

Mazandaran Province tantamount to a potential green country

By Ahmad Hosseinzadegan*

Mazandaran in northern Iran is not just a province, but an interconnected collection of economic, production, cultural and human capacities and capabilities. The province is in fact a potential prosperous country with green vegetation and a destination for a large number of Iranian and foreign tourists and travelers.

Despite lagging behind in some areas due to certain problems stemming from the history of the province, Mazandaran can, if provided with all-out support and receiving sufficient attention, become the fulcrum of the national economy's development in addition to offering numerous opportunities and advantages.

The province is home to three ports and three airports and connected to central Iran through three main routes. It borders six provinces and is connected to the nationwide railroad. Mazandaran ranks first in the country in production of 14 agricultural crops and plays an effective role in ensuring Iranians' health and food security. It is also located on the southern shore of the world's biggest lake – the Caspian Sea – and has common sea borders with four Caspian Sea littoral states (Turkmenistan, Kazakhstan, Russia and Azerbaijan).

In addition, the province has the advantage of transporting goods to these four countries, is located along the International North-South Transport Corridor (INSTC) and is home to two international roads of Haraz and Savadkuh as well as more than 338 kilometers of coastline.

The area of the province is about 1.46 percent of that of the country. The province has such capabilities and advantages that require a different article to enumerate and expound on. All these characteristics, capacities and advantages have helped the province achieve a unique and excellent position in the Iranian Plateau.

On the other hand, the province is provided with the opportunity to accelerate development of its pivotal sectors such as tourism, agriculture, industry, trade and information and communications technology (ICT)



thanks to having access to appropriate communication infrastructure – such as those of the ICT and IT and a high internet penetration rate, having special infrastructural water, electricity, wastewater and gas facilities as well as a mild climate, being home to fertile farmlands and reflecting a great diversity in terms of its pleasant nature – coasts, plains, mountains and forests – which prepares the ground favorably for development of tourism industry and gaining access to domestic and foreign target markets.

In addition, having a rich cultural heritage and the largest number of university graduates among other Iranian provinces, the Mazandaran offers great opportunities for domestic and foreign investments. Mazandaran has the highest literacy rate among Iranian provinces. The province accounts for a special and unique share of Iran's science production and a large number of medals collected by Iranians in major international academic and scientific competitions. No doubt, all these capacities, particularly those per-

taining to production of agricultural, horticultural, livestock and fishery products, will be able to help increase the dynamism of the province's economy more than ever only when an effective and timely relationship is established among the source of production, consumption destination and export target markets.

Mazandaran's production in different fields exceeds domestic consumption. This calls for the development of the province's exports to be seriously placed on private sector's agenda through improvement of export infrastructure, removal of obstacles to overseas sales of products and establishment of an effective and continuous relationship with importers. The related provincial managers are required to prepare the ground for the achievement of this great goal and the economic flourishing and further prosperity of the province by obtaining financial assistance.

Establishing such a relationship between countries that have trade and economic interactions with each other primarily, more than anything else, requires both sides to have sufficient knowledge of each other's capacities and capabilities. Undoubtedly, the holding of three important events in the province: 1. The first international exhibition of Mazandaran's Trade and Investment Opportunities and 3. The next (18th) meeting of the International Council for Business Cooperation (ICBC) of Chambers of Commerce and Industry of the Caspian Sea region can provide an important and very effective opportunity for making such a dream come true.

I hope that such events would help prepare the ground, more than ever, for trade and economic exchanges among all countries capable of exporting goods and conducting foreign trade and these states greater familiarity and expanded relationship with each other. I also hope that after holding these events, we would witness an era of flourishing trade relations among the neighboring states.

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Savana Production Group, which serves as a chain of chicken meat supply, production and distribution, with several separate industrial units, is among the largest industrial and production units in the northern Iranian province of Mazandaran.

The production group started its activities in 1989 with Rakhsh Veterinary pharmacy. The different sectors of Savana Production Group are as following:

- Veterinary service complex (comprising clinic, laboratory and pharmacy)
- Parent farms
- Feed mill
- Feed processing, feed pelleting and concentrate plant
- Broiler farms
- Chicken slaughter line, rendering line, segmentation, further processing, and packaging of meat and freezing.

Savana produces one-day-old broiler chickens, breeding it in ideal conditions and raising it to the standard weight for slaughter and packaging to the industrial slaughterhouse of the group. The chicken production process in this group is in perfectly sanitized and mechanized conditions that can guarantee the quality of its products at the highest possible level. Some of the most important goals of this production group include:



- Entire cycle of chicken meat production at the highest level (farm to kitchen)
 - Supplying human protein intakes by adopting modern and mechanized methods in order to have a healthier human community
 - Education, promotion, and culture-building with the aim of increasing the per capita consumption of chicken meat in the country
 - Developing and improving the structure of poultry production
 - Profitability, development, and entrepreneurship of broiler industry
- Moreover, this industrial group has a significant presence in the national and international market and has performed brilliantly in producing and selling its goods as well as gaining customers' satisfaction aimed at export. The group has received the following provincial, national and international certificates and honors:
- Top Provincial Industrial Unit in 2016, selected by Veterinary Department of Mazandaran Province
 - Top Industrial Unit of 2017, selected by FeedExpo Awards
 - Top Provincial Industrial Unit of 2013, selected by the Iranian Ministry of Cooperatives, Labor and Social Welfare in Mazandaran
 - Top Industrial Unit, selected by the National Association of Chicken Meat Chain Manufacturing Companies, selected by FeedExpo Awards 2018
 - National Agricultural Sector of 2015, selected by Ministry of Agriculture

- Top Feed Mill Unit of 2014, selected by Islamic Republic of Iran Presidency
- Top Feed Mill Unit of 2015, selected by Ministry of Agriculture
- Grade A holder of Iran Veterinary Organization
- HACCP attestation from TUV InterCert SAAR
- ISO 22000:2005 from TUV InterCert SAAR
- ISO 14001:2015 from TUV InterCert SAAR
- ISO 9001:2015 from TUV InterCert SAAR
- GMP attestation from TUV InterCert SAAR



On the other hand, one of the most important features that distinguishes this production group is the advanced technology of the slaughterhouse. Savana's slaughterhouse started in October 2017. It is located in Qale Payan Village, east Mazandaran Province, in a land by 5,500 square-meter and by the capacity of slaughtering and processing 6000-8000 chickens per hour. All machines of this industrial unit including slaughter and cutting lines, cold storage and freezing tunnels, water purification systems and sewage, packing system, nugget and schnitzel production line and waste management system have been purchased from the Netherlands, Denmark and Germany.



The slaughterhouse is the first and only line in Iran using multi fresh and shrink technology for white meat packaging to provide consumers with a distinctive appearance and quality. The slaughterhouse complex, using the most advanced RO treatment methods for chicken and sewage treatment, in cooperation with consultants from Germany, the Netherlands and Iran, and adopting Germany's Huber Company technology, is capable of reducing the waste water of the plant to a significant level. The treatment process is biologically biodegradable (SBR) and does not involve any chemical composition. The output of this system is

refined water and sludge, which is treated as a fertilizer for agricultural applications after processing in this complex. In this way, the Savana Production Group once again reaffirms its commitment to saving water resources, energy consumption and environmental protection, guarantying the health of the community.

The process in this complex is designed without any hand involvement, and the equipment used will be able to completely evacuate the body of the bird. It should be noted that in the refrigeration process some water is absorbed by the body of the bird. To solve this problem, a 1500m chilling line is adopted, which would cause



the maximum discharge of water from the bird's body, which means consumers would get more net weight of chicken meat in exchange for payment.

The laboratory of this slaughterhouse is equipped with the latest equipment and its experienced experts

sample the products according to the new methods and after approval of the health and quality, they are allowed to package and leave the company.

The slaughterhouse is the first and only user of Multi Fresh Technology and Form-Shrink formulated in white meat packaging in Iran to provide consumers with a distinctive appearance and quality. The company's advanced refrigerators also allow their products to be tempered in less than five hours from a positive temperature of 10-to-20 degrees Celsius so that the quality of the frozen products of the company is even higher than the fresh products in the market.

Other innovations of this collection include a central database, which for the first time in Iran provides the opportunity to track the production process. Data is collected from various holding departments, including broiler breeding farms, feed mill, supermarkets, veterinary and slaughterhouses, and is recorded into the information system to provide consumers with an interception code, printed on the package, which allows them to find information such as the location of the poultry, breeding conditions and the type of feed consumed by the bird, through the website of the Savana Production Group.

At the end, the waste from the slaughterhouse, including the leg, neck, intestine, blood, etc., is transmitted separately to the waste processing line and, after fattening, is directed to the charging strain of the bite.

This separation allows the meat powder to be produced with specific analysis according to the orders.

Finally, it should be noted that, Savana's chain stores have been opened to provide direct, healthy products produced with the latest slaughter, packaging, and freezing technology in order to meet the slogan from farm to fork in near future will see opening of more restaurants and stores in Mazandaran and vast country of Iran.