



nouranto

FOR TRADE & EXPORT







# Introduction

Nouranto for Trade and Export is a family business that can be traced back to more than 60 years ago. We started off as growers and suppliers of cotton, as well as fruits and vegetables. In 1988, Nouranto got established by Khaled El Meligy, who developed the growing business of his parents in to an exporting company. We export a variety of products to the European market. Since 1988, the company has developed and has had a constant growth of high quality and fresh fruits and vegetables.



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# Farms

Nouranto owns 800 acres of farms, on which it grows a variety of fruits and vegetables, annually. Growing our own product range on our own farms, and with the help of the trained and qualified Nouranto growers, we are able to guarantee the food safety of our harvest.

Quality control is maintained in the early pre- harvest stages until the post harvest. Our well structured system of food safety, traceability, and quality control, enables us to export the best.

All our farms are accredited by the Global Gap certificate.



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# Packing Stations

Nouranto has its own two packing stations. The first one is at Shabramant in Giza, and the second one is at Sahrawy, by Alexandria Desert Road. Due to the fact that these two pack houses are at distance from each other; however, our aim is to facilitate the transportation of our products. One of the pack houses is close to the airport, whereas the other one is much closer to the Alexandria Road, which is the way to the port of Alexandria. Accordingly, we are able to prevent traffic jams, through this geographical allocation of our two pack houses. Both packing stations are accredited by the BRC certificate.



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# Ethical Trading

Nouranto's commitment to ethical trade has been an important factor for its constant growth.

Each worker believes that he is the reason behind the organization's success. This is the result of the mutual respect and special treatment among the different hierarchy levels in the organization.

We actually motivate our workers, by giving them bonuses, at different times of the year. Besides, this motivating factor; we try to improve the living conditions of these workers, so that they can have a sustainable life, inside and outside the organization.

We also grant our full time workers with social insurance, which is requisite of the Egyptian legislation.

Our ethical contribution towards the farmers, growers, and all workers in the organization, is reflected upon their loyalty to Nouranto, which has lasted for years and years.



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# Food Safety

Nouranto aims to maintain the highest level of food safety, in order to guarantee a premium supply of its fruits and vegetables. This requires a high threshold of abundance from every employee in our company. It starts from seeding until delivering the products to our customers. In fact, all our products are under the control of our highly trained quality control specialists.

We conform to the EU regulations that change from time to time. These regulations actually put restrictions on the pesticides that should be used for every crop, as well as the maximum residue level of the pesticides that should be used. And we comply!

## **Monitoring Control:**

Food Safety is our core of attention.

Weekly, we take samples of the crops that are intended to be supplied to our distributors. These samples go to certified labs like SGS or the Agricultural Research Center ( Central Laboratory of residue Analysis of Pesticides and Heavy metals in Food), which functions on the behalf of the Ministry of Agriculture, in order to be tested.

These samples are taken before and after harvest, in order to assure the safety of our products. Your specifications are highly appreciated as long as they are allowed by the EU standards. Test certificates are sent to you upon your request, at any time.



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# Traceability

In order to trace the origin of each product, a code is given to each plot. In compliance to international standards, we undertake necessary procedures which enable our customer the right to know the exact plot in which the shipment was collected from. By putting the code of each plot on every box that gets exported, our customers can trace this easily.

## **Logistics:**

Nouranto has been flexible in delivering its products via air- freight or sea freight, depending on our customer's request: door to door. Through the years, we have attained the knowledge and the experience of delivering our products to our customers with care. We deliver it all to you daily, and on time, and you can sell our top quality fruits and vegetables with pride and confidence.



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