



# Product *Catalogue*

Fresh From The Farm, To Your Table

Produced by TBR Farms · Branded as IBH Foods · Represented by The Brand Room

2026

# Our Story

**IBH Foods** is the consumer-facing brand that stands for premium, farm-fresh produce on every shelf. From free-range eggs and crisp vegetables to staple grains and poultry — when you see the IBH name, you know it has been grown with care and delivered with integrity.

Our products are produced by **TBR Farms** in Borotsi, Botswana — irrigated with natural crystal-clear spring water filtered through ancient rock formations. This pristine water source is what gives our produce its exceptional quality and taste.

Brought to market by **The Brand Room**, the sales agency that represents TBR Farms across the retail trade — this powerful ecosystem ensures every IBH Foods product meets the highest standards from seed to shelf.

## Natural Spring Water Irrigation

At the heart of TBR Farms lies a natural spring — crystal-clear water that has been filtered through ancient rock formations deep beneath the Borotsi landscape. This pristine water source nourishes every crop, giving our produce a freshness and quality that speaks for itself.



Cabbage fields with drip irrigation at TBR Farms



Poultry operations at TBR Farms, Borotsi

# Staples & Poultry

Premium maize, whole chicken, and fresh carrots — produced by TBR Farms in Borotsi, Botswana, irrigated with natural spring water, and packaged under the IBH Foods brand.



## Product Range

Product	Description	Pack Sizes
Premium Maize	Whole kernel maize, naturally grown	1kg, 2.5kg, 5kg, 10kg
Whole Chicken	Free-range chicken from TBR Farms	1.2kg – 1.8kg whole
Fresh Carrots	Crisp, sweet carrots harvested at peak	500g, 1kg bags



A selection of fresh produce from TBR Farms — chicken, eggs, vegetables, and leafy greens

# Fresh Vegetables

Harvested at peak freshness from TBR Farms' fields in Borotsi — chillies, red onions, tomatoes, potatoes, cabbage, butternut, and leafy greens. All irrigated with natural crystal-clear spring water.



## Vegetable Range

Product	Description	Pack Sizes
Chillies	Fiery red chillies, hand-picked	100g, 250g
Red Onion	Sweet red onions, naturally grown	500g, 1kg, 2kg
Tomatoes	Vine-ripened tomatoes	500g, 1kg
Potatoes	Firm, versatile potatoes	1kg, 2kg, 5kg, 10kg
Cabbage	Crisp green cabbage heads	Single head
Butternut	Sweet butternut squash	Single, 2-pack
Rape (Leafy Greens)	Fresh leafy greens, washed	250g, 500g bunches

# Farm Fresh Eggs

Free-range eggs from TBR Farms' poultry operations in Borotsi, Botswana. Our hens are raised in open-air facilities and fed a natural diet, producing eggs with rich golden yolks and superior taste. Available in convenient 12 and 30 pack sizes.



## Egg Range

Product	Description	Pack Sizes
Farm Fresh Eggs (12)	Free-range eggs, 12 pack carton	12 eggs
Farm Fresh Eggs (30)	Free-range eggs, 30 pack tray	30 eggs

### Free-Range

Hens raised in open-air facilities

### Natural Diet

No artificial feeds or hormones

### Spring Water

Irrigated with natural spring water

# Retail Ready

IBH Foods products are designed for the modern retail shelf. Beautiful packaging, clear branding, and consistent quality make our range a trusted choice for retailers and consumers alike.



## Our Ecosystem

### TBR Farms

Production & Farming

The agricultural backbone. All farming operations in Borotsi, Botswana — from cultivation to harvesting. Irrigated with natural spring water.

### IBH Foods

Consumer Brand

The trusted brand on shelf. Packaging, quality assurance, and consumer recognition — the mark of freshness and integrity.

### The Brand Room

Sales Agency

The bridge to market. Retail trade representation, distribution strategy, and market positioning. [brandroom.biz](http://brandroom.biz)



# Get in Touch

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## TRADE ENQUIRIES

**The Brand Room**

[brandroom.biz](http://brandroom.biz)