

NRTC, UAE's Largest Fruits & Vegetable Distribution Company, Acquires One of Egypt's Largest Farms to Boost Regional Food Security

NRTC Food Holding LLC, the leading fruits and vegetables distribution company in the GCC, has acquired Al Hashemeya Farms, one of the region's largest privately managed farming estates, located in Egypt's Wadi El Natrun region. This landmark acquisition marks a decisive step forward in NRTC's strategic journey to secure sustainable fresh produce supply and advance regional food security through upstream agricultural integration.

Mohammed Al Refaee, CEO of NRTC, said: "This acquisition is a pivotal milestone in our journey to control quality at the source, invest in food system resilience, and deliver fresher, better produce to our customers."



Spanning approximately 10,000 acres, Al Hashemeya Farms currently cultivates 70% of its land, with a diverse portfolio of crops including citrus, olives, mango, grapes, dates, wheat and sugar beet. The estate is home to over 2 million fruit trees, supported by modern center-pivot irrigation systems and solar-powered water infrastructure and has a capacity to yield up to 70,000 tonnes annually.

This acquisition marks NRTC's direct entry into upstream agriculture, significantly enhancing its ability to control quality at the source, reduce reliance on third-party suppliers, and secure consistent, high-volume access to fresh produce. By integrating farming operations into its supply chain, NRTC strengthens its position as a reliable partner in regional food security and builds greater resilience across its distribution network.

SPOTLIGHT

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Unleashing Potential,
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What's in Season

As late summer gracefully transitions into autumn, markets brim with a rich bounty, ready to inspire. September's offerings begin with the exquisite Mediterranean grapes – in crisp ruby, black, and green varieties – and the lush, honey-sweet figs, perfect for adding a touch of harvest elegance. We also continue to source vibrant, sun-ripened tomatoes from Holland and tender Spanish zucchinis. For foundational excellence, creamy Hass avocados and delicate Peruvian asparagus remain essential year-round, ensuring culinary consistency. United, these seasonal gems and trusted staples provide chefs with an unparalleled opportunity to craft dishes that are both deeply comforting and brilliantly inventive.



As October ushers in the true heart of autumn, the kitchen's palette deepens, inviting richer, more comforting creations. Crisp, aromatic apples from European and American orchards take center stage, offering endless possibilities for both sweet and savory dishes, while pears join in with their delicate balance of sweetness and satisfying bite. The season's undeniable star, pumpkins, make their grand entrance—a symbol of autumn's coziness, perfect for velvety soups, hearty roasts, and festive celebrations. While the last whispers of summer's berries still offer a surprising pop of color from select origins, local leafy greens flourish anew, revitalized by the cooler air. This vibrant October harvest promises to inspire imagination in every recipe, ensuring freshness and flavor truly define the season.

Orchard to Elegance: Savoring Autumn's Perfect Pair.



As autumn gently unfolds, September and October deliver a duo of timeless fruits: figs and apples. Figs arrive first, their velvety, honey-sweet interiors a luxurious addition to cheese boards, roasts, and decadent desserts. Close behind, crisp, aromatic apples take the stage—versatile stars perfect for comforting pies or refined savory dishes. Together, they embody early autumn's essence, blending indulgence with nourishment and simplicity with sophistication. More than just ingredients, figs and apples are nature's invitation to celebrate peak seasonal flavor at your table.

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Shapes the Future of Fresh at World Cold Chain Expo

NRTC recently made a significant impact at the WCCE 2025 in Dubai, with our CEO joining the prestigious opening panel to share fresh insights on logistics, food security, and sustainability. Our vibrant booth welcomed hundreds, promoting the NRTC Fresh App with a special offer and delighting guests with fresh samples. The event also fostered valuable networking with industry leaders and innovators across HORECA, QSR, and Retail. This milestone proudly reinforces NRTC's commitment to innovation, food safety, and actively supporting the UAE's food security vision for a fresher tomorrow.



Smart Ripening: The Future of Flavor is Here

Step into our state-of-the-art ripening chambers, where technology meets nature's perfection for our bananas and avocados. Here, advanced IoT devices are quietly revolutionizing efficiency, precisely monitoring and adjusting conditions minute-by-minute to ensure every fruit reaches its peak flavor and texture naturally. This intelligent approach not only guarantees perfectly ripened produce for you but also dramatically reduces waste and energy consumption. It's a testament to innovation and sustainability working hand-in-hand, proudly setting a new, greener standard for tomorrow's food systems.

A Legacy of Loyalty

Some people don't just work at a company—they become part of its very fabric. For us, that person is Mohammed Harunor Rashid Badsha Meah. We are so proud to celebrate his incredible journey with NRTC, a story that began on August 25, 2007. Since that day, he has been a bedrock of dedication and hard work for nearly 18 years. In his crucial role assisting with Air Shipment Imports, he ensures our fresh produce arrives efficiently and on time. When asked about his long journey with us, Mohammed shared, "NRTC is more than just a workplace; it feels like a second family. I'm honored to play a part in bringing the best of nature to people across the UAE." His commitment is an inspiration to us all, and we are incredibly thankful for his service.

