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Oman to boost poultry production

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Oman-based Aâ??Saffa Foods SAOG has unveiled an ambitious expansion plan to boost its annual broiler chicken production capacity from 48 million to 60 million birds.

According to Oman Observer, this initiative reflects the companyâ??s commitment to meeting the growing demand for premium poultry products in Oman and beyond. The production increase is part of a strategic effort to address food security challenges while solidifying Aâ??Saffa Foodsâ?? leadership in the poultry industry.

A spokesperson for the company highlighted that this move aligns with its five-year growth strategy. â??This expansion underscores our dedication to sustainable growth, catering to rising customer demand, and delivering top-quality halal poultry products,â?• they said. The investment supports Omanâ??s food security goals and economic development in line with Oman Vision 2040. By increasing production, Aâ??Saffa Foods aims to enhance its supply chain, improve operational efficiency, and create more employment opportunities across the Sultanate.