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JBS Bets Big on Oman to Build Middle East Multiprotein Hub

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Global food giant JBS is making a decisive push into the Middle East, formalising a $150 million investment to establish a multiprotein platform in Oman, its first upstream move in the region. The initiative, structured as a joint venture with Oman Food Capital (OFC), marks a strategic milestone in the companyâ??s efforts to diversify both geography and protein sources.

Under the agreement, JBS holds an 80 per cent stake in a newly formed food holding company, while OFC, backed by the Oman Investment Authority, retains 20 per cent. The new entity will consolidate production assets spanning beef, poultry, and lamb, positioning Oman as a regional hub for high-quality halal protein production.

A JBS spokesperson described the investment as â??a fundamental pillar of our global geographic and protein diversification strategy,â?• emphasising that expanding across regions and protein categories helps the company mitigate risks tied to localised market cycles.

Strategic Geography Meets Supply Chain Efficiency

Omanâ??s geographic advantages play a central role in the projectâ??s design. For poultry production, the company will leverage access to water resources and proximity to the Port of Sohar. Meanwhile, beef and lamb operations will be anchored near the Port of Salalah, enabling efficient livestock sourcing from East Africa just a two-day sea journey away.

â??Our model is built on producing where we are structurally most competitive,â?? the spokesperson noted, adding that proximity to both raw materials and end markets enhances operational efficiency and responsiveness.

The facility is expected to reach an industrial capacity of more than 300,000 tons annually across all protein categories. Beyond production scale, the focus will be firmly on halal-certified, high-quality food tailored to a fast-growing consumer base of over 2 billion people across the broader region.

Aligning with National Vision and Regional Demand

The investment aligns closely with Oman Vision 2040, which prioritises food security and local value creation. Omanâ??s political neutrality and strategic location further strengthen its appeal as a gateway to global halal markets.

According to the JBS spokesperson, â??Establishing a strong local presence not only reinforces regional food security but also supports the development of local brands and enhances our ability to meet evolving consumer demand.â??

The project is also expected to generate around 3,000 direct jobs upon reaching full capacity, contributing to local economic development.

Phased Rollout and Regional Integration

The rollout will follow a phased timeline, with beef and lamb production slated to begin within six months, followed by poultry operations within a year. The Oman facility will complement JBSâ??s recent expansions in Saudi Arabia and form part of a broader regional ecosystem aimed at strengthening supply chain resilience and delivering higher-value-added products.

From an operational standpoint, JBS plans to replicate its global best practices in food safety, quality, and sustainability. The company will also draw on more than three decades of experience in halal production to ensure compliance with both international animal welfare standards and religious requirements.

As the Middle East continues to emerge as a critical growth market for protein consumption, JBSâ??s Oman venture signals a long-term commitment not just to expansion, but to building an integrated, resilient, and locally anchored food system.

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