

MEXICAN PINEAPPLE



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**Stories that
matter.**

DMASS Business is the leading company in production and commercialization of completely organic farm produce. A 100% Mexican enterprise that has become one of the most important benchmarks of garden produce both in the Mexican and international markets.

We have more than 17 years of experience backing us up, but our clients, from North America and Europe to Middle East, are our biggest strength and guarantee our professionalism.

In addition of having more than 200 acres of top quality crops, we also have more than 24 certifications as important as SAGARPA's organic product seal, and others like SENASICA, Bioagricert, Global GAP, amongst others.

We grow the best varieties of avocado, mango, banana, watermelon, papaya, pineapple, melon, lychee, lemon, jackfruit, coffee and sugar, all seasonal farm produce that are always delivered guaranteeing their freshness and top quality.

OUR MISSION

Being a leader company in the production and commercialization of organic farm produce in national and international markets.

We aim to distinguish ourselves for the superior quality of our products and the satisfaction of our clients, building a strong long term relationship with them.



OUR VISION

Increase our leadership in the commercialization of our farm produce, providing a quality service with continuous improvement, expanding our commercial relationships and guaranteeing the satisfaction of your clients.





OUR PRINCIPLES

1 TRUST

We recognize and believe our clients and work team act in good faith.

2 LOYALTY

Committed to serving our clients at all times.

3 PROFESSIONALISM

Achieving it through discipline, trust, and the desire to learn and progress.

4 INNOVATION

Using technological tools that allow us to fully develop our company.

5 TRANSPARENCY

Always acting consistently providing clear and timely information.



PINEAPPLE CHARACTERISTICS

The fruit is oval and thick measuring an average of 12 inches long and 6 inches in diameter. Its edible pulp is surrounded by green bracts which become orange when ripe and form the skin of the fruit.

At the upper end, the bracts transform into a crown of leaves. Its flesh, yellow or white, is meaty, aromatic, sweet, and juicy. The center is a fibrous trunk that extends from the pedicle to the crown.



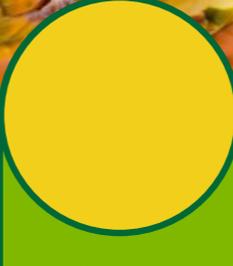
LONG
11.81 in
30 cm



DIAMETER
5.9 in
15 cm



WEIGHT
His weight is around 4.40 lb. The baby pineapple weighs between 10.58oz and 24.69oz



COLOR
Variable color from pale yellow to deep red.



PULP
Yellow or white; very aromatic, fleshy, sweet and juicy.



SKIN
The surface is rough, the bracts turn from green to orange as the fruit ripens.



PINEAPPLE EDAPHIC CONDITIONS AND CLIMATE

This crop can be sown all year round as long as it has an irrigation system. The seeds must be selected by size and type to uniform each planted surface; It needs to be sown at a suitable depth so that when it grows and fructifies it will not tip over due to the weight of the fruit and the effect of the wind. A spatula should be used to deepen the sprouts.

The growth of roots and leaves is practically zero at temperatures below 69° F; maximum growth occurs between 86° and 87° F; and the best development of the plant is achieved when the annual temperature is between 75 and 80° F.

The cultivation of pineapple requires well drained permeable soil, franco-limosos, and with a pH of 5 to 6; avoid planting in clay soils, poor structure and poor drainage.



- Growth of roots and leaves** 0 °C a 21 °C
- Maximum growth** 30 °C a 31 °C
- Development of the plant** 24 °C a 27 °C

PINEAPPLE PEAK AVAILABILITY

FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV



 24 a 31 °C	 It is suggested to have an irrigation system			GROWS AT ALTITUDES  2953 ft
-----------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------



PINEAPPLE USES



Consuming it fresh is a pleasure. It can be cut into cubes or slices. Juices and concentrates, jams and preparations can be processed in the food industry.



PINEAPPLE USES

With the shell you can make water, vinegar, and a traditional drink called tepache that requires a certain degree of fermentation.



PINEAPPLE MATURING



0



01
STEP

The pineapple is dark green in color and has signs of yellow coloration in about 25% of its surface. At this stage it has a longer shelf life, so it is the perfect time for distribution to stores and sale points that require a longer transportation time.



02
STEP

The fruit is yellow on at least a quarter of its surface, but the predominant color is still green. At this stage the pineapple can still be transported long distances and exported avoiding extreme heat during the trip. It is in the perfect point of ripeness for supermarkets.



03
STEP

At this time, 50% of pineapple is yellow, which makes it ideal for supermarkets thanks to its moderate shelf life. However, exporting is no longer recommended at this stage.



04
STEP

At least 75% of the fruit is deep yellow which means it's almost ready for consumption. Local sale is the most recommended, including supermarkets that can quickly boost its sale.



05
STEP

In this last stage the pineapple is ideally, completely yellow, although there may be a slight green coloration near the crown. This means that it is ready for consumption, so at this point it is suggested to be sold locally and not transported over long distances.



PINEAPPLE **BENEFITS**

Helps regulate blood sugar levels

1

Improves skin health

2

It is diuretic and refreshing

3

Improves blood circulation.

4

Rich in vitamin C

5

Promotes digestion which can help to reduce gastric acid and gas problems.

6

Beneficial for the heart. It can be an aid in reducing the formation of blood clots.

7

It is excellent for weight loss diets.
Pineapple contains 85% water, carbohydrates and fiber.

8



MAIN VARIETIES OF PINEAPPLE GROWN IN MEXICO

76%

CAYENA LISA



Big size, fast maturity, sweet, high juice content, domestic market.

18%

MD2



Small size, long shelf life, very sweet, national market and export.

3.1%

ESMERALDA



Large size, medium maturity, low acidity level, sweet.



PINEAPPLE MARKETING AND EXPORT

The Mexican Pineapple

Pineapple is a tropical fruit with great value in the international market and potential in the manufacture of agro-industrial products. In the 2010-2019 period, pineapple production grew in abundance to 29.06% and exports grew just as quickly in the same period, going from 20.8 to 86.3 billion tons.

EXPORTS REPRESENT ONLY



9.84%

availability of pineapple in Mexico



29.06%

Mexico Pineapple production growth in the last 9 years.



0.48%

Mexico Agricultural GDP

Exports grew in the last 9 years up to

86.3 BILLION OF TONS

EXPORT MARKETS



85.6 Mt
United States



0.5 Mt
South Korea



0.1 Mt
Spain

875.84 Mt
PRODUCTION

86.27 Mt
NATIONAL
CONSUMPTION

790.83 Mt
EXPORTS

Chiapas

Veracruz

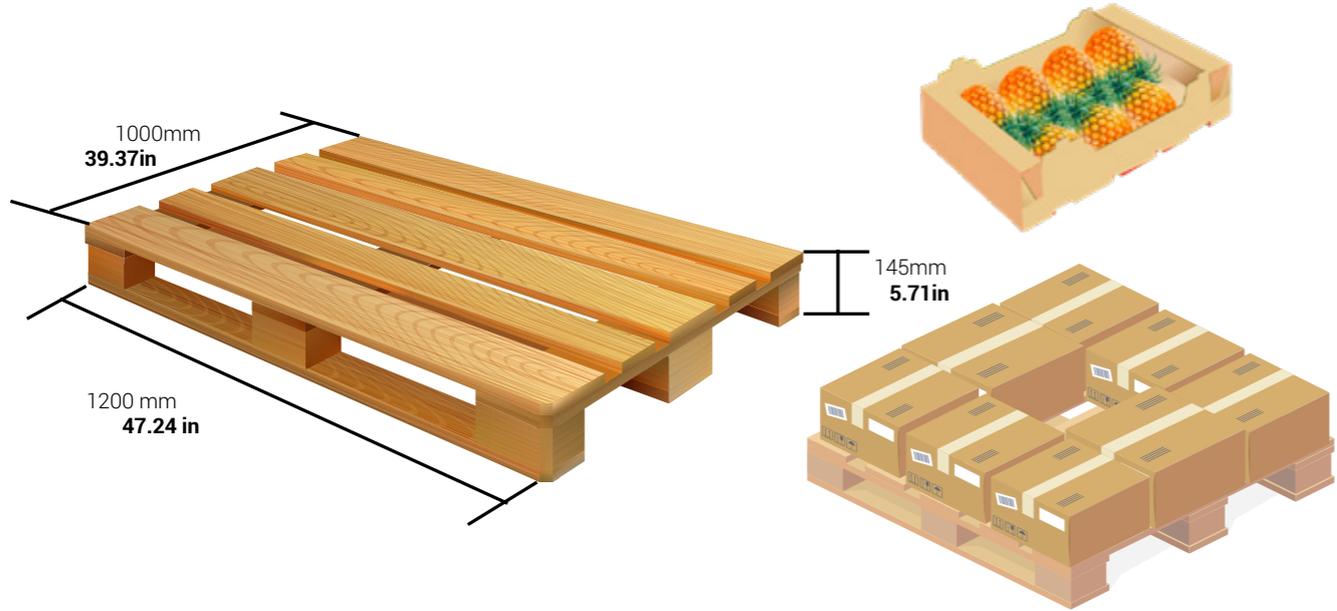
Mérida



MEXICAN PINEAPPLE

PINEAPPLE PALLET CONFIGURATION

DIMENSIONS OF PALET



40FT CONTAINER SET UP

TRANSPORT

Trailer truck with refrigerated 48ft box.

BOXES

1000 Boxes 40lb

PALLETS

24 pallets

2 FULL 40FT CONTAINERS SET UP

TRANSPORT

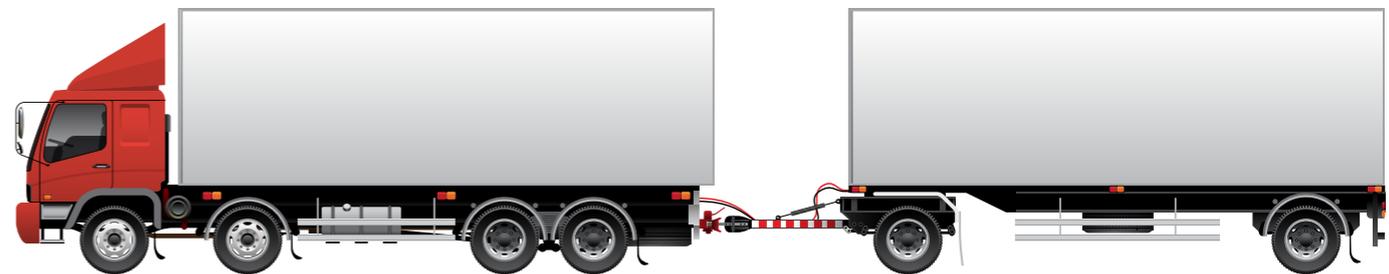
Full trailer truck with two 40ft refrigerated containers.

BOXES

2,800 Boxes 25lb (1,400 per container)

PALLETS

40 pallets (20 per container)



MEXICAN PINEAPPLE

FRUIT SUPPLY SEASONS

		FRUIT SEASONS																		
		MANGO				LEMON	AVOCADO		PAPAYA	BANANA				JACKFRUIT	LYCHEE	MELON	WATERMELON	PINEAPPLE		
		TOMMY ATKINS	KENT	HADEN	ATAULFO	PERSIAN LIME	HASS	FUERTE	MARADOL	TAHI	VALERY	CAVENDISH	TABASCO							
JAN																			JAN	
FEB																			FEB	
MAR																			MAR	
APR																			APR	
MAY																			MAY	
JUN																			JUN	
JUL																			JUL	
AGO																			AGO	
SEP																			SEP	
OCT																			OCT	
NOV																			NOV	
DEC																			DEC	



AGRICULTURAL CERTIFICATIONS

bioagricert 
A FOODCHAIN ID COMPANY



**U.S. FOOD & DRUG
ADMINISTRATION**



MEXICAN PINEAPPLE



AGRICULTURAL CERTIFICATIONS

As the Work Plan for the Export of PIÑA to the United States of North America establishes, any Packing-Exporter company must register as a packer and have the according certification. For such effect a Verification Unit authorized by SAGARPA verifies every year our installations and the controls for carrying out the packing tasks according to the specifications that the Work Plan itself establishes.



POLLUTION RISK REDUCTION SYSTEMS

DMASS BUSINESS S.A. de C.V., with the interest of sending harmless products to the final consumer, has implemented this system to reduce the possibility of contamination.

What is the Pollution Risk Reduction System (SRRC)?

It is the group of measures and procedures established voluntarily by SAGARPA to ensure that goods of agricultural, livestock, aquaculture, and fishing origin are produced and processed under hygienic conditions, and that the dangers of physical, chemical, and microbiological contamination are reduced through the application of good management practices.

Food and Drug Administration

DMASS BUSINESS S.A. de C.V., is registered with the U.S. Food and Drug Administration pursuant to the Federal Food Drug and Cosmetic Act, as amended by the Bioterrorism Act of 2002 and the FDA Food Safety Modernization Act, such registration having been verified as currently effective on the date hereof by Registrar Corp:

U.S. FDA Registration No.: **12171336342**
U.S. Agent for FDA Communications: **Registrar Corp**
144 Research Orive, Hampton, Virginia, 23666, USA
Telephone: + 1-757-224-0177 •Fax:+ 1-757-224-0179



MEXICAN PINEAPPLE

ABOUT OUR CLIENTS



Product of Mexico
McAllen, Tx



ABOUT OUR CLIENTS



STATE OF QATAR
MINISTRY OF ENDOWMENTS AND ISLAMIC AFFAIRS
PROJECT PROCUREMENT DIVISION
Al Funduq St., Doha, Qatar P. O. Box 422
PROJECT LINE: +974 7722546

Our Ref.: SPP/CTC/081 Date: 2/2/2019

Dear Business
Mexico
Attention: Mr. Joseph Anthony

**ACKNOWLEDGEMENT OF INTEREST ON CONTRACT NUMBER:
MEIA/PPD/97538/X39A/18**

Dear Sir,

We write to confirm the receipt of your documents for the above contract reference

Your document is undergoing the necessary scrutiny in accordance with the customary laid down of this committee.

You should always make reference to the following information in your contract to this office.

Contract Number: MEIA/PPD/97538/X39A/2018
Tender Number: MEIA/PPD/251006/PR/VOL/18
Project Code: MEIA/00QUR/7728/18
Project Category: Priority A
Section: TB-CAC/PPD/NG-031

You are required to contact the Committee Chairman Abdul Ibrahim if you need any clarification on +9747722546.

Thank you for your co-operation.

Yours faithfully,

Dr. (Mr.) Milan Salaman
Board Secretary

STATE OF QATAR
MINISTRY OF ENDOWMENTS AND ISLAMIC AFFAIRS
PROJECT PROCUREMENT DIVISION
Al Funduq St., Doha, Qatar P. O. Box 422
CERT NO: 1063302

Contract Award Certificate
This is to certify that:

MINISTRY OF ENDOWMENTS AND ISLAMIC AFFAIRS
DOHA - QATAR

Has this day the 18th of February 2019
Awarded A Contract To Supply

20 Containers of Mexican Avocado, Lemon Real

Contract Value:
One Million Two Hundred and Seven Thousand Two Hundred and Eighty United States Dollars Only (US\$1,207,280.00)

under Contract No:
MEIA/PPD/97538/X39A/2018

To
Dmass- Business S. A. DE C.V
A.v 602 Via Tapo A, Texcoco Mz. 33 Lt.30 Col.
Cuchilla del Tesoro, Delegacion Gustavo A. Madero,
CDMX, 07900

Executive Chairman



The State of Qatar is one of our major clients/trading partners of Avocado, Lemon, Mango, Papaya, Pineapple, Lychee and Jackfruit.
Our Contact: **Mr. Kalif Ibrahim**

STATE OF QATAR
MINISTRY OF ENDOWMENTS AND ISLAMIC AFFAIRS
PROJECT PROCUREMENT DIVISION
Al Funduq St., Doha, Qatar P. O. Box 422

International Purchase Order (IPO)

REQUISITION NO: MEIA/PPD/97538/X39A/18 DATE OF ISSUE: 18/02/2019 REQUISITION DEPT: PROJECT DEPARTMENT BUDGET NO: COST CENTRE OR JOB NO: SPECIAL DELIVERY/INSTRUCTION DATE: 18/02/2019

SUPPLIER NAME: Dmass- Business S. A. DE C.V DELIVERY DESTINATION: URGENCY RATING: NORMAL URGENT EMERGENCY

SUPPLIER ADDRESS: A.v 602 Via Tapo A, Texcoco Mz. 33 Lt.30 Col. Cuchilla del Tesoro, Delegacion Gustavo A. Madero, CDMX, 07900

SN	DESCRIPTION	UNIT PRICE	QTY	AMOUNT
01.	Mexican Avocado, lemon real	US\$60,364.00	20 Containers	US\$1,207,280.00
HS CODE: 08044001				
TERMS: 100% payment by Bank Telegraphic Transfer				
APPROVED				
TOTAL				US\$1,207,280.00

TEST REQUIRED: MANUFACTURER'S PREMISES DELIVERY POINT: SHUT DOWN: YES NO MEANS OF TRANSPORTATION: SEA ROAD AIR RAIL PURCHASING DEPARTMENT APPROVED FOR: ORDER QUOTATION MORE INFORMATION: SIGN HEAD OF PURCHASING DEPT

APPROVED BY:
Mr. KALIF IBRAHIM
EXECUTIVE CHAIRMAN
18/02/2019

ICPO: 09 2289
SUPPLIER: Dmass- Business S. A. DE C.V
A.v 602 Via Tapo A, Texcoco Mz. 33 Lt.30 Col. Cuchilla del Tesoro, Delegacion Gustavo A. Madero, CDMX, 07900



MEXICAN PINEAPPLE

INTERNATIONAL QUALITY STANDARDS

IN HANDLING PERISHABLE PRODUCTS

In D^{MASS} Business we follow the highest international quality regulations to handle perishable products.

More than looking for clients, we aim to build partnerships, that's why our main goal is to create long term alliances delivering quality products.

The perishable produce requires an adequate refrigeration, freezing or deep-freezing process, to avoid the growth of microorganism.

This process, best known as 'cold chain', is a series of tasks and processes (storage, distribution, packaging, transport, loading and a loading) with controlled humidity and temperature.

We have partnered with experts like DICEX Integral Trade and AMS Logistics Movers to ensure the products arrive to their destinations in perfect state.



MEXICAN PINEAPPLE



OUR TEAM



**LIC. OSVALDO YARIK ALEGRÍA
MILLÁN**

PRESIDENTE Dmass BUSINESS



Valeria Castañeda Flóres

RECURSOS HUMANOS

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vc_rh@dmass.com.mx



Dhamaris Geraldine Ramírez Medina

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Adela Concepción Sepúlveda

CONTABILIDAD

+52 1 55 4120 1719

atencion-clientes@dmass.com.mx



MEXICAN PINEAPPLE

NATIONAL OFFICES

ESTADO DE MÉXICO

OFICINA **TECÁMAC**



Lic. Arturo J. Remedios Alarcon Olivares

Director General DMASS Business Tecámac

📍 Paseo del Reloj N.13, Col Hacienda ojo de Agua Tecamac. Estado de México

fundacionarturodealarcon.org

✉️ atencion-a-clientes@dmass.com.mx

BODEGA Y **EMPACADORA** **IXTAPALUCA**



Ricardo Domínguez Hernández

DIRECTOR GENERAL BODEGA Y EMPACADORA IXTAPALUCA

📞 +52 1 55 4120 0373

✉️ atencion-clientes@dmass.com.mx



MEXICAN PINEAPPLE

NATIONAL OFFICES

CAMPECHE

PLANTA DE PRODUCTOS
CONGELADOS CAMPECHE



Brenda Rodríguez Carranza

DIRECTORA GENERAL PLANTA CONGELADOS CAMPECHE

+52 1 55 4120 0373

atencion-clientes@dmass.com.mx



MEXICAN PINEAPPLE

NATIONAL AND INTERNATIONAL **SALES**



Hellen Kalach

Will handle National and International sales, on behalf of Dmass Business, SA de CV

📞 +52 1 55 4120 0373

✉️ internationalsales@dmass.com.mx



MEXICAN PINEAPPLE



INTERNATIONAL OFFICES

DMASS BUSINESS —

WE EXPAND
OUR HORIZONTS



OFFICES AND DISTRIBUTION CENTER IN UNITED STATES



MEXICAN PINEAPPLE



BANK DATA



Trade

19/ABRIL/2018
7780 SUC. CAMPOS ELISEOS
CAMPOS ELISEOS NUM 295 COL CHAPULTEPEC P
MEXICO, D.F. 00011560

Número de cuenta 65-50672871-4

CLABE: 014180655067287143

TITULAR (CLIENTE): DMAS BUSINESS SA DE CV

Código de Cliente 44896199

DOMICILIO: AV 602 VIA TAPO AV TEXCOCO MANZANA 33 LTE 30, COL.: CUCHILLA DEL TESORO
GUSTAVO A MADERO, CIUDAD DE MEXICO, CP: 00007900
TEL.: 5572613904

REGIMEN PARA REALIZAR DISPOSICIONES DE LA CUENTA: INDIVIDUAL

CORPORATE OFFICES

Our corporate headquarters are located in Estado de México, we also have national offices in Chiapas, Monterrey, and Tecámac and international offices in USA, Laredo, Texas.



MEXICAN PINEAPPLE



DMASS
— BUSINESS —

OFICINAS CORPORATIVAS

*Paseo de los Frailes, Manzana 50, Lote 31,
Casa A, Unidad Habitacional, San Buenaventura
Ixtapaluca, 56530, México*

CORPORATIVO: +52 1 55 4120 1719

ATENCIÓN A CLIENTE: +52 1 55 4120 0373

Email: atencion-clientes@dmass.com.mx