

ORIGIN. PRODUCT. OPPORTUNITY.

Kenyan origin. A considered route to market.

A Kenya-UAE food-trading proposition for professional buyers, with a featured portfolio of goat, lamb & mutton and beef.



Culinary image from the Tradebase profile; offered specifications confirmed separately.

Tradebase at a glance

Tradebase Fresh Foods Supplies and Trading is developing a Kenya-UAE platform connecting sourcing discussions in Kenya with customer and partner development in the UAE.

Its commercial role is to align the buyer brief, the proposed supply offer and the responsibilities of the relevant processing, documentation, freight, import and distribution parties.

THREE PRODUCT FAMILIES

Start with the product. Build around the specification.

01 Kenyan goat

A priority portfolio for buyer discussions across foodservice, traditional cuisine and wholesale channels.

Galla and Maasai goat

02 Lamb & mutton

Sheep-meat options for roasting, grilling and slow-cooked applications. State whether lamb or mutton is required.

Dorper, Blackhead and Red Maasai

03 Kenyan beef

A complementary portfolio for wholesale, foodservice and institutional requirements. Specify the desired cuts and quality criteria.

Boran, Sahiwal and Zebu references

Discuss carcass or cut formats, chilled or frozen supply, packaging, weight preferences, quantity and destination. Availability, exact product characteristics and terms are confirmed in the commercial offer.

A PARTNER-LED APPROACH

Clear responsibilities. A useful first conversation.

01 Define the buyer brief

Product, format, quantity with units, destination and required timing.

02 Develop the supply offer

Sourcing and processing options evaluated against buyer requirements.

03 Align execution

Relevant documentation, handling requirements, logistics and import roles.

04 Agree the programme

Specification, availability, commercial terms and delivery responsibilities.

Start a commercial discussion

Prepare a product or partnership brief through the Tradebase website, or share your requirements with your Tradebase representative.

Review product and transaction-specific documentation before commitment. Tradebase is not a Halal certification body. Partner roles and supply terms are agreed separately.