.

Products Offered

Chobo Investments provides wide variety of beef, lamb, and goat/mutton under TANBEEF, TANGOATS and TANLAMB brand names. Our products have been classified into three major classes which are Raw Meat, Process Meat (Fore Cuts and Hinde Cuts) and Packed Meat (Semi-cooked/and Cooked)

Our Client

We deliver our meat products to our clients be it local, regional and international level ranging from convenient stores, Butchers Pubs and Restaurant, Hotels, Supermarket Mines and numerous food vending business

Customer Service

Our objective is the provision of service to customers before, during and after a purchase.





ABOUT US

HALAL

Halal is a term designating any object or an action which is permissible to use or engage in, according to Islamic law. It is the opposite of haraam. The term is used to designate food seen as permissible according to Islamic law

Halal: The Most Humane Slaughter

Halal slaughter is (the humane method) providing hygienic meat to the consumer.

Quoted this tradition of the Holy Prophet (Pbuh) (God calls for mercy in everything, so be merciful when you kill and when you slaughter, sharpen your blade to relieve it's pain).

Many allegations have been made that Islamic slaughter is not humane to animals. However, Professor Schultz and his colleague Dr. Hazim of the Hanover University, Germany, proved through an experiment, using an Electro encephalograph (EEG) and Electro Cardiogram (ECG) that *Islamic slaughter is The humane method of slaughter and captive bolt stunning practiced by the western method, causes severe pain to the animal.



NATIONAL MUSLIM COUNCIL OF TANZANIA
BAKWATA



AUSTRALIAN HALAL DEVELOPMENT
& ACCREDITATION

0029 A



ABOUT US

Tanzania

Tanzania is an East African country known for its vast wilderness areas. They include the plains of Serengeti National Park, a safari mecca populated by the “big five” game (elephant, lion, leopard, buffalo, rhino), and Kilimanjaro National Park, home to Africa’s highest mountain.

Offshore lie the tropical islands of Zanzibar, with Arabic influences, and Mafia, with a marine park home to whale sharks and coral reefs.

Official languages: Swahili, English





ABOUT US

Beef is the culinary name for meat from bovines, especially domestic cattle. Beef is one of the principal meats used in the cuisine of Middle east, Africa, Europe and America, and is also important in Africa.

CHOBO works as the most largest slaughterhouse in Tanzania, With capacity of slaughtering more than 1000 heads per day. We have a long experience with countries like Congo, Egypt, Oman, UAE, etc.

All of our production is supervised by a team of veterinarians with extensive knowledge, ensuring the best quality to our customers.





ABOUT US

Key Facts

- One of the largest meat processing plants in Tanzania.
- Capacity to produce 1000 metric tones of meat .
- 1000 metric tones storage capacity.

Strategic Fit

- Livestock Business Group Outreach division provides 60% of high quality live cattle, and lamb/goat for slaughtering and meat processing.
- Company based animal production division provides 40% of high quality live cattle, and lambs/goats for slaughtering and meat processing.

Strategic Priorities

Chobo investments has an established and proven strategy of providing high quality meat products to it customers. Over the past five years, we have build the inclusive business model with vertical integrated and agro- processing company with a robust supply chain.

Our priorities continue to be found on

- Where appropriate forging Strategic Alliances and Partnership with acknowledged industry players.
- Capturing opportunities for Public & Private Partnership (PPP) in livestock industry.
- Unlocking value and capital gains from our portfolios and reducing debt/ gearing.
- Continuing developing our inclusive business model into a regional meet supplier.

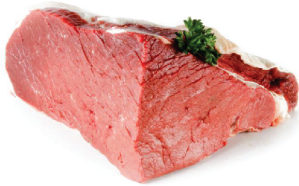


BEEF



PRIMAL CUTS - BEEF

Topside



Silverside



Rumpsteak



Thick flank



Sirloin



Striploin



Ribeye Boneless



Ribeye Bone in



T-Bone Steak



Ossobuco



Beef Fillets



Oxtail



BEEF



PRIMAL CUTS - BEEF

Short Ribs



Chuck Boneless



Ribeye Steak, Boneless



Beef Stew Bone-in



Mince Meat



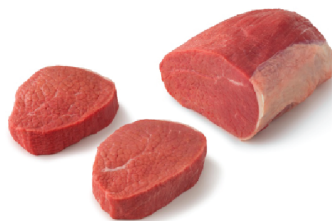
Goulash / Cubes



Stir-Fry



Eye of Round



Brisket



Beef Blade



Bolo



Heel Muscle



BEEF



PRIMAL CUTS - BEEF

Fore Rib Bone-in



Rib & Loin Bone-in



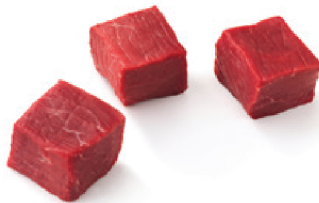
Top Round Steak



Fore Rib Boneless



Kabobs



Shank Cross Cut



OX Liver



Body Skirt



Bottom Round Steak



Ground Beef and Beef burger



Strips



Stew Meat



SAUSAGES



PROCESSED MEAT PRODUCTS

Russian Sausages



Beef Vienna Sausages



Beef Salami



French Polony



SAUSAGES



PROCESSED MEAT PRODUCTS

Beef Sausages



Chakalaka Sausages



Beef Boerewors



LAMB



PRIMAL CUTS - LAMB / MUTTON

Leg Chump



Rack 7 Rib



Shrtloin



Square cut



Neck



Foreshank



Breast / Flap



Rack Ham



Rack Cap on



Rack Cap off



Frenched



Frenched Cutlet



LAMB



PRIMAL CUTS - LAMB / MUTTON

Loin Chop



Rolled Flank



Arm Chop



Blade Chops Duo



Boneless Double Loin Roast



Rib Chops



Boneless Loin



Frenched Shank



Stewing Lamb



Frenched Long Leg



Short Cut Leg



Bone-in Shoulder



LAMB



PRIMAL CUTS - LAMB / MUTTON

Neck Slice



Shoulder



Siderib



Foreshank Arm Side



Foreleg



Double Loin Chop



Loin Noisettes



Boneless leg



Ground Lamb



Center Slice Leg Steak



Boneless Sirloin Steaks



Butterfly Loin Boneless



CHOBO Premium Made *Sausages* with fine meats



QUALITY MEAT PRODUCTS



New..!



made from the best ingredients!



MADE FRESH
FROM OUR
FINEST BEEF

amazing taste



OUR FAVOURITE RECIPE



OUR PLANT



OUR GREAT SELECTION OF CUTS... JUST THE WAY YOU LIKE IT

Organic Grass Fed Beef

all of our products comes from organically grown grass fed stocks



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