

UBALOZI WA JAMHURI YA MUUNGANO WA TANZANIA

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سفارة جمهورية تنزانيا المتحدة
ابوظبي

EMBASSY OF THE UNITED REPUBLIC OF TANZANIA ABU DHABI

الأشارة : NAN. 634/737/01A/7

تهدي سفارة جمهورية تنزانيا المتحدة في الامارات العربية المتحدة طيب تحياتها الى وزارة الخارجية
بدولة الامارات العربية المتحدة وتتشرف السفارة بتعريف عن شركة إم بي إم الزراعية المحدودة
للتجهيزات الزراعية MBM Agri processing Co. Ltd.

حيث أن هذه الشركة تم تأسيسها على يد تنزانيين ، كما انها مختصة في تصدير الكاجو، علما بأن الشركة
قد تم تسجيلها واعتمادها من قبل وكالة تسجيل وترخيص في جمهورية تنزانيا المتحدة. تتمتع الشركة بخبرة
تزيد عن أربع سنوات محليًا وعالميًا. تشمل منتجات الشركة الأخرى، الكاجو الأبيض الكامل، والكاجو
المخبوز، وزبدة الكاجو، ودقيق الكاجو، ورقائق الكاجو وترغب شركة في القيام بتسويق المواد وتصدير
الكاجو إلى الإمارات العربية المتحدة.

مع هذه المذكرة، ستكون السفارة ممتنة إذا تمكنت الوزارة الموقرة من إرسال تفاصيل الشركة (مرفق
طيه) إلى أصحاب المصلحة داخل الإمارات من خلال غرف التجارة والصناعة أبو ظبي وإمارة دبي.

للتسيق والاستفسار يرجى الإتصال السيد/ مبارك سعيد ، سكرتير أول في السفارة تنزانيا في ابوظبي
ورقم الهاتف : +971543116380 +97126313088 و بريد الإلكتروني abudhabi@nje.go.tz
أو mbarak.said@nje.go.tz

تنتهز سفارة جمهورية تنزانيا المتحدة هذه الفرصة لتأكيد الثقة وتعرب عن عظيم اعتباراتها إلى
وزارة الخارجية لدولة الإمارات العربية المتحدة .

ابوظبي ، 10 ابريل ، 2025

وزارة الخارجية

أبوظبي

المرفقات :



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سفارة جمهورية تنزانيا المتحدة
ابوظبي

EMBASSY OF THE UNITED REPUBLIC OF TANZANIA ABU DHABI

Ref. No. NAN. 634/737/01A/7

The Embassy of the United Republic of Tanzania in the United Arab Emirates presents its compliments to the Ministry of Foreign Affairs of the United Arab Emirates and has the honor to inform the latter regarding the seeking of foreign markets from the MBM Agri processing Co. Ltd from Tanzania.

The MBM Agri processing Co. Ltd is a private company established by local Tanzanians specialized in the export of cashew nuts which is officially registered through Tanzania registration authorities. The company has more than four years of experience locally and globally. Other commodities from the company includes but not limited to are Whole White Cashew Nuts, Baked Cashew Nuts, Cashew Butter, Cashew Flour and Cashew Brittle.

With this Note, the Embassy requests the esteemed ministry's assistance to forward this information to UAE stakeholders through Abu Dhabi and Dubai Chambers of Commerce for appropriate coordination.

Attached herewith a copy of the company profile brochure for your attention.

For coordination and enquiry, please contact Mr. Mbarak A. Said, First Secretary at the Embassy of Tanzania in Abu Dhabi, mobile Number +971543116380 / +971 2 6313088, email mbarak.said@nje.go.tz, abudhabi@nje.go.tz

The Embassy of the United Republic of Tanzania in the United Arab Emirates avails itself of this opportunity to renew to the Ministry of Foreign Affairs of the United Arab Emirates the assurances of its highest consideration.

Abu Dhabi, 10th April, 2025

**Ministry of Foreign Affairs,
ABU DHABI**





MBM Agri PROCESSING

Dar es salaam, Tanzania
supply.mbm@aol.com



Company Profile

Innovation, quality, and a positive Impact.

We're proud of our roots. Supporting local farmers
and producing quality products



veloustz

MBM Agri Processing Co., LTD

About Our Company

MBM Agri Processing CO. LTD was established on January 27, 2022. The company is a dynamic agribusiness enterprise dedicated to adding value to agricultural products through innovative processing and sustainable practices. Based in Tanzania, MBM Agri Processing Co. specializes in producing high-quality cashew nuts and cashew products, including cashew butter, Cashew Flour, cashew nuts, and Cashew Brittle under its Premium brand Velous.

The company aims to become a leading exporter of Cashew Nuts and Cashew Nuts by-products. With a strong commitment to quality, MBM Agri Processing sources the finest raw materials and employs modern processing techniques to ensure that every product meets international standards. The company focuses on delivering superior taste and nutrition and promotes economic empowerment by working closely with local farmers and suppliers.

The company envisions becoming a leading force in catering for Tanzania's food processing industry, offering natural health and innovative products catering to local and international markets.



Company Vision & Mission



Vision

To be the topmost famous brand and leader in the food processing industry recognized for innovation, quality, and a positive impact on health, environment, and livelihoods in Africa by adding value to agricultural products, and exporting

➤ Highlights:

- Positioning Velous as an iconic Tanzanian brand.
- Expanding into global markets with unique, high-value products.
- Building a reputation for positive social and environmental impact.

Mission

To produce and deliver premium-quality that satisfy our customers, innovative agricultural-based products that promote healthy living and empower local communities, while championing sustainable, and ethical practices and contributing to the growth of the agriculture in Tanzania.



Focus Areas:

- ✓ Quality and health benefits of cashew products.
- ✓ Supporting local communities and promoting fair trade.
- ✓ Using eco-friendly and sustainable production methods.



Market Potential & Global Demand

The global food industry is witnessing a strong shift towards healthier, premium, and organic snacks, driven by increasing consumer awareness of nutrition and wellness. Cashew-based products, in particular, are gaining immense popularity due to their nutritional benefits, versatility, and alignment with modern dietary trends.

MBM is well-positioned to meet the growing demand for nutritious, high-quality food products while contributing to economic growth, job creation, and agricultural sustainability in Tanzania and beyond.

Rising Demand for Healthy & Premium Snacks

Consumers worldwide are actively seeking plant-based, high-protein, and naturally processed foods. Cashew nuts and their derivatives fit perfectly into this category.

The Growing Market for Cashew-Based Products

Cashew-based foods are being widely adopted in: **Health & Wellness Industry, Dairy Alternatives, Premium Snack Segments.**

Tanzania is among the world's top cashew producers, yet most of its production is exported in raw form. Velous Cashew Products is bridging this gap by introducing high-value, processed cashew products that can compete in premium global markets.

MBM Processing Company is at the forefront of this transformation, leveraging innovation, sustainability, and premium quality produce value added products By prioritizing ethical sourcing, sustainable processing, and market-driven product innovation,

MBM Agro Processing



Unique & Competitive

Competitiveness and Uniqueness

- ✓ Direct Farmer Partnerships – We establish fair-trade agreements with local cashew farmers, ensuring high-quality raw materials while supporting rural communities
- ✓ Innovative Product Offerings – Unlike traditional processors, we introduce unique product formats, including
 - Velous Cashew Butter – Packaged in a squeeze bottle, making it more convenient and hygienic than traditional jars.
 - Velous Cashew Brittle – A locally inspired, high-quality snack appealing to both Tanzanian and global markets.
 - Velous Cashew Flour – A gluten-free alternative for healthy baking and cooking, catering to the growing wellness-conscious market
- ✓ Strong Branding & Market Expansion Strategy – We position Velous as a premium, Tanzanian-made brand, targeting both local and export markets with high-value cashew products
- ✓ Sustainability & Eco-Friendly Practices – We integrate waste reduction strategies, including utilizing cashew shells for biofuel and using recyclable or biodegradable packaging



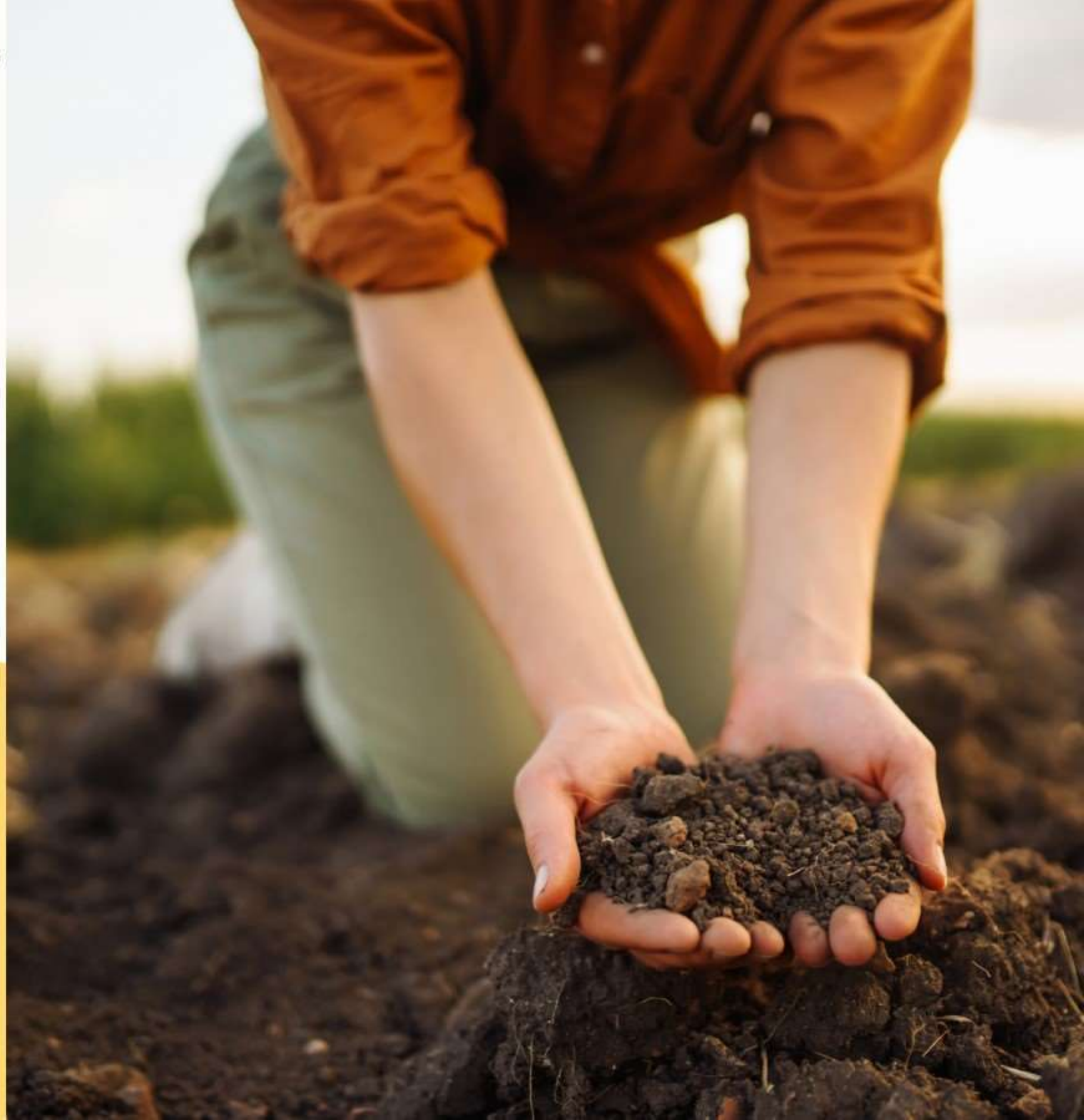
Challenges

MBM Processing Company, like many agribusinesses in Tanzania and globally, faces several challenges that impact operations, growth, and profitability. Here are some key challenges:

- ✓ Consumer awareness
- ✓ Seasonal availability
- ✓ Technology & efficiency
- ✓ Access to capital
- ✓ Sustainable sourcing

Opportunity over Challenges

- ✓ Stronger branding & marketing to build consumer trust.
- ✓ Investment in automation & technology to reduce costs and improve efficiency.
- ✓ Partnerships with farmers & cooperatives for better supply chain management.
- ✓ Diversifying product lines to stabilize revenue throughout the year.
- ✓ Seeking funding & grants for expansion and sustainability initiatives



Our Premium Product Line

MBM Processing proudly presents **Velous Cashew Products**, a premium line of healthy, all-natural, and value-added cashew-based products. Sourced from the finest Tanzanian cashew nuts, our products undergo strict quality control and sustainable processing to ensure superior taste, nutrition, and freshness. Designed for health-conscious consumers, our cashew products are free from artificial additives, preservatives, and unhealthy oils.

Velous Cashew Butter

Salted and Unsalted



A Pure & Creamy Superfood Spread

Velous Cashew Butter is a premium, all-natural spread made from finely ground Tanzanian cashew nuts. With a rich, creamy texture and naturally sweet, nutty flavor, it serves as a delicious and nutritious alternative to traditional spreads. Packed with protein and essential nutrients, it's perfect for spreading, baking, smoothies, or cooking.

- ➡ 100% pure cashew butter – no additives or preservatives
- ➡ High in protein, healthy fats & vitamins
- ➡ Versatile for spreads, smoothies, Baking, and cooking.
- ➡ Sustainably sourced & locally processed
- ➡ Smooth & creamy texture



Velous Cashew Flour

A Gluten-Free, High-Protein Flour Alternative

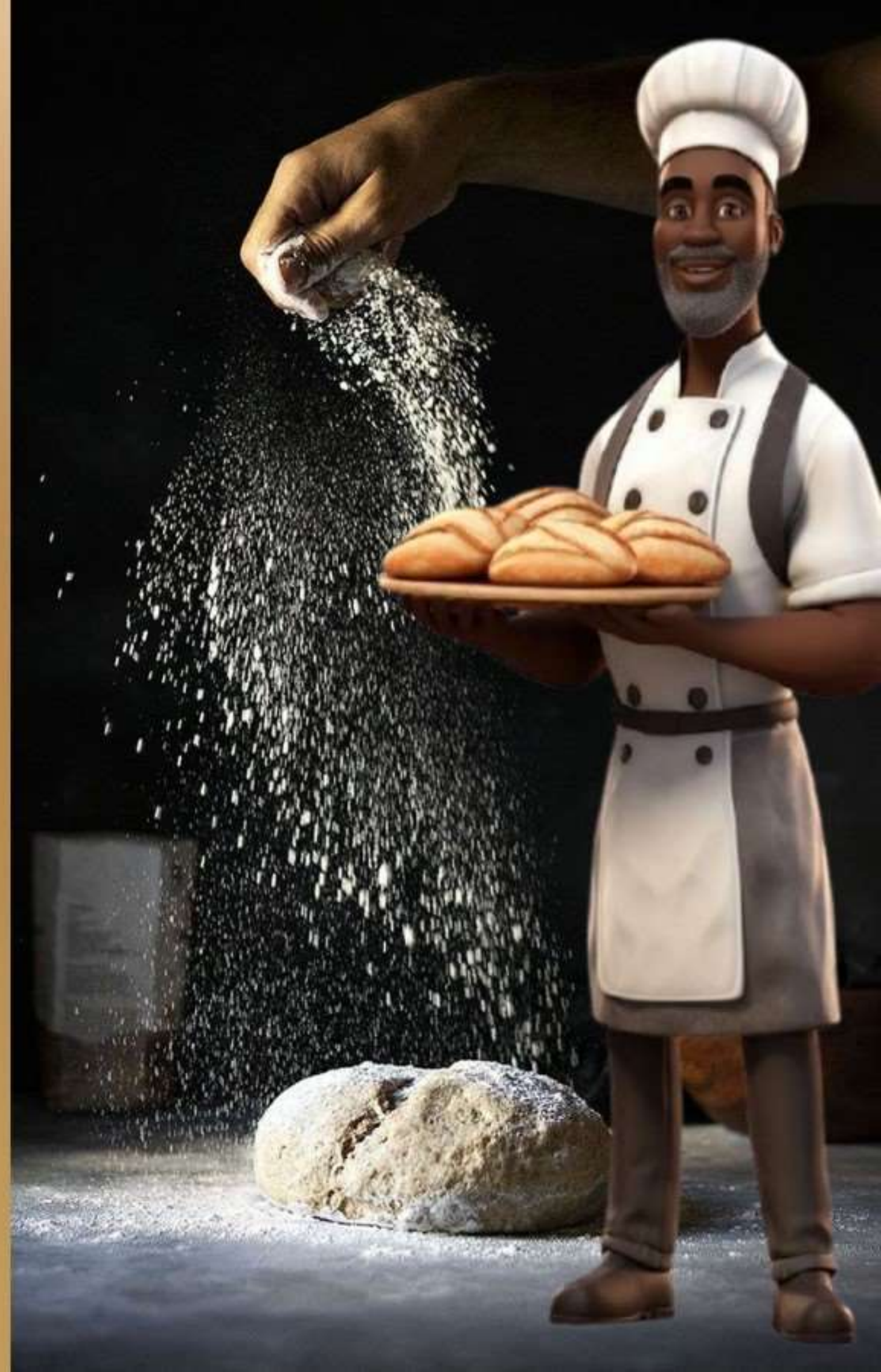
Velous Cashew Flour is a premium, finely ground flour made from high-quality cashew nuts. Naturally gluten-free and rich in protein and fiber, it is an excellent alternative for baking, thickening sauces, or adding nutrition to meals. Its mild nutty flavor enhances both sweet and savory dishes.



- ✓ 100% natural & gluten-free
- ✓ High in protein & healthy fats
- ✓ Mild nutty flavor, perfect for baking & cooking
- ✓ Ideal for keto, paleo, and plant-based diets
- ✓ Sustainably sourced & locally processed



INGRIDIENTS
Raw Cashew Nuts
Nothing added



Velous Baked Cashew Nuts

Velous Baked Cashew Nuts are a healthier oil-free alternative to traditionally roasted cashews, carefully selected from premium Tanzanian cashew nuts, offering a naturally rich, crunchy, and nutrient-dense experience and baked to perfection. They retain their natural sweetness while preserving essential proteins, healthy fats, and antioxidants. Ideal for guilt-free snacking, they cater to those seeking a nutritious yet flavorful option.

They are free from artificial additives, making them ideal for health-conscious consumers looking for a nutritious and delicious treat. Whether enjoyed on their own or added to recipes, they deliver superior quality and taste.



A Crunchy, Oil-Free Delight

- ✓ 100% natural, oil-free baked cashews
- ✓ Crunchy, rich in flavor & nutrient-dense
- ✓ High in protein, healthy fats & antioxidants
- ✓ No preservatives or artificial additives
- ✓ Sustainably sourced & locally processed



Velous Cashew Brittle (Korosho Kashata)

is a delightful, crunchy confection made from premium Tanzanian cashew nuts and carefully caramelized natural sweeteners. This irresistible treat combines the rich, buttery flavor of cashews with the perfect balance of sweetness and crunch, creating a satisfying snack for any occasion.

Crafted with high-quality ingredients and free from artificial additives, Velous Cashew Brittle is an excellent choice for those who appreciate gourmet snacks with a touch of natural goodness.

Whether enjoyed as a sweet indulgence or shared as a thoughtful gift, this handcrafted brittle delivers an unforgettable taste experience.

Key Highlights:

- ✓ Made with premium Tanzanian cashew nuts
- ✓ Perfectly caramelized for a sweet, crunchy texture
- ✓ No artificial additives or preservatives
- ✓ A great snack or gift for any occasion
- ✓ Sustainably sourced & locally crafted

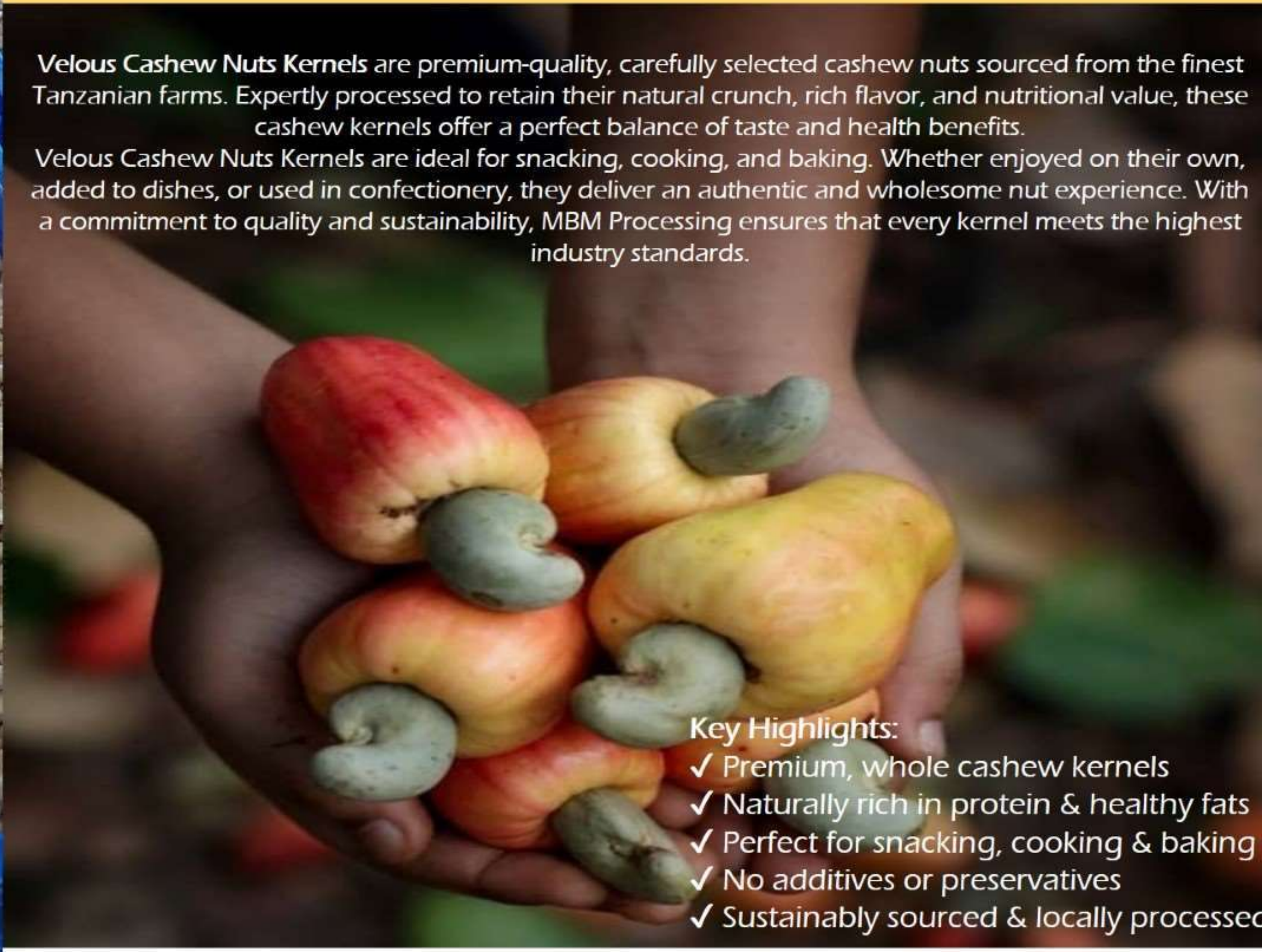




Velous Cashew Nuts Kernels

Velous Cashew Nuts Kernels are premium-quality, carefully selected cashew nuts sourced from the finest Tanzanian farms. Expertly processed to retain their natural crunch, rich flavor, and nutritional value, these cashew kernels offer a perfect balance of taste and health benefits.

Velous Cashew Nuts Kernels are ideal for snacking, cooking, and baking. Whether enjoyed on their own, added to dishes, or used in confectionery, they deliver an authentic and wholesome nut experience. With a commitment to quality and sustainability, MBM Processing ensures that every kernel meets the highest industry standards.



Key Highlights:

- ✓ Premium, whole cashew kernels
- ✓ Naturally rich in protein & healthy fats
- ✓ Perfect for snacking, cooking & baking
- ✓ No additives or preservatives
- ✓ Sustainably sourced & locally processed

Why Choose

VELOUS PRODUCTS

Velous Cashew Products are crafted with a commitment to **quality, health, and sustainability**. We ensure that our cashews are ethically sourced from Tanzanian farmers, contributing to local economic growth while delivering **premium, natural, and nutritious** products to the global market.

We seek **partnerships and market expansion opportunities** to bring the finest Tanzanian cashew products to international markets. We invite embassies, trade organizations, and potential distributors to collaborate with us in promoting high-quality, value-added cashew products globally.





Contact Information

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Velous



**Thank
You!**