

WE ARE QUALIPRIM



Cherkaoui Benouardia
Chairman

Qualiprim... a responsible business

Qualiprim is proud to be one of the most important players in fruit and vegetable business, with a large experience of more than 30 years in growing fresh products.

We care through each level of the value chain, this is why "Quality First" became our slogan. Food safety is our main priority and we invest continually in IPM (integrated pest management). And because we are conscious of the impact we are having on all aspects of society, including economic, social and environmental, we have adopted a strict and innovative corporate social responsibility policy with societal goals and ethically oriented practices. We are also working on new approaches to reduce our ecological impact.

Alongside a young and dynamic team of engineers and specialized technicians, we are continually developing new solutions to ensure high quality standards. We apply these standards and production methods to the rest of our products, such as tomato, strawberry, raspberry and blueberry, with two major goals: the efficiency of our outdoor farming and the high-quality of our fresh fruits. So, when you take a bite, every fruit we produce is fresh, tasty and bursting with flavors!

THIS IS WHO WE ARE

Qualiprim grows and exports tasty tomatoes and berries. We are a Moroccan company founded in 1990 in the southern region of Souss. We built our success on our ability to learn quickly, experiment new approaches and conquer foreign markets.

QUALITY, SOCIAL AND ENVIRONMENTAL CERTIFICATIONS

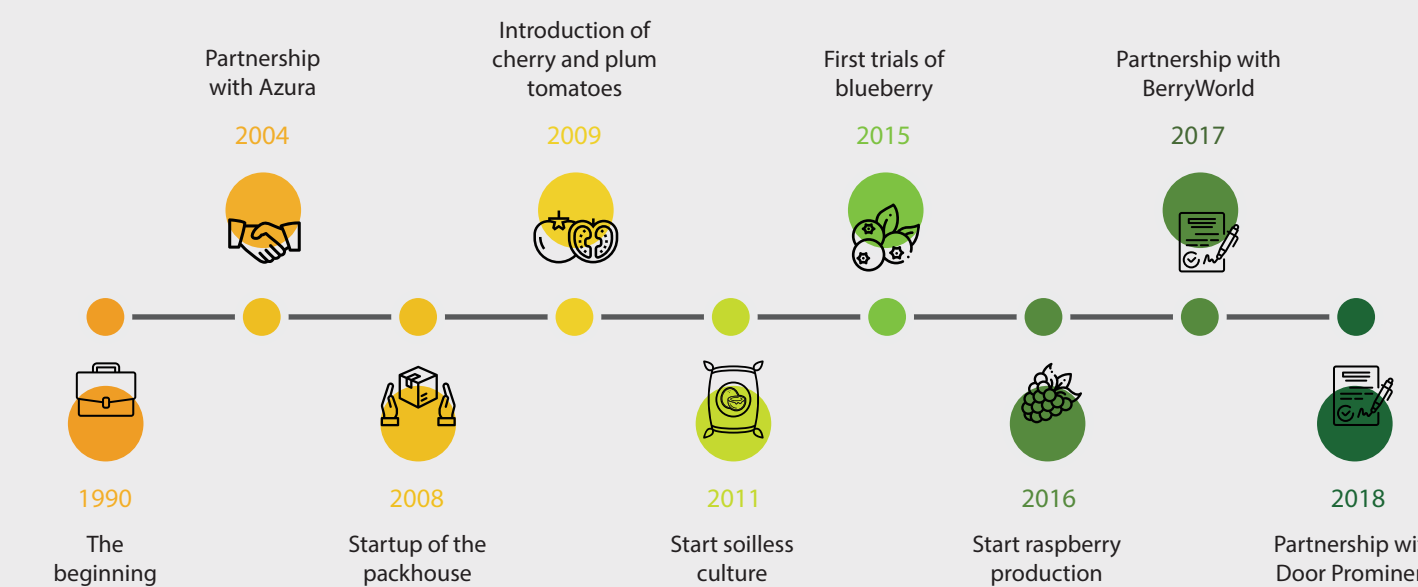
The quality of our products and the social and environmental aspects of the company have been certified by the following organizations:



Due to our geographical position and a mild weather, we are able to provide our customers with fresh and high quality products during the winter window.

Today, we operate on a land larger than 450 ha equipped with modern greenhouses. We manage over 5.000 workers with a deep respect of the Moroccan labor code and the international standards.

THIS IS OUR STORY



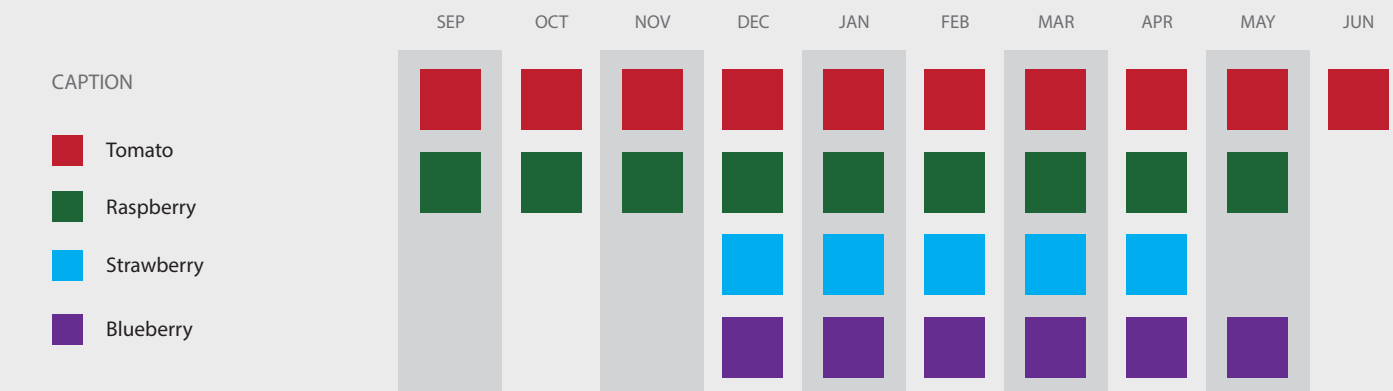
AND THIS IS WHY OUR FRUITS ARE SO TASTY

At Qualiprim, we produce blueberries (MBO: Eureka, Opi, Meridian & Twilight), raspberries (Diamond Jubilee & Sapphire), strawberries (Viva's varieties), tomatoes on vine (Ateneo) and baby plum tomatoes (Sweetelle & Angelle).

And to ensure the highest quality, we have onsite 25 units of production divided into 4 segments for blueberry, raspberry, strawberry and tomato, where we use sustainable solutions such as biological beneficials, soilless culture and micro irrigation.

Indeed, we use preventive treatments and vaccines, pheromones and integrated pest management (IPM), which is safer than other pest control techniques like pesticides, and a trial's station to push further the research and development.

PRODUCTION WINDOW



MEET OUR AWESOME TEAM



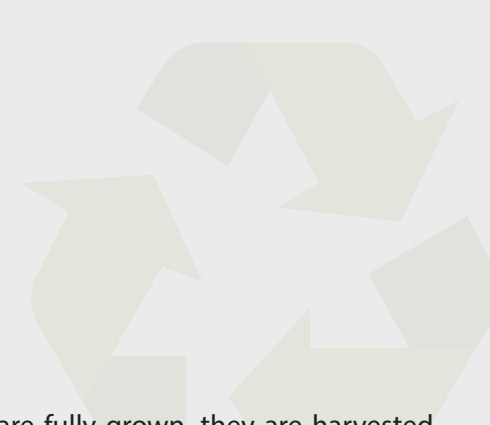
Producing tomatoes and berries is a long and delicate process. We pride ourselves on the effort we make to hand-pick every fruit to minimize damages and to develop a sustainable production.

We are very lucky at QualiPrim to be surrounded by a dedicated team of young, but experienced managers, engineers and technicians, with very high agronomical skills.

Each farm is managed by a technician, and an external consultant helps to improvement each segment. This labor organization and structure of the management improve the efficiency, the productivity and the work environment of the company.

A happy plant is a healthy plant, this is why our technicians carefully examine each one to protect it against diseases, bugs and any factors that might disrupt its growth.

WE CARE ABOUT THE ENVIRONMENT



We are mindful of our impact on nature. This is why we use the natural sun to heat the greenhouses, and the natural coco peat substrate to enrich the soil. We also use bees and bumblebees as natural and ecofriendly plants pollinizers and we try to create the perfect growing environment with the minimal ecological impact.

HOW WE ENSURE THE FRESHNESS

QualiPrim has also a modern 11.000 m2 packhouse with a capacity of 60.000 tons, equipped with several electronic and mechanic sizers, weighting and flowpack machines, refrigerated and fast cooling rooms, manual lines, etc.

And our responsive supply chain management guarantees the quality of the freshly harvested fruits. We maintain a low and stable temperature immediately after the hand-picking, from the greenhouses to the packhouse, during the cleaning and the weighting and event after the packing. This laborious and demanding process is the only way to ensure the freshness of our tomatoes and berries.

When the fruits are fully grown, they are harvested by hand, analyzed to ensure their safety, sorted by weight, packaged then prepared to be exported.

We give special attention to maintain these standards of quality throughout all stages of production.

WHERE WE DO BUSINESS

We have clients and partners in Europe and Asia :



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QualiPrim

Quality first

Since 1990