

# مرو مرو Marmum

## MARKET

Founded in 1984, and acquired by Dubai Investments in 1996, Marmum Dairy Farm has established itself as a major player in the UAE's dynamic and fast-growing dairy industry. The company has come a long way over the last three decades, constantly adapting to changing market needs by producing innovative and high-quality dairy products to serve its ever-widening customer base in the region. The dairy farm and state-of-the-art processing unit are located in Al Lisaily, 30kms from Dubai on the Al Ain Road.

Since its inception Marmum Dairy Farm has played an active and influential role in the growth of the UAE's dairy industry. The dairy farm has attained recognition for meeting the highest international standards of product hygiene and safety, having acquired the HACCP (Hazard Analysis Critical Control Points) certification as well as the Food Safety Certificate from Dubai Municipality.

Over the past few years Marmum has successfully evolved to be a household name in the UAE and has gained a strong foothold in the local market. It is currently the third largest dairy farm in the UAE. The company's continuous efforts to offer nutritive, safe and hygienic dairy products through improved focus on animal genetics, reproduction protocol and advanced farm management have helped instill a high level of consumer confidence in the Marmum brand.

Marmum now have more than 3,500 cows, out of which 1,000 are Marmum home-grown while the rest have been imported from Europe and Australia. Their annual milk production stands at 20 million litres and their products are today available in more than 2,500 outlets across the UAE.

Marmum aims to be the brand that generations would like to grow up with – a brand that would be trusted and cherished by consumers across the UAE.

## ACHIEVEMENTS

Marmum is HACCP-certified dairy farm in the UAE, and they have received numerous certifications from Dubai Municipality

for their strict adherence to safety and hygiene standards. As a company that prides itself on the quality and freshness of its products, they ensure that hygiene standards are routinely maintained across the value chain. Production



is fully automated; from the milking stage through bottling, the entire production process is carried out in a closed environment with no human intervention whatsoever, so that consumers can be assured of the safety and quality of the products reaching them.

Early this year, the UAE Ministry of Water and Environment invited Marmum, to make a presentation on the challenges being faced in the production and distribution of dairy products in the UAE. Marmum gave a detailed presentation wherein they also highlighted the hygiene standards they enforce and the quality control mechanism they have in place. The Ministry was impressed with their presentation; so much so that they extended them an exclusive invitation to give a separate presentation on how Marmum is able to maintain high hygiene and quality standards.

This presentation was made to an audience of about 250 people including Ministry officials, representatives of relevant government and industry bodies and the media.

It's nice to know that they are looked upon as the benchmark when it comes to hygiene, safety and quality, which are the most critical aspects for any dairy manufacturer; or for that matter, any food products manufacturer.



## HISTORY

Imagine a single, enterprising person working hard to supply fresh milk to the Dubai defense forces, a few well known people in the emirate and Spinney's. The quality of his product was so high that it quickly gained him a credible reputation and an increasing number of clients. Until one day, towards the end of 1996, his concept caught the attention of Dubai Investments.

Marmum was set up in Dubai, in 1996, as a professional dairy farm and milk production plant. The brand was invested with all the attributes for successful retailing.

With the committed efforts of just 100 staff, the wheels of the farm began churning at a modest pace, at a time when the concept of a milk dairy was still quite new to Dubai. Today, after fifteen glorious years, the wheels continue to churn with uninhibited pride and overwhelming success.

The first products to roll out of the Marmum stables and hit the supermarket shelves were fresh milk, flavoured milk and laban.

With the obvious increase in demand for its products, it became imperative for Marmum to embark upon an ambitious expansion phase. From

1997 to 1999, the dairy farm introduced new production lines and state-of-the-art facilities to enhance



the quantity and quality of its steadily growing repertoire of products and introduced Marmum yogurt and juices in 1999.

In keeping with market trends, Marmum introduced innovative branding and packaging ideas. The strategy instantly impacted its milk and yoghurt lines and saw a steep rise in its sales curve and market share.

Fifteen years down the line, the Marmum Dairy Farm boasts over 350 qualified employees. It offers a basket of more than 50 different products with unique innovative packaging. With the support of 75 sales trucks and over 175 sales staff, its products have a presence in nearly 2,500 retail outlets including hypermarkets, supermarkets, co-ops, and groceries across the UAE. It has established a firm top-of-the-mind recall brand positioning and surpassed enviable business targets.

## PRODUCT

Marmum has a diverse product range that includes fresh milk, yoghurt and laban as well as fruit juice to cater to regional tastes and preferences. Marmum's yoghurt (full cream and low fat) is one of the fastest-selling products in the market and is a long-time consumer favourite. Building on this success, Marmum introduced a 99.9% fat-free, vitamin-enriched skimmed yoghurt that is made from locally produced 100% fresh cow milk. The company then further extended its yoghurt range by introducing four new flavours of fruit yoghurt – Apricot, Peach, Strawberry, and Blue Berry.

Marmum has successfully penetrated the juice market with its varied range of fruit juices available in different flavours and package sizes. The company recently introduced three new juice flavours – Guava, Strawberry, and 8-Vitamin Mixed Berry – making eight flavours in all, to strengthen its presence in the fast-growing fruit juice market.

Their products are rich in vitamins and are 100% natural, with no artificial colours or flavours added. Cows at the Marmum farm are kept on a strict vegetarian diet, and nature based milking and production processes are strictly followed. So consumers can be assured of all-natural, high-quality dairy products.

At Marmum they adopt a superior feeding system where the cows are fed top-quality feed that comprises some 60 different ingredients, all imported from USA, Europe and Spain. Furthermore, Marmum is the first dairy farm in the UAE to boast a sewerage treatment

plant, ensuring pure water and clean air. Their cows have access to feed and water 24 hours a day. Maintenance is also available 24x7, 365 days a year. The animals are given regular veterinary care and preventive vaccinations as per schedule.

On an average, fourteen to fifteen varieties of feeds are provided including alfalfa, fescue, cottonseed, wheat bran, crushed corn etc. Temperatures are maintained below 30 degrees centigrade to keep the animals cool.

Sprinklers and korral coolers are also used to keep the animals comfortable and stress levels low for optimum production. Marmum are also breeding cows locally for future replacement.

## RECENT DEVELOPMENTS

Committed to maintaining strict hygiene standards and high quality in every step of its operation, Marmum Dairy Farm makes continued investments in high-quality breeding stock and in cutting-edge technology and machinery to step up its production capacity and to satisfactorily meet the increasing demand for its products.

At Marmum they strive for total excellence in quality management in order to provide consumers dairy products of the highest quality.

Their manufacturing process is fully automated, ensuring that Marmum milk is totally untouched by human hands right from milking through transporting to customers.

Marmum freshness is made accessible to their consumers through a structured approach to the safety and quality control of their products and, moreover, the products from their dairy farm can reach UAE markets in less than six hours immediately after milking.

## PROMOTION

Marmum Dairy partnered with Dubai Cares at the onset of the campaign which ran during Ramadan 2010. During this period, most of Marmum products carried the logo of Dubai Cares and a percentage of proceeds from the sales of those products was pledged to Dubai Cares.



## BRAND VALUES

At Marmum they frequently organise training programmes and technology updates for the clerical, supervisory and middle management, and arrange teambuilding events and motivational programs for the benefit of all their employees. And, as much as possible, they fill positions through internal promotions rather than rely on external hiring.

Each year Marmum hold annual day celebrations and organise yearly sports competitions, and they make it a point to celebrate staff birthdays and new joiners' welcome parties. Such seemingly little things go a long way towards keeping employee spirits high and building loyalty and trust.

Since most of their 350 plus employees (20 plus nationalities) reside on the farm and are away from their families, Marmum encourage them to bring their families over on visit visas and they provide them with free accommodation for two to three months. At the farm itself, there are several recreational facilities provided including mess and grocery facilities; they have a Cricket Pitch, Badminton Court, Basket Ball, Volley Ball, Table Tennis board, Chess and Carrom's with Gymnasium facility, as well as a TV/DVD parlour with satellite connection's etc.

At Marmum they constantly give back to their consumers and society by way of Event Sponsorships, Scholarships and several CSR initiatives on a regular basis.

[www.marmum.ae](http://www.marmum.ae)

## Things you didn't know about Marmum

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Superbrands