OLAIMI™

عليمي

AL REEF FARM FOR ANIMAL AND PLANT PRODUCTION

Company Profile

EUROTIER 2026 EDITION · HANOVER · 10–13 NOVEMBER

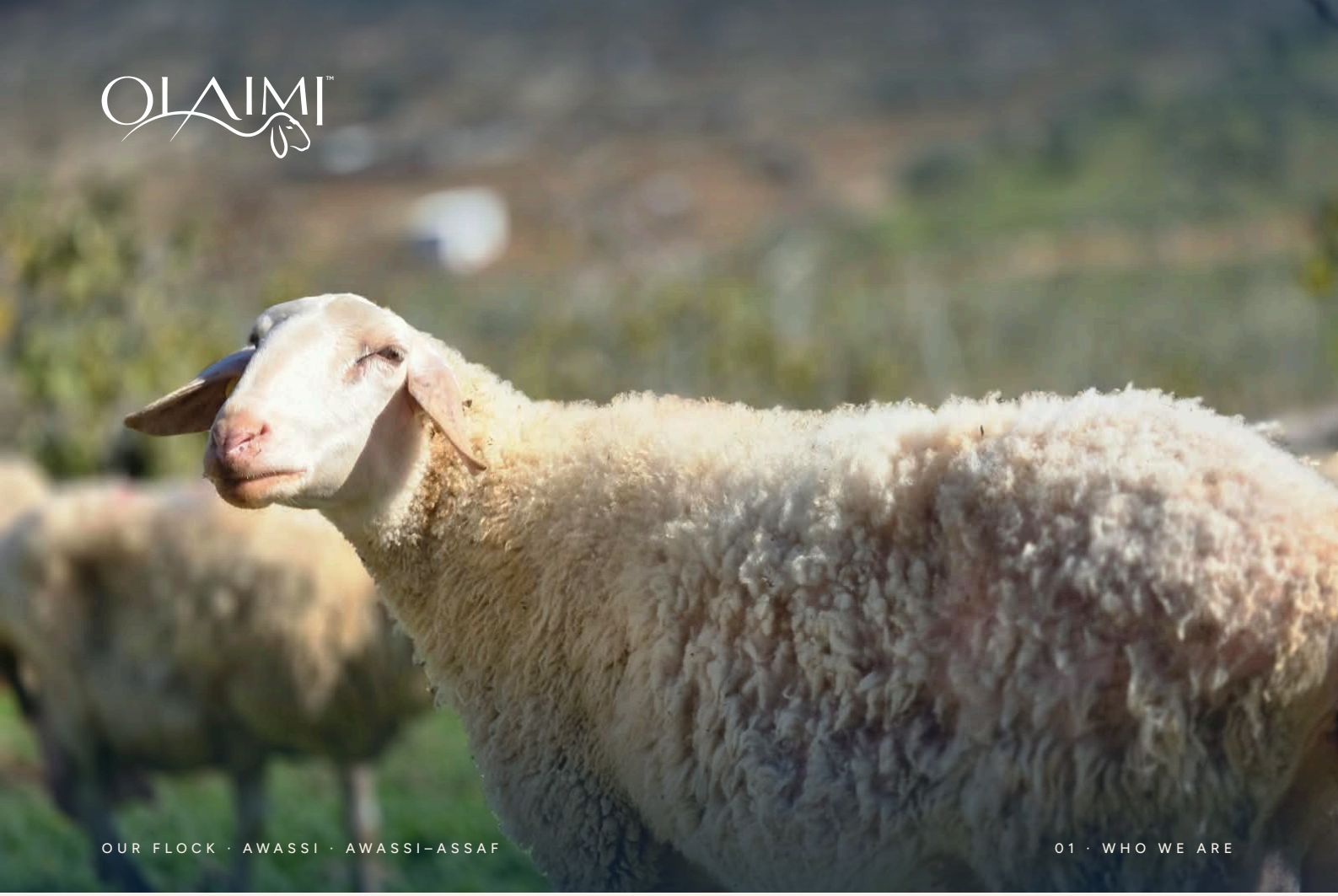
بركة الماضي بجودة الحاضر



PURE SHEEP MILK

AL MAFRAQ · JORDAN

JORDANIAN ORIGIN



01 · WHO WE ARE

A Jordanian sheep dairy, built on its own flock.

Al Reef Farm for Animal and Plant Production keeps an Awassi and Awassi–Assaf flock in Al Mafraq, in the steppe of north-east Jordan. We milk our ewes in our own parlour and sell raw sheep milk and Awassi lamb.

Olaimi is the brand under which our milk will reach the consumer: 100% sheep milk, from our own ewes, never blended.

~1,100
head of sheep, owned outright, each on an individual record

~720
breeding ewes, Awassi and Awassi–Assaf

100%
sheep milk: no cow milk, no blends, in any product

27
feed barns, each rationed and costed separately



OUR FLOCK · ON THE LAND

LAMBS FROM OUR FLOCK

ON THE LAND

Bred for heat, dry grazing and milk.

Every animal is on an individual record. Replacements come from the top of our own milk record, so the flock grows out of its own lambs.



Awassi lambs browsing under a fig tree.



Our parlour at Al Mafraq.

02 · OUR FLOCK

The breed of this land.

The **Awassi** is the fat-tailed sheep of the Levant and the Syrian steppe, bred for centuries to live, lamb and milk in heat and dry grazing. It is the animal the Gulf buys for its table.

Our flock pairs it with **Assaf**, a dairy breed built on an Awassi base, to lift milk without losing the hardiness and the meat the Awassi is valued for. Replacements come from the top of our own milk record; the flock grows out of its own retained lambs.



Ewes at the feed fence, one of 27 rationed barns.

What we sell today

PRODUCT	FORM	BUYER
Awassi lambs	Live, ~45 kg	Domestic traders and the live-export trade to the Gulf
Raw sheep milk	Bulk, by the tank	Cheese makers in Jordan
Cull ewes	Live	Domestic market

No branded product is on sale yet. That is phase three.

A NOTE FROM THE OWNER

"We come to Hanover with a short, specific list: the investments that raise milk per ewe, protect milk quality through a 45 °C summer, and prepare our first processing line. We would rather run one well-designed trial with the right partner than buy ten machines."

TALEB ABUELEM
Owner & General Manager



Ewes feeding at Al Mafraq.

03 · THE OPERATION TODAY

Recorded, rationed and milked on site.

The flock

Awassi and Awassi–Assaf ewes, selected on recorded yield.

The record

Our own system holds every animal: register, milk, breeding, health, vaccination, feed cost and finance. EID is being introduced.

The feed

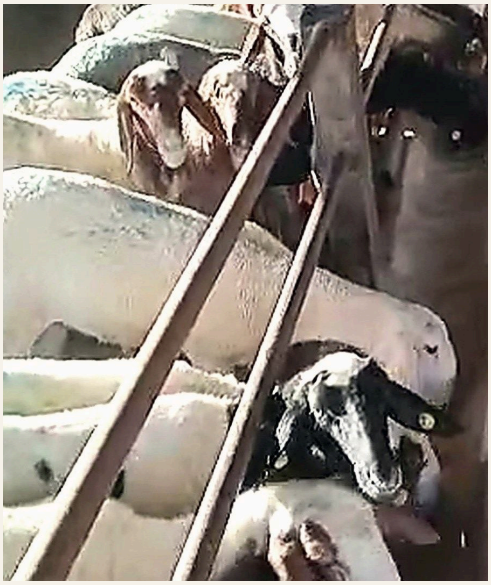
Twenty-seven barns rationed and costed separately, reconciled against actual consumption.

The milk

Machine-milked in our own parlour. Sold raw, in bulk, to cheese makers in Jordan.



Our parlour at Al Mafraq.



Ewes at the head rail.

CLIMATE

Hot, dry steppe. Summer shade temperatures reach 40–45 °C.

WATER

About 61 m^3 of renewable water per person per year in Jordan. Every system is judged on water use.

POWER

400 V / 50 Hz. High solar irradiance; solar supply planned for cooling.

Nothing we publish is described as measured unless a record exists today.

04 · WHERE WE ARE GOING

Three phases. Each opens on a condition, not a date.

We describe in the present tense only what exists today. Everything else is a phase, and each phase names the physical precondition it waits on.

PHASE ONE · TODAY

The flock

About 1,100 head and 720 breeding ewes, milked on site. Milk and lamb sold. Genetics improved from retained replacements on recorded yield.

Status: in operation.

PHASE TWO · PLANNED

First processing line

A batch line of 3,000 L/day, sized to what the flock produces. Building, utilities and drainage laid out for later lines; each later line tied to committed offtake.

Opens on: licence, construction and commissioning.

PHASE THREE · PLANNED

Olaimi on the shelf

Halloumi, yoghurt and laban, fresh milk and kefir, each in full-fat and low-fat / high-protein. 100% sheep milk from recorded ewes on this farm. Jordan first.

Opens on: a licensed fresh-dairy unit. Launch targeted for 2027.



Design concept of the planned barn layout (JerDan Engineering). Not yet built.

05 · WHY WE ARE AT EUROTIER

Eight improvements, each with a clear outcome.

For each area we want to leave Hanover with something concrete: a written quotation, an agreed trial, or supply terms.

	AREA AND OUTCOME WE WANT	WHAT WE ARE LOOKING FOR	WE AIM TO AGREE
01	**Precision feeding** Five feeding groups on a weighed mixed ration, formulated on laboratory analysis of our own forage	TMR mixers with weighing and data export · ration formulation · premixes and minerals · silage inoculants · mycotoxin control	**Quotation · on-farm trial**
02	**Milk quality and cooling** Milk at 4 °C within two hours through a 45 °C summer; low bacterial and somatic cell counts	Cooling tanks and pre-coolers · CIP · trace minerals · teat and footbath hygiene	**Quotation · on-farm trial**
03	**Milking and per-ewe recording** Faster milking and milk recorded for every ewe	Parlour upgrades · electronic milk meters · components suited to Awassi-type udders	**Quotation · design proposal**
04	**Lamb rearing** Lambs reared on milk replacer after colostrum, so ewe milk goes to the dairy	Automatic lamb feeders · lamb milk replacer	**Quotation · on-farm trial**
05	**Identification and data** Every animal on EID, weighed routinely, data straight into our own system	EID tags, readers and scales · silo level sensors — all with CSV or API export	**Supply terms**
06	**Reproduction and genetics** Synchronised breeding, laparoscopic AI and pregnancy scanning; dairy and terminal-sire genetics as semen and embryos	AI equipment and training · ultrasound · genetics suppliers and breed societies	**MoU, subject to Jordanian veterinary approval**
07	**Barn climate and biosecurity** Lower summer heat-stress losses; control at the farm gate	High-pressure fogging and fans · vehicle disinfection · vaccination equipment	**Design proposal · quotation**
08	**First processing line** A 3,000 L/day batch line for halloumi, yoghurt/laban, fresh milk and kefir	Batch pasteuriser · cheese vat · CIP · cultures and coagulants for sheep milk	**Quotation · trial batches**

06 · WORKING WITH US

How we buy, and what we ask of partners.

What you can expect from us

- **A clear decision process.** We compare written offers side by side after the fair and decide on them. Quotations valid until 31 January 2027 let us do that properly.
- **Trials on recorded animals.** Every trial runs against a control group on individually recorded ewes, and we share the results.
- **A working reference in Jordan.** A sheep dairy in Al Mafraq, on the land route into the Gulf, that other farms in the region can visit.
- **Direct access to the owner.** Decisions are taken by the person you meet at the stand.

What we ask of partners

- **Sheep references.** Installations or results in dairy sheep, not cattle alone.
- **Built for our climate.** Rated for 45 °C ambient and dust; 400 V / 50 Hz.
- **Our data stays ours.** Export by CSV or a documented API into our own farm management system.
- **Service in the region.** A dealer or service partner and spare parts in Jordan or the GCC.
- **Clear prices.** EXW and CIF Aqaba, with installation, training and warranty stated.
- **Compliance first.** For genetics and veterinary products, Jordanian approval as a condition of any order.



THE REGION

~600,000

sheep exported from Jordan to the Gulf each year, around 70% to Saudi Arabia, by road.

A reference site here is visible to a regional market that buys by land, not by sea.

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07 · MEET US AT EUROTIER 2026

Thirty minutes at your stand is where we would like to start.

Hanover, 10–13 November 2026
We visit all four days. Tell us a time at your stand and who we will meet.

Or a video call
30 minutes on Teams, Zoom or WhatsApp, before 6 November or 16–20 November.

Before we meet
Brochures, indicative prices (EXW and CIF Aqaba), your service partner for Jordan or the GCC, and references in sheep.

OLAIMI™ عليمي™

TALEB ABUELEM

OWNER & GENERAL MANAGER

طالب أبو عليم

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المفرق، الأردن

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