

استعراض تجربة سلطنة عمان في الاستثمار الغذائي

Food Security for the Sultanate of
Oman

And Future Food Trends

Investment-Based Approach

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غرفة تجارة وصناعة عمان
Oman Chamber of Commerce and Industry

OFIC

الشركة العامة للاستثمار الغذائي في السلطنة
Oman Food Investment Holding Co. (S.A.O.C)

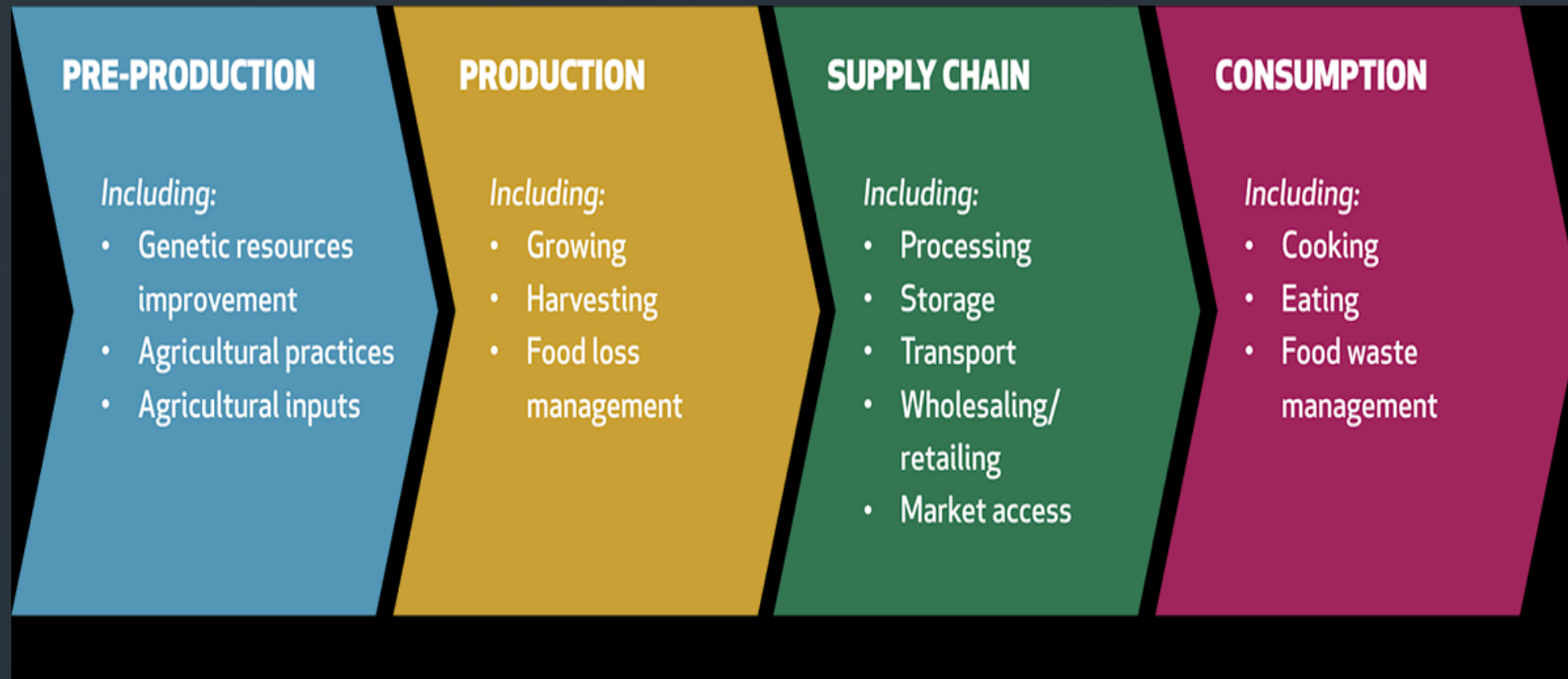
▼ What is food security

- **Food Security** exists when all people, at all times, have physical and economic access to sufficient safe and nutritious food that meets their dietary needs and food preferences for an active and healthy life(FAO)

4 Dimensions

- physical **availability** of food
- economic and physical **access** to food
- adequate food **utilization**
- **stability** of the other three dimensions over time

Sustainable food systems are interconnected and represent the full agri-value chain, from pre-production and production to supply chains and consumption:



WHO IS OFIC

- OFIC is a state-owned-enterprise (SOE part of OIA group) mandated to promote Oman's food security, through partnerships with government agencies, private operators and investors. OFIC aims to boost Oman's food security and economic well-being by investing in domestic and international food projects in partnership with food companies, investors and other stakeholders. OFIC plans to deliver its objectives by:

- Developing partnerships with food companies and other stakeholders to identify project opportunities and building strong business cases for investors.
- Providing guidance to management on new projects in the early stages, with minimal operational involvement in the long-term.
- Establishing a holding company that can manage the government's stake in the food sector and drive long-term financial performance.

OFIC

الشركة العامة للاستثمار الغذائي القطري (القطر) م.م
Oman Food Investment Holding Co. (S.A. O.C)

www.omanfood.om



VISION / MISSION / OBJECTIVES

Vision

To be the recognized leader for promoting strategic investments in the food sector domestically and internationally to improve food security in the Sultanate of Oman.

Mission

Invest in food projects individually and in partnership with various strategic investors inside and outside Oman aiming to promote self sufficiency, where possible, and food security for the Sultanate of Oman.

Objectives

Target commercially viable projects in Oman and internationally that will create both strategic and financial value, while offering a clear exit strategy.

Develop partnerships with private and public stakeholders to mobilize various resources and to attract more investment to the food sector.

Promote the adoption of responsible, efficient and sustainable practices across the value chain.

Target a mix of Agri food projects in urban and rural areas to create employment, economic diversification, the growth of small-medium-enterprises (SME) and collaboration with cooperatives.

Improve food quality standards by adopting well established international practices.

Leverage the competitive and comparative location of Oman to position the Sultanate as a center of excellence in food production for the region.

Becoming a trusted center of excellence for integrated agri food solutions.

New Innovative-based Direction

- Promotion of a friendly investment climate in the food sector
- Leverage technology and innovation to transform the food and agriculture sector
- Knowledge and technology transfer
- Commercialization of research & development
- Promote partnership between the public and private sector by leveraging support from OIA,MAFWR,MOCI and OCCI.
- Attract funding schemes that help in expanding and scaling exiting activities while reducing capex via off balance sheet solutions .
- Reforms in the Oman food and agricultural marketing system
- Adapt contract farming as a new direction that employs inclusive and sustainable means and schemes
- Support the transformation of Oman as a food hub by working closely with all stakeholders.
- Boost to the Oman's Economy via the attraction of food innovative ideas to the Sultanate by promoting Oman as Agritech destination.
- Capacity and Institution building
- Ensuring the availability of quality and safe food in the country
- Development of innovative & value-added products & services
- Business networking and globalization Strengthening of the Omani food sector - growth of existing and creation of new food and agriculture companies
- Employment generation / Job creation
- Omani youth development through skill development and entrepreneurship.

Investment-
based
approach to
agricultural
and food
production



UN based sustainable goals as driver to economic development



SDGs and OFIC :collaborative ways to achieving the Goals

SDG indicators under FAO custodianship



2.1.1 Hunger (PoU)

2.1.2 Severity of food insecurity

2.3.1 Productivity of small-scale producers

2.3.2 Income of small-scale producers

2.4.1 Agricultural sustainability

2.5.1 Conservation of genetic resources for food and agriculture

2.5.2 Risk status of livestock breeds

2.a.1 Public Investment in agriculture

2.c.1 Food price volatility



12.3.1 Global food losses



5.a.1 Women's ownership of agricultural land

5.a.2 Women's equal rights to land ownership



14.4.1 Fish stocks sustainability

14.6.1 Illegal, unreported unregulated fishing

14.7.1 Value added of sustainable fisheries

14.b.1 Access rights for small-scale fisheries



6.4.1 Water use efficiency

6.4.2 Water stress



15.1.1 Forest area

15.2.1 Sustainable forest management

15.4.2 Mountain Green Cover



مزون
mazoon

Mazoon Dairy
.....

البشائر
AL BASHAYER

AlBashayer Meat

.....



Bushra
بشرى

مصدرك الموثوق للحوم



المشاشر





Al Morooj
.....







Oman Flour Mills



Driving Forces Shaping Future Food Systems

Several external factors are driving structural changes in the food system, presenting opportunities and challenges for sustainability, affordability, nutrition and inclusiveness.

Demographic Changes and Population Movements

2/3 will live in cities by 2050; **2 billion** in slums
Africa and Asia will account for **90%** of the increase

Rising Incomes but Widening Inequality

Food sector generates value-added growth and jobs, but socioeconomic inequality persists

Rapid Technological Change and Innovation

ICT, automation, biology and artificial intelligence (AI) will affect food system productivity, profits and jobs in multiple ways

Evolving Consumption Preferences, Nutrition and Health

Growing demand for convenience, animal protein and food away from home.

6 of the top **11** global disease factors are linked to diet

Localized Development and Strong Stakeholder Engagement

Cities and local actors are key to developing innovative solutions - local is the new global

Climate Change and Resource Scarcity

Post-production food system generates **6%** of global GHG emissions



**Intertwining food with
medicine, habits, taste, joy
and experience**



Nutraceuticals
الأغذية العلاجية والدوائية







**The Authentic
taste of Luban
in a milky treat**



**100%
Delicious**



مركز
عمان
للموارد
الوراثية
الحيوانية
والنباتية



مجلس البحث العلمي
The Research Council

كنوز عمان

Treasures of Oman









Lentinula edodes



Agaricus bisporus



Hericium erinaceus



Auricularia polytricha



Pleurotus eryngii



Volvariella volvacea



Pleurotus pulmonarius



Pleurotus ostreatus



Flammulina velutipes



Agrocybe cylindracea



Pleurotus cystidiosus





الاستفادة من مؤسسات البحث العلمي

عدد 20 جامعة وكلية حكومية
وخاصة لديها حاضنات غذائية
ومسرعات

FTP as disruptive way to tackle challenges

FOOD TECHNO PARK ECOSYSTEM

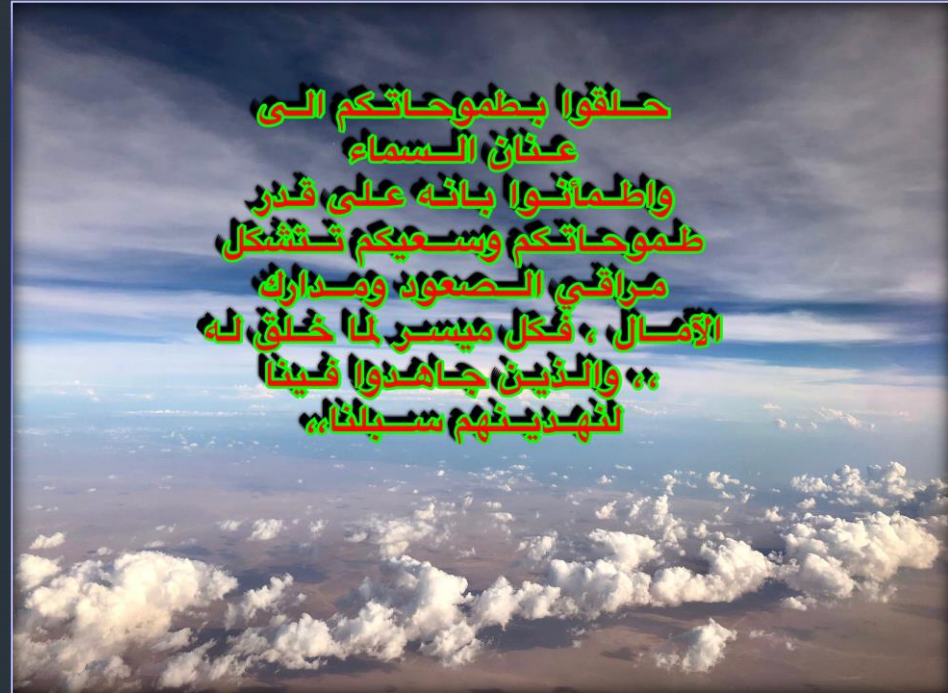
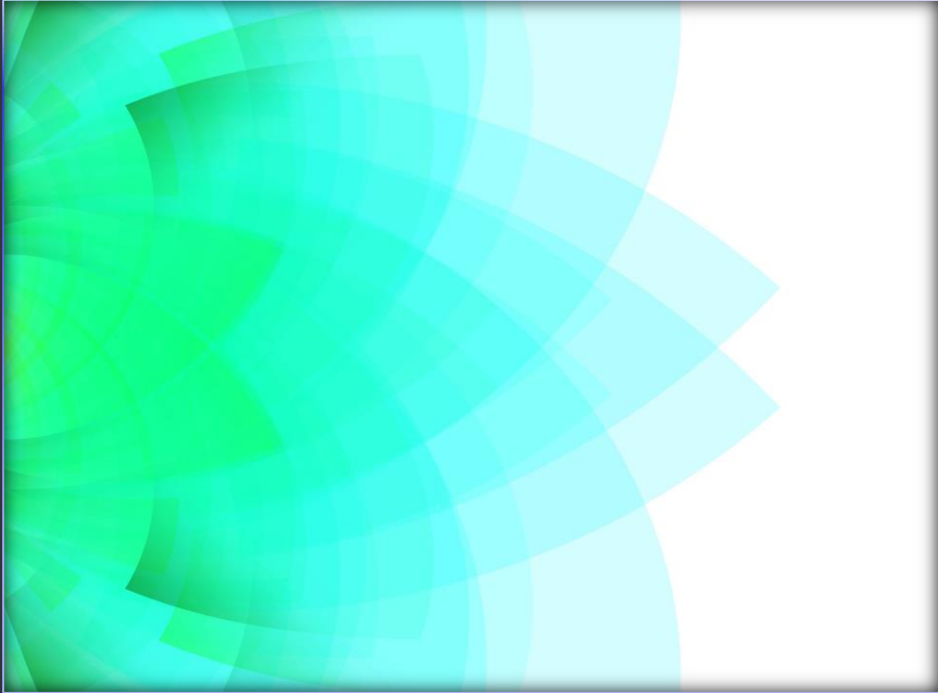


TODAY



2050





Many Thanks for Your Time

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