



Quality Meat Exports (Private) Limited

“Meat Excellence”



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ABOUT US

Quality Meat Exports (Private) Limited has become the trusted supplier of beef and beef products in the Middle East. We are engaged in the beef feedlot farming which represents an intensive production system to fatten cattle until they reach slaughter weight. Currently, we have one of the largest herd of animals in Pakistan.

VISION

We aspire to be the premier provider of Halal-certified, high-quality Meat and Meat products.

MISSION

We aim to produce high-quality meat and meat products at competitive prices using efficient, effective and environmentally friendly systems to the satisfaction of customers and other stakeholders. Further, we endeavour to prioritise the employment, training and development of our staff in all aspects of our business. People are our key assets and our continued focus and commitment to them ensures the highest standards of customer care, quality, hygiene and animal rearing.



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OUR UNIQUENESS

Understanding the customer's requirements has been the key to our success. Our hormones free meat is used in the food industry, restaurants, hotels and retail stores. We ensure nutritiousness, freshness and an adequate level of macro and micro minerals with excellent cell molecule osmolarity and glycogen in our meat through Beef Feedlot Farming. Our qualified and experienced vets and food technologist supervise every stage from animal procurement to final slaughtering to provide meat as per your requirements.

PROCUREMENT

- Pre-buying Livestock surveys
- Animal selection (weight, breed, health condition)
- Animal tagging
- Transportation of animals
- Buffer Stock availability for:
 - Price stability in volatile Market Days
 - Supply stability in Off Season Weeks
 - Quality Stability

QUARANTINE & HEALTH PROTOCOLS

- Quarantine (10 to 14 days)
- Spray, Antiprotozoal, Anthelmintic, Antibiotics, Antistress, Flukicide, Multivitamin, Vaccination in initial two weeks
- Sorting of animals after the quarantine period as per weight, physical condition, stature & breed

REARING

- Feeding as per plan, age, life stage, health and specific requirement of the export market
- 100% halal ingredient
- No animal protein source
- Use 65% green fed
- Improved dressing ratio (51-53%)



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SLAUGHTERING OF ANIMALS

- Health Protocols before slaughtering
- Soft bedding to shift animals so animal bears minimum stress
- Quarantine at the abattoir for at least 12 hours before slaughtering
- Oral rehydration salts to reduce stress

PROCESSING AND TRANSPORTATION

- Temperature controlled process for chilling / Freezing meat as per requirement;
- Cotton and polythene material for the packing of meat.
- Temperature-controlled van for the transportation
- The proper iced container is used for the meat to transport from the airport to the destination.
- Direct flights to the destination

IDENTIFICATION AND TRACEABILITY

- A sophisticated data capture system is established to ensure the traceability of animals from farm to farm;
- Traceability records are maintained in accordance with statutory, regulatory and customer requirements;
- All products whether Carcasses, Sides, Quarters, Cartons or Vacuum Packs are individually tagged and weighed;
- Proper Tagging System is used for Slaughtered and Dispatched Batches;

GROUP OF PROFESSIONALS

“Alone we can do so little, together we can do so much.”

Our qualified and experienced vets and food technologist supervise every stage from animal procurement to final slaughtering. Our team of veterinarians ensures that animals must be in good health condition with properly vaccinated and de-wormed during the rearing stages. We make certain that our animals must be free from any type of zoonotic disease.

QUALITY CONTROL

Our animals are slaughtered in state-of-the-art slaughterhouses approved for export to the Middle East and Saudi Arabia. Our team of veterinary doctors is well-equipped in the fields of meat inspection, antemortem inspection, processing and hygiene. Food safety is our deepest concern as food manufacturers.

PRODUCT RANGE

We meet all your meat needs. Whether you are seeking whole carcasses or superbly cut pieces, we have a wide range for you to choose from;

- **Beef**

- Whole Carcass / Quarters
- Cuts or Compensated Cuts ~ Chuck (Shoulder), Brisket (Chest), Rib, Plate (Belly), Loin, Flank (Abdomen), Round (Back End), Shank (Thigh), Neck, Cheek Meat
- Bone-in or Deboned Meat

- **Veal**

- **Red Offal**

- Heart, Liver, Kidney, Spleen, Tongue, Tripe, Tail, Brain, Head

Chilled or frozen beef is provided in vacuum or carton packaging.



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