



Press Release

National Kuomboka Organizing Committee Welcomes Zambeef as Platinum Sponsor

17 March 2025, Lusaka, Zambia: At a press briefing held in Lusaka today, the Kuomboka National Organising Committee welcomed Zambeef as the Platinum Plus sponsor for the 2025 Jubilee Kuomboka, with a sponsorship commitment exceeding K400,000. This significant investment underscores our steadfast commitment to celebrating and preserving the rich cultural heritage of our communities and is also befitting of the occasion of His Majesty, the Litunga Imwiko Lubosi II, who is celebrating 25 years on the throne.

For over 20 years, the Western Province has served as a vital business hub for Zambeef, reinforcing our deep-rooted connection to the people, traditions, and history of the region. By aligning with the Jubilee Kuomboka, we reaffirm our dedication to cultural preservation and community development.

The Jubilee Kuomboka stands as a tribute to our enduring heritage and the resilient spirit of our community. Zambeef's Platinum Plus sponsorship is a testament to our belief in the transformative power of cultural initiatives, which not only nurture community pride but also drive social progress.

Speaking at the press briefing, Mr Ezekiel Sekele, Executive for Corporate Affairs and Sustainability, along with Commercial Executive Mr Gerrie Kapfidze, remarked:

“We are honoured to support the Jubilee Kuomboka and delighted to announce the sponsorship. This sponsorship is a testament to our commitment to cultural preservation and community engagement, ensuring that our heritage continues to thrive for generations to come. We are equally humbled and encouraged by the recognition of our status as Platinum Plus sponsor.”

Zambeef is similarly committed to the people of the province by promoting good animal husbandry practices and providing market access for livestock farmers, supporting sustainable agricultural practices and fostering economic growth within the community.

In his remarks, Mr Nathaniel Mubukwanu, Chairperson for the national organizing committee of the Kuomboka Team, stated:

“Culture is a very important aspect of our wellbeing as a nation. If we lose our culture, we are going to be operating as robots given the rapid advancements in technology and the adaptation of these. As human beings, we need to value that which makes us who we are.”



Mr Mubukwanu further noted that Kuomboka preparations were gaining traction and emphasised that these preparations could only be executed with the partnership of friends such as Zambeef. He added that, over the years, Zambeef had always gone out of its way to help.

The Chairman of the Kuomboka national organising committee said:

“The significance of the Jubilee celebrations also required more resources. These resources can only come from people who understand and share our values – people who can identify themselves with us – and Zambeef is one of them. Zambeef brings to the table more than what is reflected in monetary value.”

Zambeef remains dedicated to investing in the communities where we operate, ensuring that our support extends beyond business and deeply into the heart of cultural heritage. We look forward to a successful celebration of the Jubilee Kuomboka and to strengthening the bonds within our communities through this historic event.

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About Zambeef Products PLC

Zambeef Products PLC (“Zambeef”) is the largest integrated diversified food producer and agri-business company in Zambia and one of the largest in the southern Africa region. Zambeef is listed on both the Lusaka Securities Exchange and the AIM market of the London Stock Exchange. It is involved in the primary production, processing, distribution and retailing of beef, chicken, pork, dairy, fish, flour, stock feed and day-old chicks throughout Zambia and the surrounding region. Zambeef also has one of the largest row cropping operations in Zambia, growing wheat, soya beans and maize.

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