

MARKET  
PULSE

As the new year gains pace, global fresh produce markets reflect a healthy balance of continuity and transition. Northern and Southern Hemisphere supplies are aligning seamlessly—ensuring reliability, quality, and consistency across categories.

**Berries:** Egyptian strawberries are scaling up steadily, supporting smooth replenishment cycles.

**Melons:** Brazilian supply continues to anchor the category, ensuring continuity through the tropical cycle.

**Grapes:** Australian origins are now firmly established, offering reliable sizing and sweetness across red and green varieties.

**Egyptian Citrus:** Egyptian programs are delivering peak internal quality with strong color and juice ratios, supporting both retail and foodservice demand.

**Stone Fruits:** Southern Hemisphere supply is stabilizing, with South African orchards moving into a favorable quality window.

**Two Seasons. One Intelligent Flow.**

Fresh produce does not move in straight lines—it moves in rhythms.

As Northern Hemisphere orchards rest and Southern Hemisphere farms peak, the real challenge is not sourcing—but synchronization. The difference between freshness preserved and freshness compromised lies in timing, cold-chain discipline, and decision-making speed.

At NRTC, this orchestration happens long before harvest:

- Forecasting demand before fruit leaves the tree
- Aligning logistics to market velocity
- Protecting shelf life without over-cooling
- Transitioning origins without disrupting customers

This is not supply—it is supply intelligence.

And it is how freshness travels seamlessly across seasons, borders, and markets.





## NRTC Celebrates UAE Flag Day



NRTC, proudly celebrated UAE Flag Day as a symbol of unity, leadership, and national pride.

The flag reflects the values that guide us—commitment, resilience, and collective progress. As we raise the flag, we reaffirm our dedication to contributing to the UAE's growth, food security, and future.

**Paint with Nature** is NRTC's child-focused community engagement initiative designed to connect young minds with nature through creativity.

Using fruits and vegetables as natural colours and inspiration, children explore art while learning about freshness, sustainability, and mindful food choices.

The activity nurtures curiosity, imagination, and environmental awareness in a joyful, hands-on way.

It reflects NRTC's commitment to meaningful community engagement and early education through play and creativity.



NRTC proudly celebrated the **UAE's 54th National Day** together with our team, honouring the nation's remarkable journey of unity and progress.

The celebration reflected our shared values of commitment, collaboration, and pride in being part of the UAE's growth story.

It was a moment to recognise our people as the driving force behind our success.

As one team, we reaffirmed our dedication to contributing to the nation's food security and sustainable future.



## Ripe Organic Joins the NRTC Family

NRTC has successfully acquired Ripe Organic, marking a strategic milestone in strengthening our premium and organic fresh produce portfolio. This acquisition brings together Ripe Organic's strong consumer trust and retail expertise with NRTC's scale, sourcing strength, and supply-chain capabilities.

As a 100% subsidiary, Ripe Organic will continue to operate with its distinct identity while benefiting from the operational backbone of NRTC.

Together, we are advancing a shared vision for quality, sustainability, and a more resilient farm-to-fork ecosystem in the UAE.



NRTC participated in the **Clean UAE** initiative in collaboration with **Emirates Environmental Group**, reinforcing our commitment to environmental responsibility. Our team joined hands in a collective clean-up drive, contributing time and effort toward protecting public spaces.

The activity reflected the spirit of community participation and shared accountability for the environment.

It aligns with NRTC's broader ESG commitment to sustainability, awareness, and positive local impact.

**Dec A Cake** was a delightful and highly successful community event that brought imagination, colour, and joy to the forefront. Participants transformed simple cakes into vibrant expressions of creativity, guided by enthusiasm and hands-on learning. The energy, engagement, and smiles throughout the session made it a standout experience for everyone involved. More than an activity, it became a celebration of creativity, confidence, and shared moments. The event beautifully reflected NRTC's commitment to meaningful, people-centric community engagement.

