



Minister of Agriculture Awards A'laf Wadi Shield of Excellence for Continuous Contribution to Egyptian Feed Market

Minister Ayman Farid Abou Hadid visits Wadi Farms in Km.49 Cairo-Alex Desert Road and recognizes Wadi efforts in developing the local poultry sector

Cairo, Egypt, 6th January 2014

At a special ceremony held last month at the conference center of the Ministry of Agriculture, H.E. Prof. Dr. Ayman Farid Abou-Hadid, Egypt's Minister of Agriculture, awarded the Shield of Excellence to A'laf Al Wadi, the animal feed division of Wadi Group, for the company's continuous contribution to the Egyptian feed market. The Shield of Excellence is an award given to key players operating in the animal husbandry and animal feed industries for their admirable work.

The award was given to A'laf Al Wadi's entire feed portfolio, which includes first-class feed solutions tailored to suit the specific requirements of farmers and the various nutritive needs of poultry flocks, including 8-Cycle Feed, Golden Feed Meal, Super Balady and Idafat soya bean meal.

"This award represents the hard work and ingenuity of many talented individuals at Wadi Group," said Tony Freiji, CEO of Wadi Group. "Our A'laf Al Wadi portfolio demonstrates the significant achievements that can be realized through innovation and dedication to improving the industry for the benefit of farmers and, ultimately, consumers. We are delighted that our efforts to meet the diverse needs of Egyptian poultry farmers have been recognized by the Ministry of Agriculture." The Minister of Agriculture presented the award to Wadi Group CEO, Tony Freiji, during a gathering of animal husbandry producers in Egypt.

On a separate note, and within the framework of his field visits to some agricultural, livestock and poultry projects in Egypt to identify various

challenges that face producers of these sectors, Dr. Ayman Farid Abou-Hadid, Minister of Agriculture along with top officials at the ministry have recently visited some agricultural projects located on Cairo-Alex Desert Road, Wadi Group's farm on Km 49 was one of the sites the minister has visited.

Engineer/ Tony Freiji, CEO of Wadi Group has accompanied the minister during his visit and explained to him in details the different sectors, their production capacity, and Wadi Group's strategy in managing the farms according to the highest standards of professional and hygienic practices coping with these implemented globally. The Minister and the other visitors have appraised the farm's highest standards, making it an example to be followed by similar farms in Egypt. The Minister also appreciated Wadi Group's utmost care to implement the best practices when it comes to grow organic crops and breed broiler parents and commercial broiler chicks. Wadi Group's vision was evidently reflected and made clear for these two sectors during the ministerial visit.

Occupying fully cultivated 1700 feddans at Km 49, Wadi farm is regarded to be the largest integrated farm of its kind in Egypt. The farms comprise 400 feddans of olive tree (150,000 trees), 400 feddans of grapes for producing juice and export, in addition to 24 feddans of sophisticated greenhouses to grow green beans and bell pepper for export.

The farms also comprise the biggest broiler chicks' breeding wards, with a total production of 40 million broiler chicks annually, out of 70 million chicks representing Wadi Group's total production of broiler chicks each year. Wadi Group's poultry farm is a subject of the most stringent procedures of hygienic and health quarantine to prevent any viral infection, particularly H1N1 virus strains. Wadi Group is willing to double its production capacity of broiler chicks to reach 110 million chicks in 2014.

Worth noting that Wadi Farm in Km.49 reflects the group's integrated strategy and vision to the Egyptian market, where it operates for more than 25 years now.

About Wadi Group

Wadi Group and its affiliated companies are the fruitful outcome of a long success story started in Egypt in 1984. Wadi Group is currently structured into two core activities: agro-business (Mazareh) and industry (Sina'at). Under Mazareh, Wadi Group combines all of its agro-business activities including poultry and fish farming, feeds and food produce.

For the industry arm (Sina'at), Wadi Group manufactures glass products for food and beverages industries, cooling pads, ingredients for animal, poultry and fish nutrition, fertilizers and also, covers the handling and transportation of merchandise. Each entity, whether in agro-business or industry, is headed by its own structure in order to provide the expertise required in each field. For more information, please visit: <http://www.wadigroup.com>



Wadi Food Partners with CEEBA to Raise Awareness of the Benefits of a Heart-Healthy Diet

Mediterranean diet leads to a longer life expectancy and lower rates of chronic diseases

Cairo, Egypt: 1 June 2014– In an effort to help inform a larger portion of the Egyptian population of the health benefits of a healthy diet, Wadi Food recently partnered with the Confederation of Egyptian European Business Associations (CEEBA) and renowned nutritionist, Dr. Tarek Reda, as part of CEEBA's Mediterranean Diet and Enhancement of Foodstuff Project. The EU funded ENPI CBC MED MedDiet Project was launched in Alexandria in March with the objective of raising awareness about the need to implement effective and sustainable initiatives to safeguard the Mediterranean Diet lifestyle among nine countries in the region: Egypt, Italy, Greece, Lebanon, Spain and Tunisia.

As the Associate Partner of this project, Wadi Food lent its support by co-organizing a media event with Wadi Food Executive Manager Mr. Khalil Nasrallah, CEEBA Secretary General Dr. Alaa Ezz and Dr. Tarek Reda to highlight the benefits of the healthy Mediterranean diet eating plan as well as discuss the Mediterranean Diet and Enhancement of Foodstuff Project, which includes a broad range of activities to educate and engage local schools, restaurants, chambers of commerce and policy makers in the goal of improving awareness about the advantages of the heart-healthy Mediterranean Diet.

The Mediterranean Diet and Enhancement of Foodstuff Project was undertaken within the framework of the Cross Border European Neighborhood and Partnership Instrument (ENPI), wherein CEEBA will participate in a 2.5 year project that focuses on fostering uptake of the Mediterranean Diet and the enhancement of traditional foodstuff (MedDiet) across the Mediterranean. Wadi Food is sponsoring the project as a testament to their strong belief in the importance of promoting a healthier diet for all Egyptians.

Commenting on the project, Dr. Alaa Ezz, Secretary General of CEEBA, stated "The objective of the project is to increase the awareness of the health advantages of the

Mediterranean Diet among consumers - youth and children in particular - and SMEs - restaurants specifically. We're working to achieve this goal by reinforcing the capacity of schools, local authorities, chambers of commerce, business organizations and policy-making institutions to implement effective and sustainable initiatives for safeguarding the Mediterranean Diet in Egypt, Greece, Italy, Lebanon, Spain and Tunisia."

The Mediterranean diet is a well-studied and documented nutritional recommendation inspired by the traditional dietary patterns of Greece, Spain and Southern Italy. It's basic foundation is the proportionally high consumption of olive oil, legumes, unrefined cereals, fruits, and vegetables, moderate to high consumption of fish, moderate consumption of dairy products (mostly as cheese and yogurt), and low consumption of meat and meat products. Significant, long-term studies¹ have shown that those who eat in line with the Mediterranean diet have significant benefits on cardiovascular health and reduced the risk of heart disease.

"At Wadi Food, we believe that good health is the right of every Egyptian. As a population, there's no easier way to start to take control of our health than through our diet," said Khalil Nasrallah, Executive Manager, Wadi Food. "Eating fresh, wholesome, good quality produce and a diet rich in monounsaturated fat, such as olive oil, are great ways to help improve overall health and well-being. Wadi Food not only recognizes the importance of approaching life in a healthy manner, but we implement our beliefs in our business itself. We use the most natural ways possible to grow our olives, avoiding the use of any chemical pesticides at the time of harvest, and collecting them by hand to make sure that the fruit has naturally matured and ripened into the best raw material for the production of table olives or for high-quality oil."

Many Egyptians enjoy traditional recipes and oriental flavors, however, they tend to be high in fat and calories which leads to elevated cholesterol levels, blood pressure and, hence, hypertension as well as an increased risk of cardiovascular diseases. In fact, an estimated 26.3% of all Egyptians suffer from hypertension.²

"The increase in obesity and elevated blood pressure rates in Egyptians indicates that hypertension and cardiovascular diseases is becoming an increasingly alarm health problem," said Dr. Tarek Reda, Consultant of Nutrition, and President of the Egyptian Society for Public Health and Nutrition. "A diet rich in antioxidants and healthy fat, such as olive oil, can act as heart protecting factors by lowering the LDL cholesterol, help maintain normal blood pressure and cholesterol levels and could help keep weight under control. This heart-healthy campaign is important to improving public awareness of a healthy lifestyle and eating plan."

¹ Mediterranean diet, lifestyle factors, and 10-year mortality in elderly European men and women: the HALE project. Knuops KT, de Groot LC, Kromhout D, Perrin AE, Moreiras-Varela O, Menotti A, van Staveren WA. JAMA. 2004 Sep 22;292(12):1433-9.

² American Heart Association. Hypertension Prevalence, Awareness, Treatment, and Control in Egypt. Ibrahim M. Mohsen, RizkHussein, J. Appel Lawrence, El AroussyWafaa ,Helmy Sherif , SharafYasser , AshourZeinab , Kandil Hossam ,RoccellaEdward , WheltonPaul K. 1995. accessed at: <http://hyper.ahajournals.org/content/26/6/886.full>

Unhealthy diets full of saturated fats reduce a person's sense of wellbeing. Studies have shown that the Mediterranean Diet, with its low glycemic index and high vitamin and antioxidant content can lead to a longer life expectancy and lower rates of chronic diseases. The diet's focus on consuming olive oil, fruit, vegetables and nuts are all likely to contribute to this effect.

About Wadi Food

Wadi Food, part of Wadi Group, leaders in agri-business in Egypt, Middle East and Africa, began in 1986. Today Wadi has grown to more than 930 hectares of organic olive trees, grapes, fruits and vegetables. The company is also currently cultivating an impressive 956 hectares of additional land in Wadi Natrun, where in a state-of-the-art facility designed to process 16,000 metric tons of table olives.

In a continuous effort to provide high quality products to the regional markets, Wadi Food is expanding its range to include packaged artichokes as well as fresh produce and other new products in the near future. As an industry leader in Egypt, Wadi Food is proud to provide its products to consumers across the Middle East region.

For more information, please visit www.wadi-food.com

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Disclaimer:

The project MedDiet is implemented under the ENPI CBC Mediterranean Sea Basin Programme. Its total budget is 4.99 million Euro and it is financed for an amount of 4.49 million Euro by the European Union through the European Neighborhood and Partnership Instrument. The ENPI CBC MED Programme aims at reinforcing cooperation between the European Union and partner countries and regions placed along the shores of the Mediterranean Sea.