



Two continents, two climates, one seamless supply. As Egypt's citrus groves bask in sunshine, South Africa's orchards deliver the tender blush of stone fruit. The coordination between northern and southern hemispheres ensures that every crate arriving at NRTC tells a story of timing, taste, and trust.

From the sharp scent of lemons to the velvet skin of a peach, the markets this month remind us that freshness is not just sourced – it's orchestrated.

MARKET OUTLOOK

Nov–Dec Forecast:
Citrus Season in Full Bloom

Egyptian Citrus: Full-scale production underway; stable pricing, high juice yield, and bright color retention.

South African Stone Fruits: Gradual volume increase; premium window between mid-Nov to late-Dec.

Grapes: Transitioning from U.S. to Australian origins with consistent sizing and flavor quality

Melons: Brazilian rockmelon and honeydew holding strong, ensuring tropical continuity

Berries: Egyptian harvest expected by Week 47, signaling smooth supply continuity.

Top 5 Products to Watch

 **Egyptian Navel Oranges**

 **Australian Grapes**

 **Brazilian Melons**

 **Egyptian Strawberries**

 **South African Nectarines**



Building Tomorrow's Food Ecosystem

Recently, NRTC took part in a milestone industry dialogue hosted by DP World, where key stakeholders explored the future of Dubai's food landscape – integrating the Used Car Zone relocation into a single, unified Food Ecosystem. As NRTC, we proudly share this vision.

Our role within this evolving ecosystem goes beyond trade – we're bridging farms, technology, and communities to strengthen UAE's food security foundation. Every crate, every partnership, and every innovation contributes to that shared national goal.

SPOTLIGHT

VOL 3
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Unleashing Potential,
Transforming Futures



ADIFE 2025 : Abu Dhabi International Food Exhibition

At ADNEC, Abu Dhabi, NRTC made a strong mark at ADIFE 2025, engaging with regional buyers, chefs, and trade delegates over three days of meaningful interaction.

Our display of premium fruits and vegetables drew remarkable attention, reflecting the scale, diversity, and freshness that define NRTC.

The event underscored our commitment to food innovation, sustainability, and regional trade leadership – positioning NRTC as the go-to source for fresh excellence in the Middle East.



Where Food Meets Art



Bringing creativity to life, NRTC Fresh hosted an inspiring Food Styling & Photography (FS&P) Workshop, inviting our social media followers to experience the magic of visual storytelling firsthand. The session was a beautiful collaboration between NRTC Team and the invited participants, who together explored how to transform fresh produce into captivating visual art. The workshop culminated in a live styling creativity using NRTC produce, resulting in stunning visuals that truly captured the art behind every harvest.

♥ The Smile Behind Every Service

Ms. Samara – The Smile Behind Every Service
In the dynamic rhythm of our operations, Customer Service Executive – Ms. Samara stands as the calm constant who turns challenges into opportunities. Her warmth, clarity, and efficiency have made her a favorite among clients and colleagues alike. “For me, every order is a promise of freshness, reliability, and trust,” says Samara. Her dedication reflects NRTC’s core value: service with sincerity. Her story reminds us that technology may drive efficiency – but people drive loyalty.

