

## LUNA IMPORT EXPORT

### **We care about your food, we serve quality on your door**

#### **Who are we?**

Luna is a mother company with the collaboration of various business units engaged in an import-export process for numerous countries. Established in 2003, Luna is by far the first to introduce an employee share ownership program (ESOP) which is a mechanism that enables and facilitates employee ownership as a country and company. Luna tethers is a powerful and iconic brand with excellent and long-lasting commitment.

#### **OUR BRAND**

Our brand expresses **excellence** and **strength** led by powerful women starting from top management, covering up 46% of the entire employees. Our service is more than a business. Luna slaughterhouse, the lead exporter of halal meat and meat products to the Middle East and western Africa is a great instance of who we are.

#### **WE CARE ABOUT YOUR FOOD**

Our genuine intent goes beyond feeding everyone. We want to introduce excellence in our food, from the early process of every single agricultural, slaughter, and dairy product we guarantee you our extra care and deepest devotion. We care about your food is our motive to give you organic, fresh, nutritious, and affordable food with remarkable energy and incurable health each and every day.

#### **OUR MISSION**

- Serving our domestic and international customers with quality, fresh, and affordable farm and slaughter products
- Providing prepared and semi-prepared healthy dishes along with fine wine
- Ensuring traceability, safety, and efficiency in our product
- Eradicating the rate of malnutrition and food insecurity in Ethiopia

#### **OUR VISION**

- To ensure the excellence and strength of our brand in the long run
- To encourage women in top management and lower-level employee to create a self-sufficient and stable life
- To build a nation with sufficient food security and accessibility
- To exponentially decrease the number of children who goes to school without the prior

### **OUR VALUES**

- We value the lasting reputation we have built, more than the short-term financial success we could get
- We value the dedication of our employees, their energy, and the growing intention to improve
- We value the rewarding performance and the long-term relationship with our customers

### **SOCIAL RESPONSIBILITY-*we care about the environment***

Pillared by more than 800 employee-partners, Luna strives for the success of all its stakeholders and yet respects diversity. To foster the safety and health optimization of its employees Luna is implementing occupational health and safety program (OHS).

We care about the environment is one of our positive impact approaches to doing well on behalf of mother earth. Keeping the natural state of our environment to the optimal level; by using biogas digestion technology, reducing and reusing the massive waste products, planting trees at a rate of 200 per hectare on each farmer's land we use, and introducing reusable shopping bags in each fresh corner shops are some of the instances.

### **QUALITY ASSURANCE**

We assure quality based on international food safety, including an automated food chain between customers and providers to ensure product quality and maintenance.

- ISO 9001:2018 quality management system
- ISO 14001 environment management system
- Global food safety initiative (GFSI)
- FSSC 22000 VS.1 food safety system

## **LUNA FARM**

Feeding and serving the community a nutritious, affordable, sufficient, and accessible meal daily is our brand's objective. Our 1000 and 500 hectares of farmland in Oromia, Tigray, and the southern region of the country are sources of vegetable and fruit supply. The secret is simple Luna's farm products are made free from fertilizers, and pesticide chemicals and harvested at natural timing, which made them a reliable food source for our customers for many years. Additionally, we provide a school lunch feeding program for 130 students each school day.

## **FRESH CORNER**

Fresh Corner located in the center of Ethiopia, Addis Ababa, opened 12 retail shops in the city to provide healthy, fresh, highly hygienic, and affordable, vegetable, fruit, slaughter, and dairy products directly from the farm.

Fresh Corner agricultural products are:

1. Grown by totally toxic-free underground water
2. Screened, after harvesting to maintain the quality and standard of products
3. Well-hygienic and sanitized before package and transportation

## **FRESH CORNER KITCHEN**

Fresh Corner Kitchen serves excellent testing. Starting from exclusive down to fast food, we feed you right with our Ezana winery and Luna honey.

As an extensively community-serving company, Starting from the ingredient of every single meal we serve; quality, freshness, and deliverability had been part of our identity. Our passionate chefs work to meet your standard meal with the highest quality possible, we are proud to present you fresh corner kitchen; a place where you can enjoy simple, tasty, nutritious, and affordable with your loved once.

We serve ready-to-eat foods for both everyday meals and special events.

## **SLAUGHTERHOUSE**

20 years ago in 2002, the Hagos family members established Luna slaughterhouse. Located in Mojo town, 55Kms from Addis Ababa (only an hour's drive from AA airport), and covering

35,500m<sup>2</sup> the establishment was inspired by the idea of creating a leader standard slaughter product exporter in Ethiopia.

Widely known for providing healthy, sufficient, satisfying, and organic slaughter products of goat, sheep, veal, beef, and red and green offal meat both for the domestic and international market, for the past 20 years.

Our process is simple and innovative; the animals grow in an abattoir grazing on open pastures, with no growth hormone and antibiotic application, our experienced veterinarians always examine the health and weight status of the animals before slaughter. When animals reach the age and weight for slaughter they will be carried out at an ideal temperature with technologies qualified for international standards. Our slaughter products include whole chilled and frozen goat, mutton, veal, and beef carcass with 3000 animal processing capacity per day.

### **Slaughter Products**

**Beef**-our beef is grass feed raised in the highland, low and mid-altitude areas of Ethiopia raised without growth hormone and antibiotics.

**Goat and mutton**- the entire processing steps are conducted in accordance with both national and renewed global quality and food safety management system requirements.

- Whole chilled carcass- Goat and Mutton
- Different cuts (two, four, six, and eight-way cuts)
- Vacuum packed

**Offal product**- We also produce red and green offal, prepared and packed precisely as the customer order.

**Meat products handling and operation**-Our processing department are fully integrated with a capacity to slaughter 2000 heads of goats/sheep and 200 heads of cattle in one working shift. In addition to the main line of premium meat processing the plant also offers aged meat for its line unit restaurant “the exclusive”. Delivering based on our customer's requirement of international standards via an enabling environment for pastoralists to raise their animals in a modern husbandry

system has been the key driving force of our strength. As a brand that expresses excellence and strength at the same time, we had been able to create strong relationships with clients in the major GCC markets of UAE, Saudi Arabia, Dubai, Qatar, Bahrain, and Kuwait.

### **Slaughter products**

- ✓ Goat meat
- ✓ Mutton meat
- ✓ Veal and Bob veal meat
- ✓ Beef meat
- ✓ Deboned meat
  - ✓ Vacuum Packed Meat ( cuts & telescopic way)
  - ✓ Aged beef meat
- ✓ Offal of sheep, goat, veal, and cattle.

**HALAL** – deliver slaughter products for the export market as per customer demand. With the criteria and qualification of the halal, we had been certified and issued by respective government-approved Islamic authorities.

Our export sales cover more than 70% of our entire production, and the remaining less than 30% are distributed in the retail shops through Fresh Corner.

**COLD CHAIN**- built in a state of modern art, Luna slaughterhouse is a cold chain automated system. It ensures product quality is maintained along the supply chain starting initial production to customer delivery by maintaining standard storage temperature.

### **EZANA WINERY AND VINEYARD**

We are situated around Quha, Mekelle, a place with a semi-arid climate and the utmost location to create that elegant taste of grapes. Ezana winery and vineyard was established in 2010, near a place with a wonderful natural state and atmosphere.

We give much priority to our production thus the organic soil; harmless fertilizer and pesticide-free daily care give our grapes give that mouthwatering taste. Our production process is highly considerate of the surrounding human and natural environment.

### **LUNA HONEY**

The inspiration came from the idea of “*from hive to home*”. We wanted to create a platform characterized by originality, trustworthiness, transparency, and deliverability. Our local processing plant is located at Debre Birhan, with a fully controlled quality manner and regularly testing independent laboratory. Everything from land selection, beekeeping, bee hiving, production, packing, and distribution is kept under the qualification of high export standards. Luna honey commits day and night to provide original virtue and contamination-free products for local and global markets.

Our brand is who we are and it's expressed by the hardest working animal “bees” to give you fresh, quality, creamed, and infatuating honey throughout our fully integrated supply model with fresh corner retailing stores in 1.5kg, 1 kg, 0.5kg containers.

### **LUNA WATER WELL DRILLING**

Luna water well drill, is one of the recent business units under Luna import and export. Which had been functioning for the past two years, and it's one of the most prominent borehole drilling projects authorized under the Federal Democratic Republic of Ethiopia.

The project had been carried out by experienced and quantified professionals in the field which is led by the former general manager of Luna Export Slaughter House PLC, Caterkomat (wholesaler of machine parts, casing, drilling bits, and others), to the present-day project had been executing these tasks;

- Evaluation
- Baseline studies
- Feasibility studies,
- Environmental impact assessment
- Project design and proposal development
- Community needs assessment

Our drilling machinery is by far the best and latest production compared to the global standard of technical specifications;

☐ Drill rod handling from 6 meter

- ☐ Drilling depth up to 400 meters
- ☐ Drilling diameter 8"- 14" inches
- ☐ Pull up force 160 KN ☐ Drill head torque 1000 kg.m (optional: 820 kg.m)
- ☐ Air compressor 1,200 cfm/320 psi
- ☐ Mud pump flow 2000 lpm- 2300 lit/ mi

### LUNA CATERKOMAT MACHINERY SUPPLY

Luna CATERKOMAT machinery supply is a correspondent business unit of Luna Export Slaughter House P.L.C. we had been serving by supplying original spare parts for construction machinery including dozers, excavators, loaders, graders, rollers, forklifts, and generators.

Additionally broadening the market freedom of our clients by importing; CATERPILLAR, KOMATSU, CUMMINS, and PERKINS engines approved by the “British quality products”, all the way from Italy.

Our store is always at its utmost capacity, stocking 5,000 line items worth around 60 million birrs at a time. Luna Caterkomat machinery supplies will make you benefit by reducing the duration and monetary waste, accessing quality and long-lasting spare parts for both machinery and plants and tremendously boosting your project productivity.