

OBE Organics Australia returns to Gulfood 2013 with an eye on expansion

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Obe Organic

Dubai, UAE ([rushPRnews](#))

05/02/13 — Dalene Wray, General Manager, [OBE Organic Australia](#) is very pleased with the first full year of retail sales in the Middle East.

“We attended Gulfood for the first time in 2012, when OBE Organics

was unknown in the region; our greatest achievement during the show was to appoint Country Hill distributors in the UAE, with whom we now enjoy a close successful relationship. We also established contacts in Kuwait and Lebanon, and are enjoying a steady increase in sales of chilled beef in both those territories.” comments Wray.

“One of our key objectives of attending this year is to expand our reach in the Middle East and to connect with suppliers from Saudi Arabia to bring our quality organic beef and trusted suppliers closer to the discerning consumer in the region, giving them access through their local retailers to some of the best grass-fed beef available.” Continued Wray

“Currently OBE chilled beef is available in five different cuts through Carrefour in the UAE, and together with our distributor Country Hill we hope to expand our reach to give more families access through their local retailer.”

OBE Organic beef is genuinely ‘family friendly’, with cattle that graze on semi arid grasslands in the Channel Country of Australia – a unique region which is home to plants such as salt brush and pepper grass, where the animals chose their own diet - free of parasites, disease and chemicals. The meat is the opposite of grain fed – instead of marbled fat throughout, OBE beef is lean with fat on the outside.

OBE beef is also halal, slaughtered according to Islamic sharia requirements by practicing Muslim slaughterers, and has enjoyed a positive response from regional consumers.

Accompanying Wray to the Middle East are Trader and Juliet Schmidt, organic cattle producers and shareholders of OBE. With over 600 head of cattle the Schmidt’s are fourth generation farmers, in the Middle East for the first time.

OBE Organic can be found at Gulfood 2013 in the

Meat & Livestock Australia pavilion, Hall 6 - stand D6-39.

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