



News, views and more...

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BEHIND THE CURTAINS



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STARTER



I am glad to start by welcoming all our stakeholders to our new magazine which was planned, designed, and published to keep you updated with the company's activities.

Along with the growing demand for red meat globally, Al Mawashi is growing in parallel at the two ends of the supply chain, sourcing and supplying. When Al Mawashi decided to explore the world for sustainable supply of fresh meat, South Africa was its first target knowing that there are high-quality sheep breeds which are like what is been currently supplied from Australia mainly merinos and cross breed lambs, which can be found in different countries in the world. Al Mawashi was the forerunner in importing the chilled lamb carcasses by air from South Africa in January 2019 after putting efforts to get it in the right shape and to be sustainable. We are proud to see that there are several abattoirs in South Africa today exporting chilled lamb carcass to all the GCC countries.

In our magazine, we will publish the company's activities and information about related information and issues in the industry, we hope that you will enjoy it and benefit from it.

Hussain Sarhan

IN THIS ISSUE



Starter
By Hussam Sarhan



Introduction
By Fatima Zareen



Events and Happenings
By Fatima Zareen



Did you know?
By Motaz Abusaada



Nutrition Facts
By Sajid Aboobacker



Animal Welfare
By Dr. Altaf Khan



Fun Facts
By Fatima Zareen



Zoonotic Diseases
By Dr. Altaf Khan



Quality of Meat
By Sajid Aboobacker



INTRODUCTION

By Fatima Zareen

Welcome to the inaugural issue of "Meat Insider," the exclusive in-house e-magazine of Al Mawashi.

As a premier player in the premium meat trading industry, we are thrilled to launch this publication to offer our valued stakeholders an insider's look into our world of exceptional meats and industry insights.

Within these pages, you'll find a wealth of information ranging from expert columns penned by our executives to engaging features on animal welfare, meat quality, and global company news. We aim to educate, entertain, and inspire our readers, shedding light on the nuances of our trade while emphasizing our commitment to excellence and ethical practices.

We invite you to dive into the diverse contents of "Meat Insider " and discover the stories, knowledge, and updates that define Al Mawashi and our passion for delivering the finest meats to discerning customers.

Meet the Meaters: “A Successful Blend of Networking and Australian Meat Excellence”

The highly anticipated ‘Meet the Meaters’ event, jointly hosted by Al Mawashi and MLA, recently concluded with resounding success, offering a unique blend of professional networking and an evening celebrating Australian Meat Excellence. Held on 22 January at Al Mawashi Braai Mushrif Park, the event drew a diverse crowd of industry professionals, suppliers, chefs, and stakeholders, all eager to connect and explore the world of premium Australian meats.

Quality Networking:

Attendees had the opportunity to forge meaningful connections with like-minded professionals, potential collaborators, and key stakeholders in the industry. The event provided a platform for individuals to exchange ideas, discuss potential partnerships, and build lasting relationships.

Expert Insights:

Industry leaders shared valuable insights into the latest trends, innovations, and developments in the meat industry, offering attendees a glimpse into the future of Al Mawashi and MLA. These insights were not only informative but also served to inspire and educate attendees on the evolving landscape of the industry.

Premium Meat Showcase:

One of the highlights of the event was the showcase of high-quality Australian meats. Attendees were treated to a sensory experience, sampling and learning about the diverse range of meats on offer. This showcase not only highlighted the excellence of Australian meat products but also provided attendees with a deeper appreciation for the quality and craftsmanship behind each product.

Business Opportunities:

As a recurring event, ‘Meet the Meaters’ has the potential to open doors to new partnerships, collaborations, and business opportunities. The event serves as a catalyst for growth and innovation within the industry, fostering a culture of collaboration and mutual success.

Culinary Demonstrations:

Renowned Chef Tarek Ibrahim, The First Arab Master Chef, delighted attendees with his culinary demonstrations, showcasing creative ways to prepare and cook Australian beef and lamb. His demonstrations not only entertained but also inspired attendees to experiment with new culinary techniques, further enhancing their appreciation for Australian meat products.



In conclusion, the ‘Meet the Meaters’ event was a resounding success, offering attendees a unique and enriching experience that blended professional networking with an evening celebrating the excellence of Australian meats. As Al Mawashi looks towards the future, events like these will continue to play a pivotal role in shaping the industry and fostering a community of passionate individuals dedicated to excellence.

Al Mawashi at Gulfood, the world's largest and most trusted F&B sourcing event 19 - 23 February

For the second consecutive year, Al Mawashi proudly participated in Gulfood showcasing our commitment to excellence in the premium meat trading industry and meat products to the global food industry.

Held at Dubai World Trade Centre, Gulfood brought together leaders, innovators and enthusiasts from around the world. Our participation in Gulfood is a testament to our ongoing efforts to expand our presence and reach new markets. We value the opportunity to engage with customers, partners, and industry experts, allowing us to stay at the forefront of the ever-evolving meat trading landscape.

As we reflect on our second year at Gulfood, we are grateful for the continued support of our customers and partners. We look forward to many more years of success and innovation as we strive to deliver excellence in every aspect of our business.





By Motaz Abusaada

Did you know

Unveiling the Secrets of Lamb Fat, is it Good or bad?

Health Benefits and Risks Revealed Delving into the mysteries of lamb fat, known as “لينة” (Leyna) in Arabic, reveals a treasure trove of health benefits and potential risks. Across ancient Asian civilizations, this enigmatic substance was revered for its medicinal properties, from joint pain relief to combating the signs of aging. Studies have unveiled its remarkable antioxidant properties, offering promise in the fight against premature aging, cellular mutations, and even cancer development.

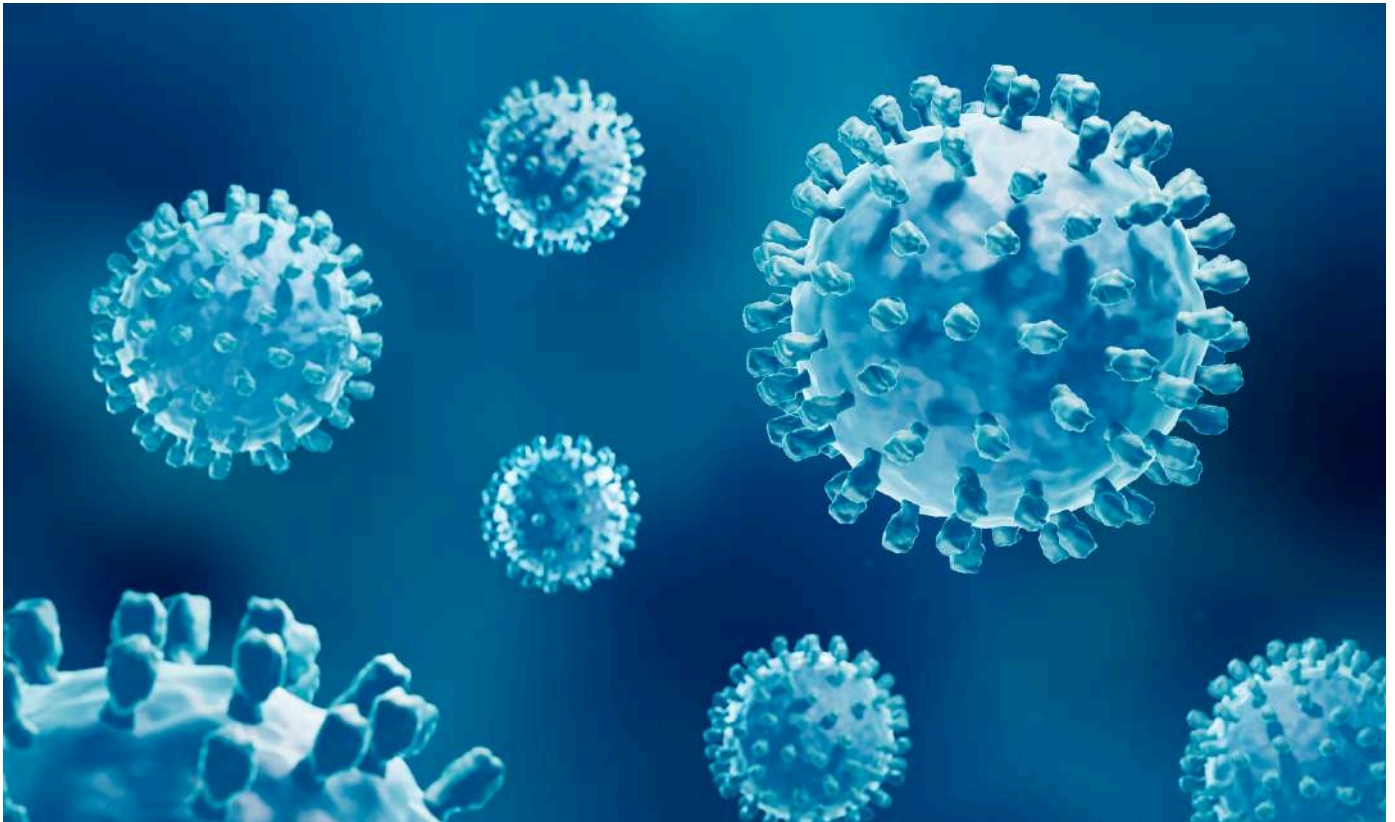
In Study published by [frontiersin.org](https://www.frontiersin.org) revealed that lamb tail fat had unique ability to inhibit the growth of certain types of lung cancer cells compared to other dietary fats, suggesting its potential as an adjunct treatment for lung cancer. Additionally, it regulates hormone levels in women, reducing infertility risks, and supports fetal development during pregnancy.

However, excessive consumption is cautioned for those with obesity or inactive lifestyles, digestive issues, or cardiovascular diseases due to its high saturated fat and cholesterol content. Moderation is advised, considering individual dietary needs and balancing with other sources of healthy fats like olive and vegetable oils.

The nutritional value per 100 grams of lamb fat includes 99.7 grams of fat and 898 calories. Comparatively, it contains similar calorie content to animal lard but differs in its fatty acid composition, with olive and vegetable oils being healthier options due to their unsaturated fat content and omega-3 concentration.

Zoonotic Disease

Zoonotic diseases are those diseases which transferred from animals to humans. That may be virus, bacteria, fungi and parasites. It can be transferred by direct and indirect contact with contaminated materials e.g. Saliva, wound, blood, feces, urine, water, feed, raw milk and raw meat.



Common zoonotic diseases are,

- Brucellosis
- Salmonellosis
- Anthrax
- Tetanus
- Pasteurellosis
- Leptospirosis
- Tuberculosis
- Poxvirus
- Rabies Virus
- EBOLA (Viral Hemorrhagic fever)
- MERS (Middle East respiratory syndrome)
- Hydatid disease
- Cysticercosis
- Avian Influenza

Reference:

World health organization,
<https://www.who.int/news-room/fact-sheets/detail/zoonoses>

Medical News Today,
<https://www.medicalnewstoday.com/articles/320618>

Central disease and control,
<https://www.cdc.gov/onehealth/basics/zoonotic-diseases.html>

National Library of Medicine,
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7563794/>



Preventive Control of Zoonotic Diseases:

Control at the farm level:

- Immunization and vaccination of the flock.
- Lab screening test for infected animals.
- Isolate and treat the infected animals.
- Properly dispose of the dead infected animals by following the preventive measures.
- Keep clean, and dry the animal's bedding area.
- Timely remove the manures and always disinfect the farm.
- Purchase the animals from reported farms with no history of communicable disease.
- Use feed from the reported company and must be free from any contamination.
- Timely contact with the veterinarian for complications.

Proper Personal Hygiene:

- Wash hands before and after animal handling.
- Do not eat raw meat and milk.
- Do not eat or drink in the animal housing areas.
- Wear coveralls, farm-specific clothing, or laboratory coats when handling animals.
- Avoid handling sick animals or animals with lesions unless gloved.
- Wear a mask if you are allergic to animal hair or if feed or bedding dust is present.
- If you are sick, DO NOT enter the agricultural animal facilities. You are more susceptible to other infective agents and you may transfer pathogens to the animals.
- Routinely wear gloves when cleaning the animal area.
- Inform the physician of your animal-related activities.

What Is Nutrition?



The study of how your body uses the food that you eat.

What is a Nutrient?

A nutrient is a chemical substance in food that helps maintain the body. Some provide energy. All help build cells and tissues, regulate bodily processes such as breathing

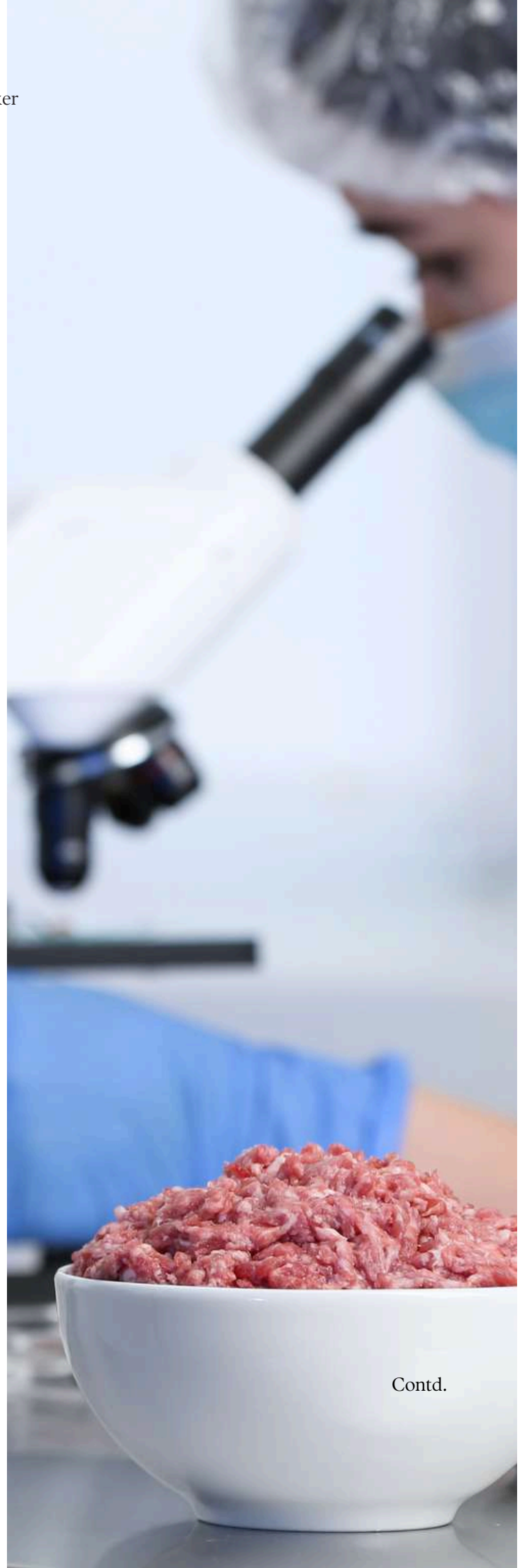
The six Classifications of Nutrients

- Vitamins
- Minerals
- Water
- Protein
- Carbohydrates: Sugar, Starch, Cellulose
- Fats

Why is nutritional analysis important?

- It lets consumers know what nutrients are provided by food.
- It allows consumers to know if they are meeting the Dietary Reference Values (DRVs):
- Analysing a recipe, or the diet over a day, allows comparisons to the DRVs so people can see whether they are meeting the recommendations.
- Knowing whether DRVs are being met enables you to determine whether the diet should be modified

Contd.



Reading a Food label



Nutrition Facts	
Hollandaise Sauce	
Serving size 20 gms / 1 Tablespoon (20g)	
Amount per serving	
Calories	87.78
% Daily Value *	
Total Fat 9.01g	36%
Saturated Fat 951.86mg	7%
Trans Fat 0.0g	0%
Cholesterol 15.9mg	8%
Sodium 65.49mg	4%
Total Carbohydrate 0.35g	0%
Dietary Fiber 0.14g	0%
Total Sugars 0.08g	-
Protein 1.87g	3%
Vitamin D 0.0mcg	0%
Calcium 15.43mg	3%
Iron 0.39mg	2%
Potassium 25.81mg	1%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice

المعلومات الغذائية	
Hollandaise Sauce	
حجم الحصة 20 (20g) / 1 Tablespoon (20g)	
القيمة لكل حصة	
السعرات الحرارية	87.78
القيمة اليومية بالنسبة المئوية*	
اجمالي الدهون 9.01g	36%
الدهون المشبعة 951.86mg	7%
الدهن المتحولة 0.0g	0%
الكوليسترول 15.9mg	8%
الصوديوم 65.49mg	4%
اجمالي الكربوهيدرات 0.35g	0%
الالياف الغذائية 0.14g	0%
اجمالي السكريات 0.0g	-
البروتين 1.87g	3%
فيتامين دال 0.0mcg	0%
الكالسيوم 15.43mg	3%
الحديد 0.39mg	2%
البوتاسيوم 25.81mg	1%

*تخبرك النسبة المئوية للقيمة اليومية بمقدار العناصر الغذائية في حصة الطعام التي تتناهم في نظام الغذاء

Nutrient information:

Nutrient information on packaging provides consumers with clear information

Nutrient information on the label allows food to be compared and helps consumers make informed choices.

NUTRITIVE VALUE OF MEAT

Meat provides energy (calories) - maximum - protein, fat, minerals, and vitamins - minimum - carbohydrates

Calorie value of meat depends upon the amount of fat in and on the meat taken. 100 gm of cooked meat provide- - 10 % RDA of calories - 50 % protein recommended (normal = 56 gm/day) - 35 % iron recommended - 25 to 60 % B-complex vitamins



Meat ranks among one of the most Significant, nutritious, and favored food items available to masses, which aids in fulfilling most of their body requirements. It has played a vital role in human evolution and is an imperative constituent of a well-balanced diet. It is a good source of proteins, zinc, iron, selenium, and phosphorus followed by vitamin A and B-complex vitamins. Average value of meat protein is about 23% that varies from higher to lower value according to the type of meat source.

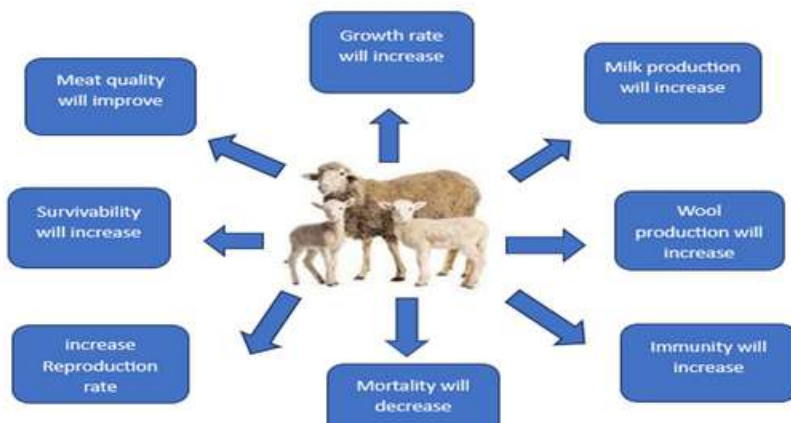
From the nutritional point of view, meat is considered as a rich essential amino acids source whereas, mineral contents to a lesser extent. Apart from it, essential fatty acids, and vitamins also make a part of it. Organ meat like liver is quite an enriched source of Vitamin A, Vitamin B1 and nicotinic acid. Meat ranks among the perishable food material, as it contains around more than 70% of moisture in it.



Animal welfare

By Dr. Altaf Khan
22/02/2024
Dubai

Effect of Reducing Stress and Improve Animal Welfare Standards



Reference:

Animal welfare: <https://www.woah.org/en/what-we-do/animal-health-and-welfare/animal-welfare>

Guidelines for handling, transport and slaughter of livestock:

<https://www.fao.org/3/x6909e/x6909e.pdf>

Minimizing livestock stress - a key part of animal welfare:

<https://www.mla.eu/articles/animal-welfare/minimising-livestock-stress--a-key-part-of-animal-welfare>

The Five freedoms for the Animal:

<https://www.animalhumanesociety.org/health/five-freedoms-animals>

Animal's welfare is the well-being of the animals to maintain animal health, to reduce stress and to optimize the production. Good animal health and fitness is a part of good animal welfare and management.

Good animal welfare plays a vital role in the life of animals, which has a positive impact on the animals health, production, growth, and quality of the carcass. The World Organisation for Animal Health (WOAH) developed five basic freedom principles for animal welfare which are,

- Freedom from thirst, hunger, and malnutrition.
- Freedom from discomfort
- Freedom from pain, injury, and disease
- Freedom to express normal behaviours.
- Freedom from fear and distress

By considering all the above factors good animal health and herds can be raised. By opposing any of the above five - freedom, will place the animals under stress which directly and indirectly affects the animals health, reduced production, retarded growth, depressing immunity and ultimately death.

To minimize stress and to improve the welfare standard will improve the animals health, growth, increase production, yield high-quality carcass and reduce mortality.

According to the World Organisation for Animal Health (WOAH) there are five standard operating procedures that relate directly to the pre-slaughter and slaughter management of animals.

- Animals handling
- Feedlot operation
- Transportation
- Lairage
- Slaughter

Animals handling:

- Implement proper handling procedures and avoid yelling, pulling legs, horns and wools.
- Build a facility that facilitates free animals movement and easy handling.
- Ensure the availability of competent and skilled Livestock handlers.

Feedlot operation:

- Provide proper shedding and dry clean bedding to the animals.
- Provide adequate flooring space, with enough feeding, and watering space for the animals.
- Always provide fresh healthy, nutritional feed and fresh clean water all the time.
- Protect the animals from bad weather.
- Treat and vaccinate the animals on time.
- Always keep separated the healthy and sick animals.

- Housed the animals separately based on age, weight, sex, and breed, always keep them in groups.

Transportation:

- Use a suitable Livestock vehicle for transportation and follow proper loading, unloading standard procedures.
- Avoid overcrowding during transportation and to ensure proper recommended space for each type of animal.

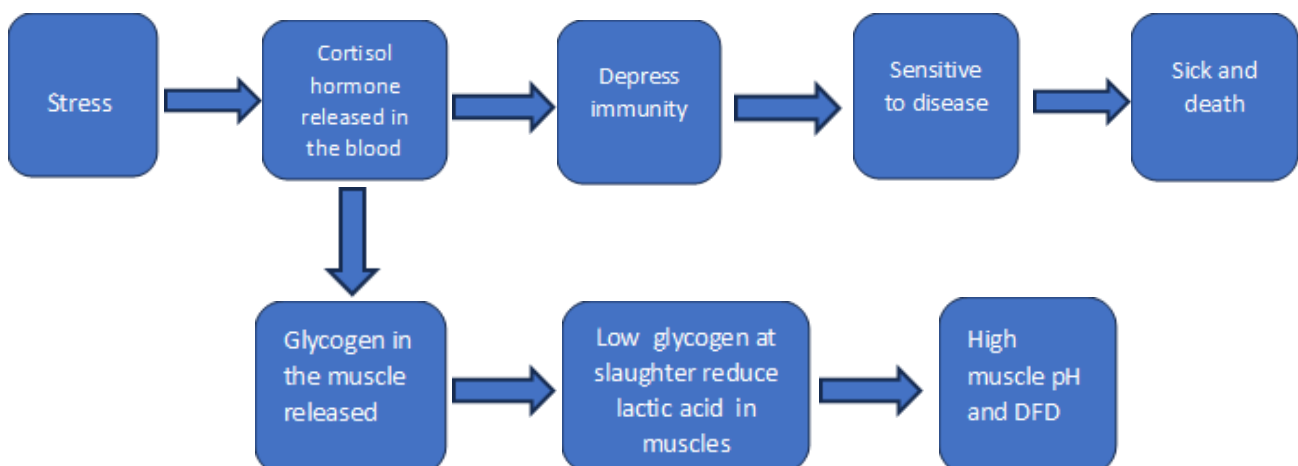
Lairage:

- Move the animals in a quiet and orderly manner by minimizing physical stress.
- Before slaughtering properly rest the animal at the lairage to get a good quality carcass.
- Provide plenty of water with no feed at the lairage.

Slaughter:

- Follow proper pre-slaughtering procedure to avoid any physical stress, injury or torture.
- Slaughter by following Halal slaughtering standards by a single sharp cut.
- Start skinning after proper full bleeding and confirmation of death.

Mechanisms of stress are as follows.



Quality of Meat



By Sajid Aboobacker

Meat is one of the most nutritious foods that humans can consume, particularly in terms of supplying high quality protein (essential amino acids), minerals (especially iron) and essential vitamins.

Meat is defined as all animal tissues suitable as food for human consumption. This includes all processed or manufactured products prepared from animal tissues. Meat is subdivided into the following categories.

Red meat: The largest category in terms of volume of consumption. Includes beef, mutton, goat meat, pork, etc.

Poultry meat/white meat: Meat from domestic birds, e.g., chicken, turkeys, ducks, etc.

Seafood: This category includes fish, lobsters, oysters, etc., from both fresh and saltwater habitats, wild or farm-raised.

Game meat: Meat from wild game or traditionally non-domesticated animals, e.g. rabbit, llama, camel, impala, deer, game birds, etc.

Eating quality comprises palatability, wholesomeness and being free of pathogens and toxins. Factors influencing the palatability of meat include tenderness, flavor, and juiciness. Each of these criteria is again dependent on many factors, including animal age and physiological state, gender, fat and connective tissue, the biochemistry of the post-mortem muscle and the effect of genetics on tissue character and metabolism.

Consumers often tend to evaluate meat quality based on tenderness, juiciness, and flavor of cooked meat. Juiciness and tenderness are influenced by the cut of meat and how long the meat is cooked (grilled or fried). The longer meat is fried, the more liquid is lost and the tougher it becomes. The more tender the meat, the more rapidly juices are released by chewing and the less residue remains in the mouth after chewing.



Contd.



ISO

Some of the important parameters/indicators of meat quality:

Specific Parameter for Meat Quality

Meat color, Water holding capacity by meat protein, Meat pH, cooking loss, Tenderness and texture, Flavor, and smell

Meat pH:

A key determinant of meat quality is pH. The ultimate pH is determined 24 hours post-slaughter, using a pH meter. Good quality meat usually has a pH of 5.4–5.7. Low pH has a bacteriostatic effect on the meat. Accordingly, meats with pH values above 6 are generally considered unsuitable for storage because of the favorable development of proteolytic microorganisms.

Meat color:

Meat color is an important parameter in meat quality. Several factors affect meat color such as species/breed, age, sex, cut of meat, surface drying of the meat and surface spoilage. Meat color is largely determined by the content of myoglobin and its derivatives. It is normal for meat to change color depending on the presence or absence of air. The more myoglobin in the meat, the darker the color exhibited.

Meat tenderness:

Tenderness appears to be the most important sensory characteristic of meat and a predominant quality determinant. It can be evaluated by mechanical devices and/or a taste panel. Factors affecting meat tenderness include breed, nutrition, age, and muscle location

Water Holding Capacity:

Water-holding capacity (WHC) is the ability of meat protein to hold its water or added water due to external pressure effect such as centrifugation. There are three compartments (forms) of water bound in meat, namely: water bound chemically by protein (4-5%), water bound weakly by protein (4%) and bulk (free) water among protein molecules (10%).

WHC is affected by pH. It decreases from pH 7-10 until the isoelectric pH of meat protein 5.0-5.1, then increases until below the isoelectric point of meat protein.

Smell:

Smell is one of the oldest factors affecting meat quality. While it may be difficult to perceive good meat quality from excellent meat quality using just your sense of smell, any particularly unpleasant smells should be considered an indication of poor quality or 'off' meat.



Counting sheep?
There are over 1000 breeds of sheep!

Sheep have rectangular pupils.



FUN FACT



Let's Meat!

- Corporate Events
- Family Gatherings
- Friends Meetups



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Mushrif Park
Mamzar Park

Don't miss the **Meaty** Combos!
Call us for more info