



**PICO**<sup>®</sup>

Modern Agriculture Company

## About Us

PICO Modern Agriculture Company, a subsidiary of the PICO Group, is one of Egypt's top produce exporting companies and a market leader and trendsetter amongst the region, introducing new varieties, latest agricultural techniques, and up-to-date management systems in Egypt and the region.

The company started as a family run enterprise, when the Diab Agriculture Company cultivated crops ever since the 1930s. It later changed its name to PICO Modern Agriculture Company. In 1998 the company was transformed into a private shareholding company under Egyptian law 159 and has enjoyed consistent growth ever since then, which reflects in our many activities and our fruit basket.

In its early beginning, the company cultivated about 1,000 acres and has continuously grown to a total owned land bank of about 7,000 acres with five main farms in the Delta region.

Today PICO Modern Agriculture Company is one of Egypt's foremost produce exporting companies. We grow and supply a selection of wholesome, healthy and fresh produce to the finest international and national supermarkets. Our fruit basket includes strawberries, stone fruits, grapes as well as citrus, mangos, avocados, pomegranates, lychees and bananas.

## PICO Principles

We live up to our tradition of growing premium quality fresh produce for the health conscious and flavor seeking consumer. Valuing market trends and innovations allows us to create and deliver in compliance with current consumer demands and food safety standards to our wide range of clients while always improving our know-how in agriculture and enhancing the sustainability of the lands that we cultivate. We value our community and employees and commit to providing opportunities for learning, professional growth and a better quality of life.

***"Great team spirit allows us to lead by example, through communicating, cooperating, and competing."***

***"We are one big family, caring for our community and bearing responsibility towards the environment."***

***"Our capital is our honesty, integrity, and reputation."***

***'Always striving for innovation through agriculture'***

Dr. Kamel Diab – Founder

## History

PICO Modern Agriculture Company is a family owned business that was established by Dr. Kamel Diab in 1974, and transformed from a limited partnership into a private shareholding company under Egyptian law 159 in 1998. The founder's first activities and passion for agriculture draw back as early as the 1930s, when the Diab Agriculture Company started as a family run enterprise owned by the Diab family.

PICO was built on the most innovative and advanced technical know-how, which today has become one of our main core competencies enabling us to maintain a leading position in a highly competitive environment. The business started off as a small 150-acre operation on a farm in northern Egypt located in the Governorate of Beheira. Today PICO operates on 7,000 acres of owned land, spread over five farms and located in three geographic locations.

Today Dr. Diab is regarded as the father of modern agriculture in Egypt. He was the agricultural innovator and entrepreneur who transformed the Egyptian citrus export industry, strategically defining Egypt as one of the most important citrus exporters globally. In addition, he was the first to cultivate arid desert land in Egypt, with varieties that are not only suitable for export, but also in demand at the most premium markets globally.

Dr. Diab was the first in Egypt to establish a tissue culture lab founded on highly advanced propagation techniques. Furthermore, he was the first to adopt the strategy of market driven agriculture and started growing what could be exported, rather than attempting to export what he grew. Through his extensive work with variety breeders globally, he managed to import varieties of fruits and vegetables that enabled Egypt to compete in the global market and out-compete countries like Spain, Israel, and Morocco during specific Egyptian production windows. (while respecting the intellectual property rights when Egypt did not have its protection laws nor was Egypt a member of UPOV)



***'Always striving for innovation through agriculture,'***

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## History

Dr. Diab was the first to import "Superior seedless" grapes into Egypt from "Superior Farms" which are now "Sun World" in California. This variety comprises no less than 75% of Egypt's grape exports today. Furthermore, among his many "firsts", he was the pioneer who first established strawberry nurseries and export oriented strawberry production in Egypt, using the most advanced technical innovations and varieties that were demanded by the most premium retail outlets globally. His work in strawberries has given way to a nationwide transformation of strawberry cultivation that has enabled Egypt to become the 4th largest strawberry producer in the world today.

In addition, PICO has established very strong relationships with some of the most advanced breeding programs worldwide. PICO is the first licensee of Sunworld (grapes, stone fruits) in Egypt. As for strawberries, we work with University of Florida, and Red Eva of the UK. On stone fruits, we also work with University of Florida, Texas University, Five senses, and Planasa. Varietal development is among our most advanced core competencies, and most important areas of continuous improvement.

Pico was established and put on a track to adopt the most advanced and environmentally friendly practices and technologies. Hence our priority focus on quality, safety and hygiene in all our processes from land to market.

We pride ourselves not only with being the center of agricultural excellence in Egypt when it comes to the technical competence of our human capital, but also with having established and adopted a set of values built around our brand "PICO" that have created a loyal environment internally, as well as very strong relationships with all our stakeholders and strategic business partners.



**'Product quality is ensured through our commitment to personal attention'**

Eng. Hatem El Ezzawy – Managing Director

## Quality

PICO's international standards meet the highest specifications of UK and European supermarkets, which confirm their satisfaction through regular programs and visits. Production and management practices are constantly enhanced for optimum yield and timing to match customers' needs in the ever changing global market.

To ensure the quality and safety of our products, we run several quality assurance programs including:

- *GlobalG.A.P.*
- *BRC*
- *ISO 22000*
- *Field To Fork*
- *TN10*
- *LEAF Marque*
- *Walmart Farm Security Audit*
- *ETI*
- *SEDEX registered*
- *HACCP*
- *ISO 9001*



*'By abiding by international breeding programs, we ensure constant progress,'*

Eng. Hatem El Ezzawy – Managing Director

## Intellectual Property Rights

PICO established its Intellectual Property Rights (IPR) department with the mission to maintain high quality plants under breeding programs obtained from reputable, international breeders.

Our IPR responsibilities include:

- Agri product innovations - Identifying and piloting the cultivation of new varieties in Egypt
- Managing global breeder relations - Contracting and ensuring the fulfillment of breeders' and licensee's contractual obligations in addition to preventing unlawful use of protected varieties through the implementation of sound traceability and variety monitoring mechanisms
- Technical support - Offering technical support to all sub-licensee farmers through site visits during the production and packaging phases



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CONSORZIO ITALIANO VIVAISTI



AVASA



Culdevco



***'No effort is spared in the application of new logistical concepts,'***

Eng. Hatem El Ezzawy – Managing Director

## Logistics

PICO satisfies customers through the control of the triptych quality, cost and time. Consistent, high quality produce is delivered at the best cost at the right time. Our qualified, in-house logistics team provides reliable, high quality, and personalized logistical solutions to each client from sales ex-works to door-to-door delivery. With an established, proven network of agents and strategic partners, we offer a wide service mix including freight forwarding, customs clearance, inland transportation, cold storing and distribution. Problems are taken care of immediately and are turned into solutions.

We strictly abide by our internal packaging, loading and unloading procedures to ensure arrivals being of optimum quality, including pre-shipment surveys through independent surveyors. At destination, clearly defined unloading procedures cater for the same.

From farm till destination, temperature recorders monitor the shipping conditions throughout the journey and make our cold chain transparent. In addition, all our shipments are insured under open marine cargo contracts. Our defined detailed traceability system ensures that all produce can be tracked back to its plot.



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## Tissue Culture

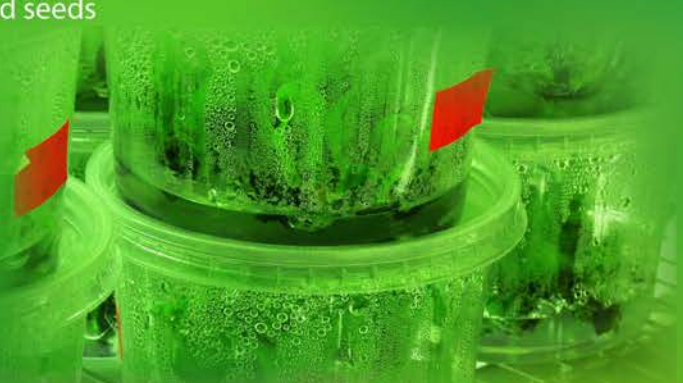
Venturing into the field of plant micro propagation under sterile conditions, PICO established its high tech tissue culture lab in the late 1990s. PICO Tissue Culture Lab is considered as one of the region's most advanced tissue culture projects with an annual production capacity of 7 million plants including fruit plants, cut flowers, cut foliage, potted flowers and potted plants, which can be supplied directly from the laboratory as "ex agar" (washed) plants.

### PICO Quality Pillars

- First to Market- Plants are produced in a relatively short time
- Wholesome - Disease free plants
- Uniform - Guaranteed consistent productivity suitable for starting material
- Quality Controlled - Quality guaranteed by solid quality assurance professionals and procedures

### Only at PICO

- Exclusive production of paramount varieties. PICO Tissue Culture Lab produces its quality plants via hardening plants, root cutting, and germinated seeds
- Food crops: banana - date palm- strawberry  
Root stocks: peach - plum- apple
- More than 100 ornamental varieties including:
  - Indoor foliage plants
  - Outdoor, annual & bedding plants
  - Flowering pot plants

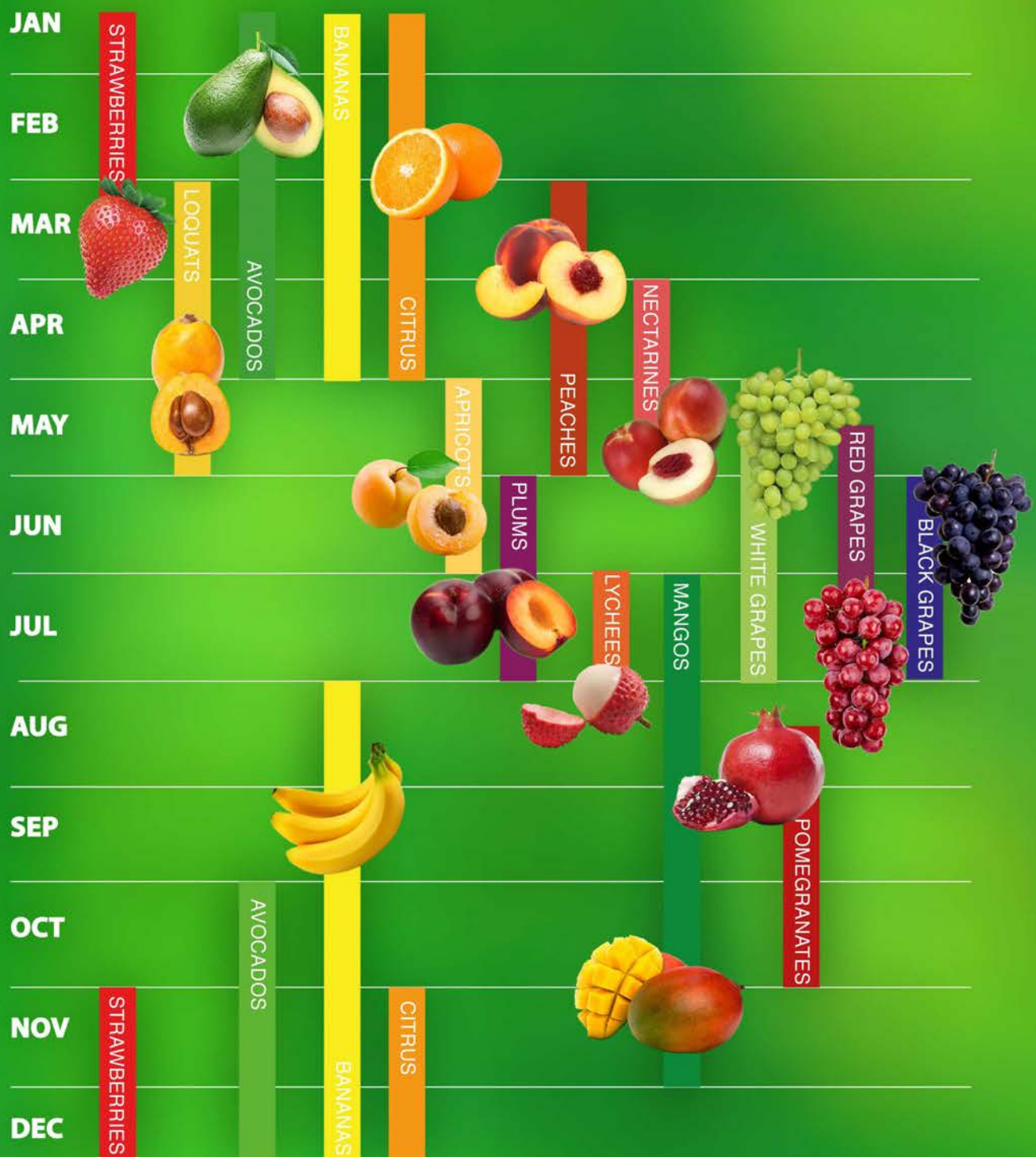




*'Upholding clients' satisfaction with early, consistent, and excellent produce'*

Eng. Alaa Diab – CEO

## Crop Calendar



**'Our standards are based on quality, commitment, and loyalty'**

Dr. Kamel Diab – Founder

## Stone Fruits

variety	Sweet Robin T07	Florida Prince	Texas 5	Sup 15	Ruby Crest T52
harvest time	20/3 - 25/4	20/3 - 25/4	25/3 - 25/4	1/4 - 20/4	1/4 - 30/4
size	B-C-D	A-B-C	A-B-C	A-B-C	AA-A-B
sugar	12	10	10	11	10
av. weight	70g	90g	100g	120g	130g
firmness	10	10	11	12	12
shelf life (days)	18	21	25	20	25
skin colour	dark red	red	red	red	red
internal colour	white	yellow	yellow	yellow	yellow



### Peaches

### Nectarines



variety	O3	SUNNECT21	24/90	THY 19	N4	NOO7	NOO8
harvest time	25/3 - 20/4	1/4 - 25/4	5/4 - 30/4	5/4 - 5/5	10/4 - 5/5	10/4 - 5/5	10/4 - 5/5
size	A-B-C	A-B-C	B-C-D	A-B-C	A-B-C	A-B-C	A-B-C
sugar	11	12	10	10	10	12	13
av. weight	90g	90g	70g	80g	90g	90g	90g
firmness	12	12	11	11	12	12	12
shelf life (days)	25	25	21	25	25	25	25
skin colour	red	red	red	red	red	red	red
internal colour	yellow	white	yellow	yellow	yellow	white	white

variety	av. weight	sugar	skin colour	internal colour
African Rose	80g/ fruit	13	dark red	yellow
African Delight	100g/ fruit	15	light red with yellow	yellow
Suplum 25	90g/ fruit	15	very dark red/ black	light yellow

### Plums



### Apricots

variety	Charisma	Solitaire	Hayed
harvest time	10/5-20/5	15/5-5/6	20/5-10/6
size	45	40	30
sugar	13	14	15
av. weight	45g	40g	25g
shelf life (days)	10	10	7
skin colour	yellow to orange	yellow	very light yellow
internal colour	yellow	yellow	yellow

variety	Aminol	Zekiam
harvest time	15/3 - 5/5	20/3 - 15/5
shape	elongated	round
sugar	10	12
av. weight	30 - 40g	40 - 50g
acidity	10	12
shelf life (days)	10	12
skin colour	yellow to orange	yellow to orange
internal colour	yellow	yellow

### Loquats



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## Table Grapes

<b>variety</b>	<b>Early Sweet</b>	<b>Prime</b>	<b>Sugra 1</b>
<b>harvest time</b>	08/5 - 18/6	8/5 - 04/6	15/5 - 2/7
<b>size</b>	20-22	20-22	20-22
<b>sugar</b>	16	16	15
<b>acidity</b>	20-1	20-1	20-1
<b>average weight</b>	400 - 500g	350 - 400g	500 - 600g
<b>seeded/seedless</b>	seedless	seedless	seedless
<b>shelf life (days)</b>	30	30	30



<b>variety</b>	<b>Flame</b>	<b>Red GlobeARA 13</b>	<b>Red Superior (Sugra 14)</b>
<b>harvest time</b>	29/5 - 09/7	26/6 -23/7 12/6 - 9/7	15/5 -10/6
<b>size</b>	18 -20	24 -28 22 - 24	20 - 22
<b>sugar</b>	16	16 18	16
<b>acidity</b>	20 -1	20 -1 20 -1	20-1
<b>average weight</b>	400 - 450g	500 - 550g 500 - 550g	450 - 500g
<b>seeded/seedless</b>	seedless	seeded seedless	seedless
<b>shelf life (days)</b>	25	40 20	30

<b>variety</b>	<b>Midnight Beauty</b>	<b>Desert Seedless</b>	<b>Sable (Sugra 16)</b>
<b>harvest time</b>	5/6 - 9/7	29/5 - 01/7	29/5 - 01/7
<b>size</b>	22 -24	20 -22	18 - 20
<b>sugar</b>	17	16	18
<b>acidity</b>	20 -1	20 -1	20 -1
<b>average weight</b>	500g	300 -350g	250 - 300g
<b>seeded/seedless</b>	seedless	seedless	seedless
<b>shelf life (days)</b>	25	25	25



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# Strawberries, Citrus, and Pomegranates

## Strawberries



<i>variety</i>	<b>Winter Star</b>	<b>Fortuna</b>	<b>Elyana</b>	<b>Red Merlin</b>
<i>time of harvest</i>	10/11	15/11	25/11	1/12
<i>size</i>	medium	large	large	1/12
<i>sugar</i>	8	7.5	8.5	medium
<i>average weight</i>	22g	24g	25g	7
<i>firmness</i>	firm	firm	moderate	20g
<i>shelf life</i>	long	long	long	firm
<i>skin colour</i>	red	red	red	long
<i>internal colour</i>	pink	light red	pink	ed
<i>acidity</i>	low	moderate	low	pink
				low

## Pomegranates

<i>variety</i>	<b>Barafianca</b>	<b>Wonderful</b>
<i>harvest time</i>	15/8-15/9	1/10-30/10
<i>sugar</i>	16	18
<i>weight</i>	300- 400g	400-500g
<i>shelf life (days)</i>	60	60
<i>acidty</i>	25-1	25-1
<i>skin colour</i>	red	red
<i>internal colour</i>	red	red



## Citrus



	<i>weight</i>	<i>skin colour</i>	<i>shelf life (days)</i>	<i>harvest time</i>
	Newhall 450g	yellow	45	15/10-25/11
	Washington 350g	orange	45	25/11-20/12
	Parent 250g	orange	45	15/12-15/1
	Navellina 300g	orange	45	25/10-25/11
	Navel-late 350g	orange	45	15/1-15/2
<b>Navel</b>	Lane-late 450g	orange	45	15/1-15/2
	Olinda 250-300g	orange	45	15/2 - 1/3
	Delta 200-250g	orange	45	15/2 - 1/3
<b>Valencia</b>	Campbell 250g	orange	45	15/2 - 1/3

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## Exotic Fruits

### Lychee



<i>variety</i>	<i>harvest time</i>	<i>size</i>	<i>sugar</i>	<i>av. weight</i>	<i>shelf life (days)</i>
Mauritius	1/7-20/7	25-45mm	18-22	40 - 50gm	7

### Avocado

<i>variety</i>	<i>weight</i>	<i>skin colour</i>	<i>internal colour</i>	<i>shelf life</i>	<i>harvest time</i>
Ettinger	350g	green (soft)	light green/ yellow	3 weeks	1/10-20/11
Fuerte	350g	green	light green/ yellow	3 weeks	25/10-15/11
Pinkerton	350g	green (rough)	light green/ yellow	4 weeks	15/11-10/1
Maluma Hass	280g	black	light green/ yellow	10 days	10/10-20/11
Hass	220g	black	light green/ yellow	2 weeks	15/12-20/1
Reed	400-500g	green	light green/ yellow	3 weeks	15/2-20/3



### Mango

<i>variety</i>	<i>weight</i>	<i>sugar</i>	<i>skin colour</i>	<i>internal colour</i>	<i>harvest time</i>	<i>shelf life (days)</i>
Keitt	600-800g	15-18	green/red	yellow/ orange	15/9- 15/10	30
Kent	350-500g	14-18	green/ red/ yellow	yellow/ orange	10/9-10/10	30
Tommy	400-600g	15-18	red	yellow/ orange	1/8-20/8	30
Maya	250-400g	14-20	yellow	yellow/ orange	25/7-25/8	20
Naomy	400-600g	15-20	red/ yellow	yellow/ orange	15/8-15/9	10
Heidi	300 450g	15-20	yellow to red	yellow/ orange	1/9-25/9	30
Diab	400-600g	16-20	green	yellow/ orange	1/8-20/8	20
Eweis	200-250g	18-25	yellow	yellow	1/8-20/8	20
Zibda	350-500g	13-15	green	yellow/ orange	1/8-20/8	30
Fagr Klan	450-600g	14-17	green	yellow	1/8-20/8	20
Chille	400-500g	14-17	yellow/ orang	orange	15/08-15/09	10
Baaz	350-450g	15-18	yellow/ red	orange	15/08-15/09	10
Palmer	350-450g	15-17	green/ red	yellow/ orange	15/9- 15/10	20
Lily	250-350g	15-18	red	yellow/ orange	10/9-10/10	30
Bo5	300-400g	14-18	yellow	yellow/ orange	1/8-13/9	30
B5	301-400g	14-18	green	yellow/ orange	1/8-13/9	30

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## Media





**Tel: (+202) 27371000**

**Fax: (+202) 27362409**

**Web: [www.picoagriculture.com](http://www.picoagriculture.com)**

**Email: [info@picoagriculture.com](mailto:info@picoagriculture.com)**

**3, Shagaret El Dor, Zamalek, Cairo, Egypt**