



Ironwood Meats



Company Profile



About Us

Our Vision

To become Zimbabwe's most trusted meat supplier and establish a fully integrated abattoir and cattle ranching operation.

Our Mission

To provide fresh, affordable, and hygienically prepared meat products while delivering excellent customer service.

Our Values

- **Integrity:** We conduct business honestly, transparently, and ethically with all stakeholders.
- **Quality:** We consistently deliver fresh, well-prepared meat that meets high standards.
- **Customer satisfaction:** We prioritize customer needs through reliability, service excellence, and value.
- **Hygiene & safety:** We maintain strict hygiene practices to ensure safe, healthy meat products.
- **Community support:** We support local farmers, employment, and sustainable community development initiatives.



Our Business Objectives

Our objective is to build a sustainable meat supply business that delivers consistent quality, strong cash flow, and reliable customer service. In the long term, we aim to expand our market presence through multiple branches, integrate backward into cattle ranching, and establish our own abattoir to strengthen supply security, improve cost efficiency, and enhance profitability. This strategic approach positions the business for steady growth, resilience, and long-term value creation.



Reliable and Consistent Supply

Our direct relationships with farmers ensure a steady, dependable supply of fresh meat, minimizing shortages and enabling stable pricing.

Strict Hygiene and Safety Standards

We prioritize food safety through hygienic handling, proper cold storage, and compliance with health regulations to protect our customers and uphold quality.



Customer-Centric Service

From custom cutting to bulk supply and delivery services, we tailor our offerings to meet the needs of households, retailers, and corporate clients.

Strong Risk Management Framework

With diversified customers, supplier contracts, insurance cover, and backup systems, we are well-positioned to manage operational and market risks.



Products and Services

Fresh Meat Products

- Fresh types of beef cuts (Chuck, Rib, Loin, Round, Flank, Short Plate, Brisket and Shank)
- Fresh pork cuts (chops, belly, ribs, shoulder)
- Offal products (tripe, liver, kidneys, intestines)
- Minced meat (beef and pork)
- Bone and soup packs
- Portion-controlled retail packs



Processed & Value-Added Meat Products

- Fresh sausages (beef and pork)
- Seasoned and spiced sausage varieties
- Portion-packed processed meats
- Bulk processed meat supply
- Custom seasoning and preparation options

Bulk & Contract Supply Products

- Bulk beef supply (whole carcass or primal cuts)
- Bulk pork supply
- Institutional supply packs
- Catering and event supply quantities
- Contract-based supply volumes

