HEPALM

OCTOBER 2023

Welcome to HF PALM

HF PALM is a company specializing in farm acquisitions within the Agadir region. Presently, we are keen on expanding our operations into the German market to further our ventures in exporting fruits and vegetables.





ASA Trading is already a prominent player in multiple European markets, including Spain, France, and the UK. In a recent strategic move, we established a local entity, HF PALM, to serve as the primary business contact in Morocco, specifically in the vibrant city of Casablanca.

HF PALM is a subsidiary of ASA Trading, a proud member of the ASA Group (https://www.asa.ba/), boasting three decades of extensive industry expertise. Our experience spans various sectors, including trading of wheat and corn, industry, banking, health, insurance, and protection clothing.

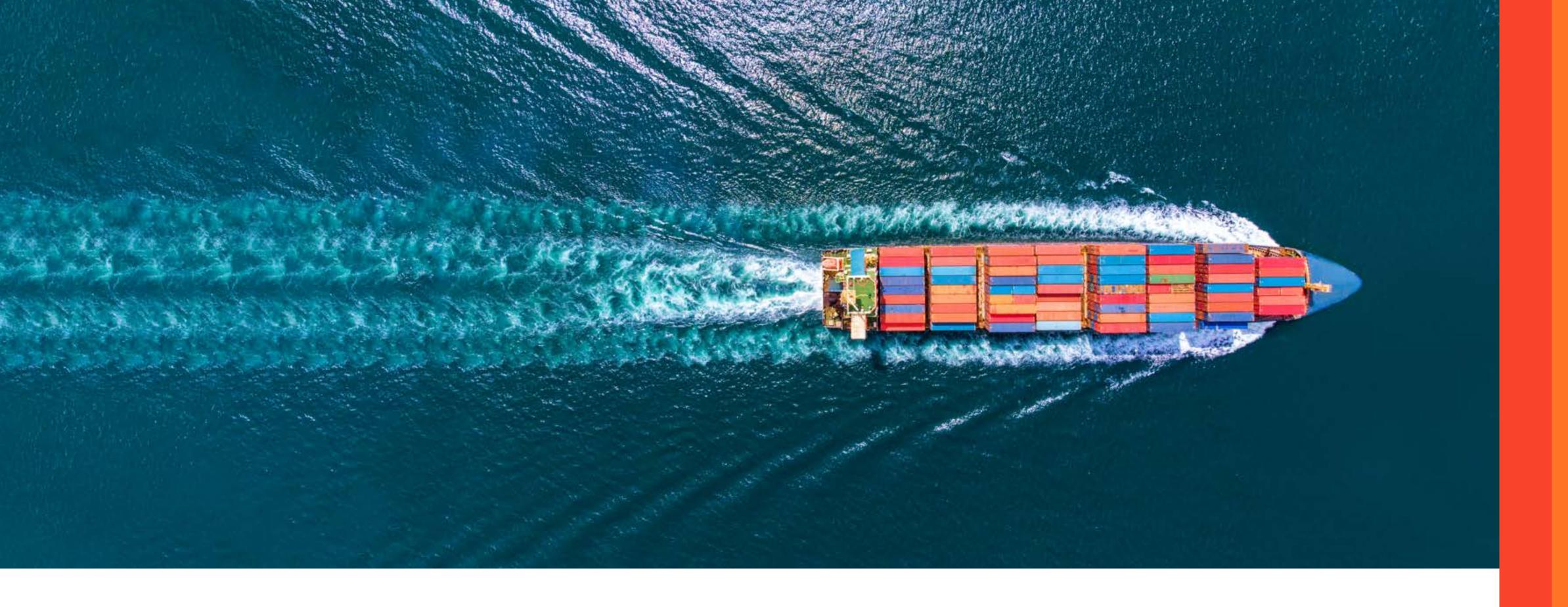






HF PALM possesses the capability to supply 400 tons of produce monthly to the German market. The range of produce is seasonal and encompasses oranges, tomatoes, lemons, peppers, and melons. Pricing is subject to weekly fluctuations or can be established through contractual agreements for each season.





HF PALM will collaborate with various suppliers, such as SKM, Delassuss, or similar, based on the specific requirements of customers, ensuring the delivery of high-quality products to Germany via trucks or sea transport. These suppliers hold diverse certifications including ONSSA certification (Moroccan), Global Gap, BRC Food certificate, or Tesco.

Notably, we already distribute products across Europe (Barcelona, Perpignan, Rungis, Rotterdam, and London) and extend their services to Russia and Middle Eastern countries.



Production & Exporting Period





Charentais Melon

Description

A true ambassador of refinement and taste, the green Charentais melon offers juicy and crunchy flesh fully releasing its fruity and sweet aromas with a very pronounced scent.

Production Period

April, June

Origins

Morocco





SHAPE	Round	
CALIBER	15 to 19	
BARK COLOR	Green, yellowing when ripe and dark green on the dividing lines on the sides	
BARK TEXTURE	Embroidered	
FLESH TEXTURE	Juicy and crunchy	
FLESH COLOR	Orange	
BRIX	Sup at 13° brix	

TYPE OF PACKAGING	WEIGHT	BRAND	CONDITIONING	NUMBER OF PACKAGES INTERPAL
Cardboard	4 to 7 pieces	Victory Fresh SKM Standard	With or without cell	110
Cardboard	9 to 20 pieces	Victory Fresh SKM Standard	With or without cell	80

Clementines

Description

The Nour clementine is recognizable by its prominent eduncle and its intoxicating scent. Spineless, its flesh releases an incredibly sweet flavor with a high sugar content and low acidity.

Production Period

December - January





SHAPE	Globose with prominent peduncle	
CALIBER	small to medium	
BARK COLOR	Orange with green reflection at the start of the season and orange at the end of the season	
BARK THICKNESS	Medium, easy to peel	
BARK TEXTURE	Moderately rough	
FLESH TEXTURE	Juicy and tender	
PRESENCE OF PIPS	Seedless	
JUICE RATE	Up to 45%	
ACIDITY	Min at 0.7%	
W/A RATIO	Min 8.5	

TYPE OF PACKAGING	WEIGHT	BRAND	CONDITIONING	NUMBER OF PACKAGES INTERPAL
Wood or Cardboard	10kg	Victory Fresh Red Morocco Standard Black	Cal 1x-75F// Cal 1-90F// Cal 2- 108F// Cal 3- 132F// Cal 4- 154F// Cal 5- 182F	117 108
Cardboard	15kg	Victory Fresh Standard Black	Cal 1xx- 116F // Cal 1x- 137F // Cal 1- 24F // Cal 2- 28F // Cal 3- 32F // Cal 4- 36F // Cal 5- 40F	75 70
Wood or Cardboard	2.3kg	Victory Fresh Morocco	Cal 1xx- 18F // Cal 1x- 20F // Cal 1- 24F // Cal 2- 28F // Cal 3- 32F // Cal 4- 36F // Cal 5- 40F	400

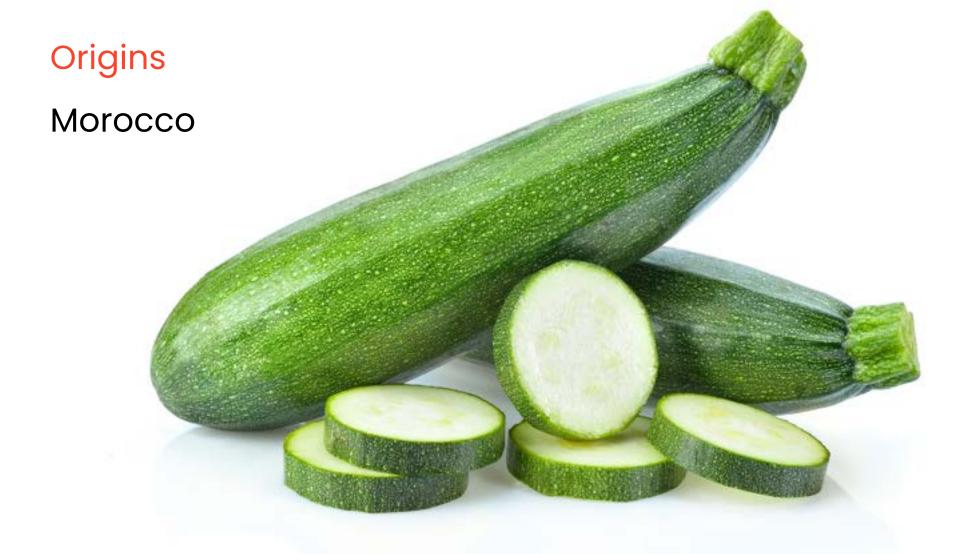
Green Zucchini

Description

Green zucchini is a cylindrical and elongate vegetable, it can measure between 15 and 25cm long. It is characterized by dark green skin and white flesh.

Production Period

October - April





SHAPE	Cylindrical and elongated	
CALIBER	Medium to large	
FIRMNESS	Flexible	
BARK COLOR	Dark green	
BARK THICKNESS	Fine and easy to peel	
BARK TEXTURE	Smooth	
FLESH TEXTURE	Tender and melting	
PRESENCE OF PIPS	Seedless	

TYPE OF PACKAGING	WEIGHT	BRAND	CONDITIONING	NUMBER OF PACKAGES INTERPAL
Cardboard, Wood, and Plastic	5kg	Victory Fresh Standard	Bulk with separator	150

Lemon Eureka

Description

The Eureka lemon is a type of lemon commonly grown in Morocco. It is oval in shape and its caliber can vary from small to medium. Its firmness is medium, and its bark color is bright yellow.

Production Period

October - May

Origins

Morocco





SHAPE	APE Spherical to oblong		
CALIBER	Medium to large		
BARK COLOR	Orange and sometimes with yellow	ish areas	
BARK THICKNESS	Medium thickness, easy to peel		
BARK TEXTURE	Smooth		
FLESH TEXTURE	Juicy		
FIRMNESS	Firm to slightly soft		
PRESENCE OF PIPS	Usually present		
JUICE RATE	High		
ACIDITY	High		
W/A RATIO	About 1:2		
TYPE OF WEIGHT	BRAND CONDITIONING	NUMBER (

TYPE OF PACKAGING	WEIGHT	BRAND	CONDITIONING	NUMBER OF PACKAGES INTERPAL
Wood or Cardboard	10kg	Victory Fresh Red Morocco Standard Black	Cal 1x-75F// Cal 1-90F// Cal 2- 108F// Cal 3- 132F// Cal 4- 154F// Cal 5- 182F	117 108
Cardboard	15kg	Victory Fresh Standard Black	Cal 1xx- 116F // Cal 1x- 137F // Cal 1- 24F // Cal 2- 28F // Cal 3- 32F // Cal 4- 36F // Cal 5- 40F	75 70
Wood or Cardboard	2.3kg	Victory Fresh Morocco	Cal 1xx- 18F // Cal 1x- 20F // Cal 1- 24F // Cal 2- 28F // Cal 3- 32F // Cal 4- 36F // Cal 5- 40F	400

Mandarin Nadorcott

Description

Discovered by Domaines Agricoles in collaboration with INRA and marketed under the AFOURER brand, Nadorcott stands out for its flattened spherical shape and its thin bark, very easy to peel. Its pulp offers an exceptional taste experience thanks to a perfect balance sugar/acidity.

Production Period

April - August



SHAPE	Flattened spherical		
CALIBER	Small to large		
BARK COLOR	Orange and sometimes with green reflection		
BARK THICKNESS	Fine, easy to peel		
BARK TEXTURE	Smooth to moderately rough and shiny		
FLESH TEXTURE	Juicy and moderately stringy		
FIRMNESS	Flexible		
PRESENCE OF PIPS	Seedless		
JUICE RATE	Up to 45%		
ACIDITY	Min at 0.7%		
W/A RATIO	Min 10		

TYPE OF PACKAGING	WEIGHT	BRAND	CONDITIONING	NUMBER OF PACKAGES INTERPAL
Wood or Cardboard	10kg	Victory Fresh Morocco Standard Black	Cal 1xx- 68F // Cal 1x-75F// Cal 1- 90F// Cal 2- 108F// Cal 3- 132F// Cal 4- 154F // Cal 5- 182F	117 108
Cardboard	15kg	Victory Fresh Standard Black	Cal 1xx- 116F // Cal 1x- 137F // Cal 1- 148F // Cal 2- 158F // Cal 3- 192F // Cal 4- 230F // Cal 5- 243F	75 70
Wood or Cardboard	2.3kg	Victory Fresh Morocco	Cal 1xx- 18F // Cal 1x- 20F // Cal 1- 24F // Cal 2- 28F // Cal 3- 32F // Cal 4- 36F // Cal 5- 40F	400

Navel Cara-Cara

Description

The navel cara cara stands out for its beautiful spherical shape and its surprising intense pink flesh.

Its pulp releases an abundant juice with a sweet taste with a hint of acidity, a real delight.

Production Period

December - January

Origins

Morocco



SHAPE	Spherical to oblong		
CALIBER	Medium to large		
BARK COLOR	Orange and sometimes with yellowish areas		
BARK THICKNESS	Thick, easy to peel		
BARK TEXTURE	Grainy		
FLESH TEXTURE	Juicy and stringy		
FIRMNESS	Firm to slightly soft		
PRESENCE OF PIPS	Seedless		
JUICE RATE	Up to 40%		
ACIDITY	Min at 0.7%		
W/A RATIO	Min 10		

TYPE OF PACKAGING	WEIGHT	BRAND	CONDITIONING	NUMBER OF PACKAGES INTERPAL
Wood or Cardboard	10kg	Victory Fresh Morocco Standard Black	Cal 2- 32F // Cal 3-36F// Cal 4- 44F// Cal 5- 53F// Cal 6- 60F// Cal 7- 68F // Cal 8- 81F // Cal 10- 90F	117 108
Cardboard	15kg	Victory Fresh Red Morocco	Cal 1- 42F // Cal 2- 48F // Cal 3- 60F // Cal 4- 70F // Cal 5- 80F // Cal 6- 90 // Cal 7- 96 // Cal 8 - 110	81 72
Wood or Cardboard	15kg	Victory Fresh Standard Black	Cal 1- 48F // Cal 2- 54F // Cal 3- 60F // Cal 4- 70F // Cal 5- 80F // Cal 6- 90 // Cal 7- 98 // Cal 8- 105	75 70

Orange Naval Line Late

Description

Navel Lane Late takes its name from its late harvest, at the end of the season. Eaten whole or in juice, the fruit offers a tender and fine flesh, sweet and full of juice.

Production Period

March, April

Origins

Morocco



SHAPE	Spherical to oblong
CALIBER	Medium to large
BARK COLOR	Orange with yellowish areas
BARK THICKNESS	Thick, easy to peel
BARK TEXTURE	Grainy
FLESH TEXTURE	Juicy and stringy
FIRMNESS	Firm to slightly soft
PRESENCE OF PIPS	Few glitches
JUICE RATE	Up to 40%
ACIDITY	Min at 0.7%
W/A RATIO	Min 10

TYPE OF PACKAGING	WEIGHT	BRAND	CONDITIONING	NUMBER OF PACKAGES INTERPAL
Wood or Cardboard	10kg	Victory Fresh Morocco Standard Black	Cal 2- 32F // Cal 3-36F// Cal 4- 44F// Cal 5- 53F// Cal 6- 60F// Cal 7- 68F // Cal 8- 81F // Cal 10- 90F	117 108
Cardboard	15kg	Victory Fresh Red Morocco	Cal 1- 42F // Cal 2- 48F // Cal 3- 60F // Cal 4- 70F // Cal 5- 80F // Cal 6- 90 // Cal 7- 96 // Cal 8 - 110	81 72
Wood or Cardboard	15kg	Victory Fresh Standard Black	Cal 1- 48F // Cal 2- 54F // Cal 3- 60F // Cal 4- 70F // Cal 5- 80F // Cal 6- 90 // Cal 7- 98 // Cal 8- 105	75 70

Orange Washington

Description

The Washington Sanguine is recognisable by its oblong shape and its smooth organge-colored epidermis with reddish areas. Its red-pigmented flesh releases a sweet and tangy juice.

Production Period

February, March

Origins

Morocco





Technical Sheet

15kg

Wood or

Cardboard

Victory Fresh

Standard Black

SHAPE		Oblong	Oblong			
CALIBER		Small to med	dium			
BARK COLOR		Orange with	reddish areas			
BARK THICKN	ESS	Moderately t	hick			
BARK TEXTUR	RE	Smooth to m	oderately rough			
FLESH TEXTUR	!E	Juicy and pi	gmented red			
FIRMNESS		Firm				
PRESENCE OF	PIPS	Few glitches				
JUICE RATE		Up to 40%				
ACIDITY		Min at 0.7%				
W/A RATIO		Min 10				
TYPE OF PACKAGING	WEIGHT	BRAND	CONDITIONING	NUMBER OF PACKAGES INTERPAL		
Wood or Cardboard	10kg	Victory Fresh Red Morocco Standard Black	Cal 2- 32F // Cal 3-36F// Cal 4- 44F// Cal 5- 53F// Cal 6- 60F// Cal 7- 68F // Cal 8- 81F // Cal 10- 90F	117 108		
Cardboard	15kg	Victory Fresh Red Morocco	Cal 1- 42F // Cal 2- 48F // Cal 3- 60F // Cal 4- 70F // Cal 5- 80F // Cal 6- 90 // Cal 7- 96 // Cal 8 - 110	81 72		

Cal 1- 48F // Cal 2- 54F // Cal 3-60F // Cal 4- 70F // Cal 5- 80F // Cal 6- 90 // Cal 7- 98 // Cal 8- 105

Square Pepper

Description

The square pepper is characterised by its pretty shape and its shiny red, green or yellow skin. Its crunchy flesh reveals a very fragrant sweet flavour.

Production Period

October - April







SHAPE	Square rounded on the edges
CALIBER	Small to Large
COLOR OF THE EPIDERMIS	Brilliant red, yellow and green
TEXTURE OF THE EPIDERMIS	Smooth
FLESH TEXTURE	Firm and crunchy
FLESH COLOUR	Red, yellow or green

TYPE OF PACKAGING	WEIGHT	BRAND	CONDITIONING	NUMBER OF PACKAGES INTERPAL
Cardboard	5kg	Victory Fresh SKM Standard	Bulk without bag Bulk with bag	110

Pepper

Description

Chilli pepper is a fruit of the Solanaceae family, known for its spicy taste and fiery flavour. Chilli peppers can vary greatly in size, shape, colour and degree or spiciness, depending on the variety and growing conditions.





SHAPE	Oblong to conical	
CALIBER	Small to medium	
FIRMNESS	Firm to slightly soft	
BARK COLOUR	Green to red	
BARK THICKNESS	Bark thickness medium to thick, difficult to peel	
BARK TEXTURE	Smooth to slightly grainy	
FLESH TEXTURE	Juicy and meaty	
PRESENCE OF PIPS	With seeds	

TYPE OF PACKAGING	WEIGHT	BRAND	CONDITIONING	NUMBER OF PACKAGES INTERPAL
Cardboard	4kg	Victory Fresh Standard	Bulk with separator	150

Orange Salustiana

Description

Salustiana is the ultimate juice orange. Its soft, fine flesh contains abundant juice with a sweet flavour that is as delicate as it is fragrant.

Production Period

December - February

Origins

Morocco





SHAPE		Globular to s	Globular to spherical				
CALIBER		Medium to k	arge				
BARK COLOR			Orange with yellowish areas at the start of the season and orange at the end of the season				
BARK THICKN	ESS	Moderately t	Moderately thick				
BARK TEXTUR	RE	Delicately ro	ugh				
FLESH TEXTUR	E	Very Juicy					
FIRMNESS		Firm to sligh	tly soft				
PRESENCE OF	PIPS	Few glitches					
JUICE RATE		Sup 50%					
ACIDITY		Min at 0.7%					
W/A RATIO		Min 10					
TYPE OF PACKAGING	WEIGHT	BRAND	CONDITIONING	NUMBER OF PACKAGES INTERPAL			
Wood or Cardboard	10kg	Victory Fresh Red Morocco Standard Black	Cal 2-32F // Cal 3-36F // Cal 4- 44F // Cal 5- 53F // Cal 6- 60F// Cal 7- 68F // Cal 8- 81F // Cal 10- 90F	117 108			
Cardboard	15kg	Victory Fresh Red Morocco	Cal 1- 42F // Cal 2- 48F // Cal 3- 60F // Cal 4- 70F // Cal 5- 80F // Cal 6- 90F // Cal 7- 96F // Cal 8- 110	81 72			
Wood or Cardboard	15kg	Victory Fresh Standard Black	Cal 1- 48F // Cal 2- 54F // Cal 3- 60F // Cal 4- 70F // Cal 5- 80F // Cal 6- 90F // Cal 7- 98 // Cal 8- 105	75 70			

Round Tomato

Description

Among the many varieties of tomatoes, the round tomato is characterized by its regular round shape and its flesh is firm and very red due to its freshness and its beautiful presentation. Its firm, fragrant flesh and intense red color reveal a flavor that is both sweet and tangy.

Production Period

October - May

Origins

Morocco





SHAPE	Regular round
BARK COLOUR	Brilliant red
BARK TEXTURE	Smooth
FLESH TEXTURE	Firm
FLESH COLOUR	Red

TYPE OF PACKAGING	WEIGHT	BRAND	CONDITIONING	NUMBER OF PACKAGES INTERPAL
Cardboard	6kg	Victory Fresh Standard	Bulk with divider With Cell	150

Watermelon

Description

Watermelon is a fleshy and juicy fruit, having a spherical or oblong shape. Its think, smooth skin is generally green, spotted with dark green stripes, and contains juicy flesh, red or pale yellow depending on the variety. Watermelon is loved for its sweet, refreshing flavour, as well as its high water content.

Production Period

March, April

Origins

Morocco





SHAPE		Spherical to oblong
AVERAGE WE	IGHT	Between 8 and 16kg
SKIN COLOR		Dark green with green stripes
SKIN THICKN	ESS	Thick, durable
SKIN TEXTUR	E	Smooth
FLESH COLOU	JR	Red
FLESH TEXTU	RE	Juicy
PRESENCE OF	PIPS	Yes
WATER CONT	ENT	About 90%
BRIX		Between 10 and 12
VITAMIN C		About 10mg/ 100g
CALORIES		Around 30 kcal/ 100g
TYPE OF PACKAGING	WEIGHT	BRAND
Wooden Tray Carton Tray	500kg	Victory Fresh

White Zucchini

Description

White zucchini has a cylindrical, elongated shape similar to green zucchini. It generally measures between 15 and 25cm long and has white skin, often streaked with vertical stripes.

Production Period

October - April

Origins

Morocco





SHAPE	Cylindrical and elongated
CALIBER	Medium to large
FIRMNESS	Flexible
BARK COLOUR	White with vertical stripes
BARK THICKNESS	Fine and easy to peel
BERK TEXTURE	Smooth
FLESH TEXTURE	Tender and melting
PRESENCE OF PIPS	Seedless

TYPE OF PACKAGING	WEIGHT	BRAND	CONDITIONING	NUMBER OF PACKAGES INTERPAL
Cardboard, wood and plastic	5kg	Victory Fresh Standard	Bulk with separator	150

HFPALM

THANK YOU