



**BENGAL MEAT**

নিরাপদ ও স্বাস্থ্যসম্মত

## Bengal Meat: Country's Safest Meat Solution Since 2006



Safety has always been a concern for our family's well-being. And now more than ever as the world is still fighting against a pandemic. Throughout the pandemic we have realized how important an issue to maintain hygiene and safety is, from food to clothes to what not!

But how would you ensure safe meat for the family? Factors like slaughtering in open and unhygienic places, not following health hygiene protocols, and keeping the meat in an uncontrolled environment! It was never a safe option. Also from where the super shops actually



source, and how they store, and display meat is a point of consideration.

However, the Country's only meat processing plant, Bengal Meat has been working on producing safe meat since 2006. From the very beginning, the aim was to provide halal, safe, hygienic, and international standard meat for all. And to ensure that we introduced an 8 step safety process which turned into a 10 step safety process with time, based on more research. This safety process that starts well ahead of sourcing the animals; does not end till meat reaches our customers' hands.

Only disease-free healthy

animals from our own farm and contract farms are selected strictly according to Bengal Meat's standard. After sourcing, the animals are fed natural feed which is cultivated on 30 acres of our land. The drinking water also comes from our own water treatment plant. These steps help to reduce the E Coli infestation and contamination of the animals and produce good quality cattle. Moreover our



farm and Processing plants are located next to each other, so that there is no travelling for the animal before slaughtering. Most of the animal diseases are caused by stress from long transportation and exposure to cattle haat. That's why we say, we carry the meat, not the animal.

This commitment to microbial-free process continues with ante-mortem which is performed by registered veterinarian before slaughtering. It ensures that the animals are disease-free and they are eligible to slaughter according to Islamic halal slaughtering practices.



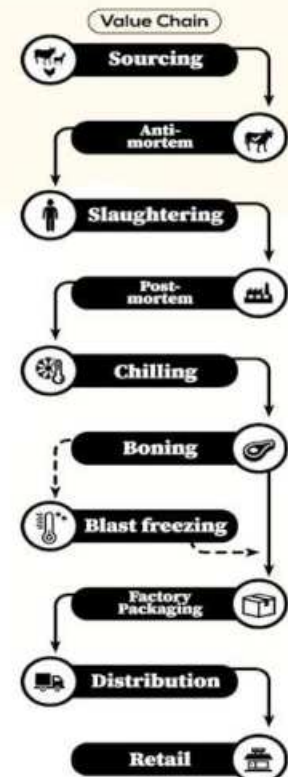
Slaughtering is done in a 100% halal process in the presence of a representative of Islamic Foundation Bangladesh. Then deskinning is done with a semi-automatic system to keep the meat cross-contamination free. After slaughtering,

postmortem by registered veterinarian of visceral organs ensures meat safety once more.

The carcass is then washed with purified water and is sent to a cooling chamber for chilling which prevents any possible spread of germs and preserves the nutritional value. After chilling when the microbial growth has stopped, it comes down to the expert butchers and workers of the plant. They are trained to follow strict health and hygiene practices and to take care of the instruments they use to process the meat. In the controlled temperature of the boning room, they work relentlessly to deliver the safest meat experience for you. Chilled meat is then immediately packed and shipped for sales through our chiller vans.

If the meat is processed for long time storage, generally for export shipment, blast freezing is done to make this meat even safer from microbial growth and fresh for a long time. Blast freezing technology is very helpful to better trap all nutritional elements of meat, which cannot be achieved through a general household freezer.

Now, most of us are used to buying packaged products like salt, spices, snacks, but packaged meat was a new concept in Bangladesh at the very beginning of Bengal Meat. But this is very useful to avoid contamination through touching and to keep the meat fresh and tender. These contamination-free products are distributed across the country using chiller and freezer vans. As the products are perishable, we are very strict in keeping the van's temperature and environment in check. Also while displaying and storing the products in our retail stores the



Only when this Cold Chain is maintained strictly and flawlessly Bengal Meat will deliver the product to you. Because this cold chain and the intriguing farm to fork process ensure that safety and quality have not been compromised anywhere in the process.

The meat people buy from Bengal Meat is crafted with 15 years of experience in ideal farming, safety protocol practices, and expertise. And it's not surprising that we are the only export-oriented company that produces meat and further processed meat.

While unsafe food practices were creating a vicious cycle of disease affecting the families, workers dressed in aprons, safety shoes, masks in the Bengal Meat Processing Plant were crafting the safest solution for all.



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