

SPOTLIGHT

SPECIAL EDITION | GULFOOD GREEN 2026 | FEB, 2026



Unleashing Potential,
Transforming Futures



Scaling Sustainability. Delivering Impact.
NRTC Group at Gulfood Green 2026 – Where Innovation,
ESG, and Commercial Excellence Converged.



At Gulfood Green 2026, NRTC Group demonstrated how a legacy fresh produce institution can lead the future of sustainable agri-food ecosystems. From reusable infrastructure to strategic MoU signings and digital asset launches, the event marked a defining milestone in our institutional growth journey.



40%
Stand
components
reusable



70%
Sustainable
material
usage



100%
Reusable
Glass Bottles
& Crates



100%
Sustainable &
Live
Sampling



3
Strategic
MoU signings
& Launches



Multi
Lingual
Team
Members



100%
Surplus
Donated to
Food Bank

A diverse, multi-national hosting team represented the scale and inclusivity of our operations across UAE, KSA, and Egypt. This diversity was not symbolic – it reflects the complexity of temperature-controlled logistics, multi-emirate sourcing, and institutional agriculture models that define our daily operations.

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A Unified Group Presence

For the first time at Gulfood Green, NRTC stood not only as a distributor – but as a fully integrated agri-food ecosystem.

Our booth reflected the strength of the NRTC family:

- Mirak
- Al Hashemeya Farms
- Ripe Organic
- Taaza



Launching Strategic Assets: Mazraati & NIIC

THESE WERE NOT ANNOUNCEMENTS. THEY WERE STATEMENTS OF DIRECTION.

Mazraati: Our farm-to-fork digital ecosystem, built to enhance traceability, transparency, and local sourcing intelligence. Mazraati integrates growers, packhouses, cold-chain logistics, and retailers – digitising perishables management with visibility and governance.



NIIC – NRTC InterSchool Innovation Challenge:
An education-led platform designed to mobilise youth in solving food loss and waste challenges – aligning with UAE’s 2030 reduction of food loss & wastage by half and targets long-term Food Security 2051 ambitions of the country.





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Championing Local. Scaling National Impact

At Gulfood Green, NRTC formalised its strategic role as the exclusive commercial arm of Mahsool through a landmark MoU signing.

A Presidential Court-led initiative, Mahsool enables scalable UAE farming, with ESG Agro overseeing cultivation and packhouse operations, while NRTC drives market access.

Together, we strengthen local production, accelerate distribution, and advance a resilient national agri-food ecosystem.



A Premium Partnership, Perfectly Roasted

If chestnuts stole the spotlight at Gulfood Green, Altay carried the flame.

Through an exclusive partnership, NRTC now brings Altay's premium organic chestnuts to the UAE market – combining exceptional quality with trusted distribution strength. Crowd-approved, flavour-forward, and unmistakably refined.

NRTC x Altay – that's how great partnerships taste.

A Strategic Digital Alliance

At Gulfood Green, NRTC Group formalised its partnership with Etheral IT Solutions to power Mazraati, our Farm-to-Fork digital ecosystem. Blending agri-food leadership with advanced technology, the platform delivers end-to-end traceability, stronger compliance, reduced food loss, and a more resilient supply chain for the GCC. A decisive step toward smarter, future-ready food security.

