



# **Dhofar Fisheries & Food Industries Co. S.A.O.G.**

**Salalah, Sultanate of Oman**



# Company Background

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- Dhofar Fisheries and Food Industries Company SAOG , is registered in the Muscat Security Market since 2001.
- A subsidiary of Hassani Group of Companies, Dubai, U.A.E. ( Acquired DFFICO in 2015 )
- Hassani Group of Companies, are stake owners , with Hassani being prime Share Holder with 99.134 % , and others with 0.866%.

# Dhofar Fisheries & Food Industries Company

## S.A.O.G



- Located in Salalah, the south of Oman, established in the year 2001, built on a plot area of 34,000 m<sup>2</sup>.
- The factory is equipped with a state of the Art Technology and is employed with highly skilled workers for ensuring the utmost level of quality & service.
- Leading producer and exporter of canned Tuna, canned sardines, Precooked Frozen Tuna Loins, Fish meal, Fish Oil and wide range of fresh/ chilled and frozen fishes.
- The only Tuna Canning plant in the region.





# DFFICO - Overview

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- All Plant, machinery & equipment were imported from Spain. The factory comprises of Tuna Processing Plant, Cold Storage, warehouse, Fish Meal Plant and Waste Water Treatment Plant
- “HACCP” certified Plant which enables to export to European Markets
- The Company has penetrated in GCC and N.Africa and customers continue to place repeat orders.
- The products are well accepted both in the local as well as the international market (such as Lower gulf , Upper Gulf , North Africa, etc.)
- Company has a Fishing license for 8,000 Tonnes of Tuna obtained from the Ministry of Agriculture and Fisheries (MOAF) and an additional 8,000 Tonnes as participant of the Youth Vessel Programme promoted by the MOAF.

# DFFICO Fish Meal & Fish Oil Plant

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- Is one of the leading producer and exporter of Fish Meal, Fish Oil and Fish Soluble Paste.
- The species used as raw material for the preparation of fishmeal is mainly Sardine and Tuna Offals. Typically, the Fish Meal Protein is ranging from 65-67% which made from Sardine fish and 60% Protein made from Tuna offal. It is a brown powder by steam dried process. It is fit for feed use for aquaculture, poultry and animals in general.
- Fish Oil is manufactured from whole fish or part thereof, with considerable removal of fat during production. It is used for aquaculture and or animal feed.

# DFFICO Fish Meal & Fish Oil Plant

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- The plant is fully equipped with modern technology machineries
- Packing:
  - Fish Meal – packed in pre-printed polypropylene bag in 50Kg net.
  - Fish Oil – packed in Flexitank with 21MT approximate quantity.
- Shelf Life: (1) One Year
- IFFO Member
- Our markets are Chile, Spain, Turkey, Tunisia, Bangladesh, India, Taiwan, Vietnam, Korea, Nigeria, Indonesia, Egypt and Saudi Arabia.

# Fish Meal & Fish Oil Photos

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Fish Meal



Fish Oil



Fish Soluble Paste

# Plant Capacity

- The plant's annual capacity;
  - Canned Tuna - 22 Million cans
  - Canned Sardines - 27 Million cans
  - Pre-cooked Frozen Tuna Loins - 1800 Metric Tones
  - Fish Meal - 5000 Metric Tones
  - Fish Oil - 2000 Metric Tones





# Credentials



The factory complies with :

- EU Approved.
- HACCP Approved.
- US Food and Drug Administration Approved.
- Dolphin Safe Certification.
- ISO Certified





# DFICO – Tuna Business Opportunities

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## Omani Tuna – USP

1. Tuna from the Arabian Peninsula for the first time – Omani Tuna .
2. 95% of the Tuna Brands COME from Thailand – hence a unique opportunity for Omani Tuna – Brand Positioning
3. Omani – Perception and Acceptance by GCC – citizens is highly graded.
4. Omani – Health Ministry ensures high Quality Standards & Specifications.

## Commercial Advantage

1. Exemption of Duty – For being a GCC product.
2. Logistical Advantage – In Shipment lead times over Thailand.
3. Reduction in Stock Inventories – As lead time is just 30 days and can plan differed shipments.
4. No Rejection by Health Authorities – Assurance of Quality & Responsibility by Factory.
5. Payment Terms : 30 days

# DFFICO - Brands

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- **Al Omania**
- **Al Khaleeja**
- **Zahrat Safa**
- **Melody**

# Tuna

Product Description	Light/White meat tuna solid in can SFO/OO/Water			
Standard Packing Size	48x90g 48x140g 48x160g 48x185g			

# Sardines

Product Description	Chunks/Whole Sardines can in SFO/OO		
Standard Packing Size	50x120g		



Thank You