



Sherouk
Land Agriculture









El Arousa Tea Company was founded by the Badawy Group. It has a great experience in the field of food industries for more than 50 years. Due to the rapid business growth and expansion, Badawy Group has many diversified companies, one of the companies is Sherouk Land for Agricultural Development. The management of the group is very keen for the continuous development and quality control approaches in its operations. Meeting customer needs and achieving their satisfaction is one of the main objectives that drive the business. Sherouk Land always thrives to achieve the perfect high quality standards required by the global markets. Its production was mainly targeted to provide fresh fruits and vegetables for its global, and local customers. Sherouk Land is very cautious about maintaining a safe, and hygiene environment for its crops, and labor.

Sherouk Land is one of the pioneering companies in the field of agriculture in Egypt. The management of the group has carefully selected an integrated team of qualified, and experienced people both local, and international experts from university professors, administrative managers, and agricultural engineers. All of them have the highest technical skills and experience in managing production technologies and field laboratories, which qualifies them to follow all stages of crops production. The company's main policy is to build and maintain strong customer relationship management and each of its employees work is dedicated to serve this goal and fulfil customers' needs and wants.

All of the production stages at Sherouk Land are subject to regular inspection, and strict controls by a group of highly qualified quality controllers to ensure the high quality, and the hygiene of the fruits, and vegetables that reaches the required level of global standards. That's why the company obtained the global GAP certificate pertaining Good Agricultural Practices, whose application achieves the safety of sold agricultural goods and the commitment with the standard international specifications.

The company also has developed and supported exports by providing the highest production capacity for the global markets with the highest quality pursuant to the international standard specifications.

Our Mission: Building a strong & trusted customer relationship with all our local and global customers targeted to achieve their total satisfaction.





COMPANY'S VISION

Our Objectives

1. Producing different types of high quality fruits, and vegetables at standard specifications pursuant to the global standards.
2. Preserving the environment and producing healthy products free from any chemical effects.
3. The establishment of packing and wrapping lines pursuant to the global standards.
4. Maintaining the highest levels of global cleanliness and obtaining the international certificates correlated to the foregoing.
5. Providing local, and global employment opportunities to contribute to the development and evolution of the society.
6. Achieving return on investment in order to proceed with the growth, and expansion operations.



The company aims to render an integrated agricultural company that contributes by highly qualified and distinct production pursuant to global standard requirements. In order to be able to achieve global and local food safety, hygiene, and freshness in the field of vegetables, and fruits such as: grapes, pomegranate, mango, and citrus fruits with superior quality that can compete in global markets. The company also applies the latest global technology in agriculture to gain the consent of customers and also to protect the environment; In order to do so, Sherouk Land Company has established a packing plant that comprises of four production lines that is equipped with all fittings required to work throughout the year to pack its products. The raw product is received in a chilled room designated for the foregoing, accordingly the temperature is controlled inside the plant to be able to provide the suitable temperatures for packing each product. The plant strictly applies food safety, and hygiene with the required industrial security procedures pursuant to global standard specifications.

The farms comprises of a number of plastic greenhouses in addition to a modern glass greenhouses that provide artificial environment for the growth of orchid seedlings (nurseries' plants).





GRAPES

Grapes are considered one of the promising fruit crops in Egypt after citrus fruits. It is an important fruit crops that is exported to the European countries, and the Middle East. Grapes has achieved a large leap in recent years with regards to the surface area, production, and the export quantities.

Grapes are considered one of the main products for Sherouk Land farms. It is a widely spread fruit crop in Egypt and is considered among the most important fruit crops. It is distinguished by the variety of its brands, which allows better competition in different global markets.



CULTIVATION METHODS AND TERMS



Kind of soil: Grapes grow well under different types of soil (light – medium – heavy). Some varieties of grafted grapes have the ability to withstand and grow in a very salty soil.

Temperature: The high temperature in different locations in Egypt assists in obtaining an early harvest by the beginning of May. Low temperature in winter also assists in obtaining homogenous buds and raise fertility..

Water Requirements: Most modern grape farms are recently reclaimed surface areas and are irrigated by the drip system. The annual requirements are estimated in approx. 3,500 cu.m. per feddan (4,200 sq.m.) but is used with caution. Regular irrigation constitutes a large importance in avoiding the cracking of the grapes yield and also avoiding any negative effect on the following season.



NUTRITIOUS REQUIREMENTS

The soil is subject to regular investigation to gain knowledge of its content of nutritious elements and to develop the appropriate fertilizing program, taking into account some specific requirements.

Harvest Period

The varieties of table grapes appear in the market for local consumption by the beginning of May till the middle. The quantities increase in the market steadily until the beginning of August and then start to decline until November.

Harvesting Method

Manual picking.

After Harvest Care

Special attention must be paid during packing. The fruit should be placed in chilled warehouses till it reaches the markets with the aim to preserve the freshness of the grapes.

Variety	Size cm		
	Length	Width	Height
Grape	60	40	9
	60	40	13
	30	40	9

VARIETIES

The farm provides a selected group of the best seedless table grapes available worldwide. The packing season for grapes commences in May. The farm produces the following varieties of **white grapes**:

(Prime - Early Sweet)

As well as the following **colored varieties of grapes**:

(Red Globe - Crimson - Autumn Royal - Flame)

HARVEST DATES

May (Week 21)

May (Week 22)

June (Week 23)

July (Week 29)

August (Week 33)



Product	May	June	July	Aug	Sep
Grapes					






MANGO

Mango is considered among the main products of Sherouk Land farms. It contains a high quantity of Vitamin C, and iron; accordingly, it is considered the optimum treatment for cases of anemia. It is also rich with Beta Carotene, and Glutamine. It also contains a high quantity of fibers, where the rate of fibers in the mango fruit constitutes 40% of the daily need of the person to fibers. The peeled mango fruit contains 202 calories, 1.28 fats, 50.33 carbohydrates, 5.4 fibers, and 2.76 proteins. In addition to its benefit and containing such big quantity of vitamins and minerals, it has a delicious taste and is considered among the preferred summer fruits for many people.

Foreign varieties Local varieties

- | | |
|----------|-----------|
| 1. Keitt | 1. Oweis |
| 2. Naomi | 2. Fons |
| 3. Heidi | 3. Seddiq |
| 4. Kent | |

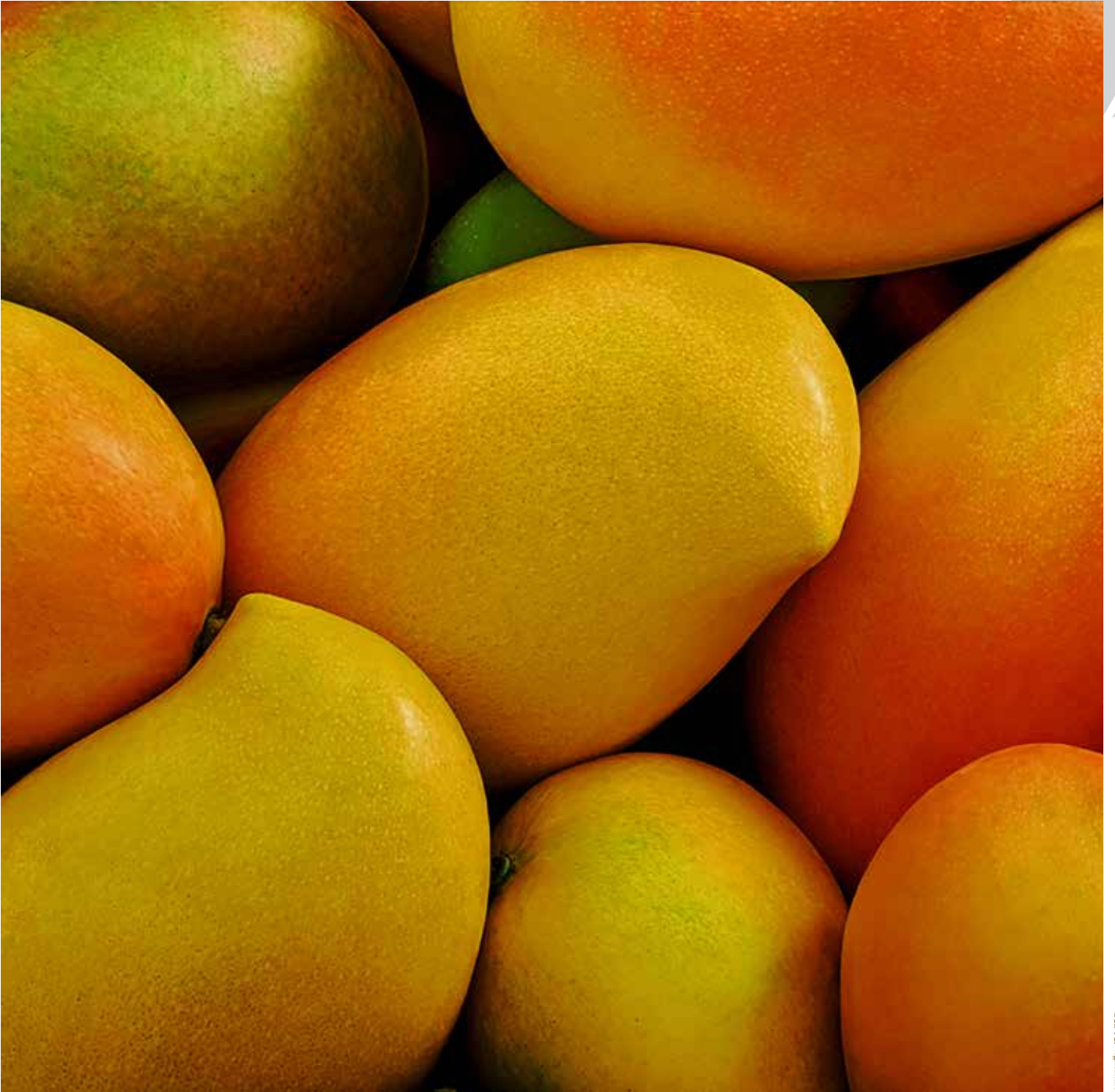
Sherouk Land farms produce several varieties of foreign and local mangos with high capacity production pursuant to global standard specifications.

Product	July	Aug	Sep
Mango			

The number of growth cycles of mango differs according to several factors such as: the age of the tree – the load status – the origin of the tree whether seed, or graft. In case of abundant load, the tree gives one growth cycle. However in the light load year it gives 2-3 cycles. Usually every growth cycle is followed by a stillness period. In general, the vegetative growth of mango trees start in March and continue until September, i.e., it takes approximately seven months after which the growth stops until February, i.e., approximately five months.

There are many and various types of mango, each type differs from the other in shape, size, color, taste, and harvest date. We will review hereunder the most important and famous types.







CITRUS FRUITS

Citrus fruits are considered one of the most important fruits in Egypt regards to its economic benefits that it enjoys among the other types of fruits. Citrus trees occupies the largest surface area in the farms. The production extends from November till May of each year, which includes the Valencia Orange (Olinda). The demand for this variety rose especially in the recent years after establishing its success in new plots of lands in the desert areas. It is an excellent variety that perfectly fits for export. Besides, the possibility of storing it on trees till June.

The available sizes include

Citrus

- Orange
- Valencia
- Paching Available

Standard cartons

Standard open top cartons







Net weight 15 kg / Gross weight 16 kg

Net weight 8 kg / Gross weight 8.75 kg

350 kg pins cartons or 500 kg wooden box available for industrial and juice factory

Sherouk Land farms co-operate with the best citrus packing stations holding the BRC Certificate in Egypt (till the construction of its plant is completed) for the harvest season, sorting, packaging, and wrapping the fruit for export in telescopic carton or boxes pursuant to the specifications of the customer and the volume required by the different markets.



Product	Dec	Jan	Feb	Mar	Apr	May
Citrus						

Varieties

Valencia Oranges

Varieties: Olinda

Harvest: December to May

Most Important Citrus Varieties

Valencia (Olinda)

Special Information

The availability of the quality certificate for the seedlings is very important to ensure obtaining trees that are free from diseases, in order to, avoid losses in the crop as a result of viral infections.





MARKETING AND USAGE INFORMATION

Usage: It is consumed fresh. It is estimated that 5% of production is directed to processing (juices). Citrus fruits could contribute in a basic way to nutrition programs as they are an important source of Vitamin C.

Markets: 75% of the production is locally consumed and the rest is exported. The exported quantities have multiplied during the last 25 years with the available expansion opportunities. The main destinations for the exporting are: Saudi Arabia, Emirates, Russia, and other countries of Europe.





CULTIVATION METHODS CONDITIONS

Type of Soil: The fruit could be cultivated in different types of soil, where it could be cultivated in light, medium, and heavy soil.

Temperatures: Citrus fruits are suitable for cultivation in tropical and semitropical humid areas in the world. Most surfaces areas cultivated with citrus fruits are concentrated in North Delta; nevertheless, it is also cultivated in limited surface areas in Upper Egypt (South Egypt).

Water Requirements: It is essential to provide the appropriate irrigation during the flowering period and the formation of new branches, which commences by the beginning of Mid-February. Irregular irrigation may lead to the fall of flowers and consequently reducing production.

Irregular irrigation during the summer season leads to the cracking of the fruit. In general, productive orchards need from 3,000 – 4,000 cu.m. annually at a maximum rate of 24 cu.m. per feddan per day during the summer season. Citrus fruits are affected by the salinity of water.

Nutritious Requirements: The soil investigation is regularly observed to gain knowledge of its content of nutritious elements and also to determine the appropriate fertilizing program accordingly. It must be observed that citrus fruits are sensitive to boron, sodium carbonate, and sodium chloride. Determining the nutritious requirements depends also on the phases of growth.

Harvest Period: Starting from the end of November extending to March/April according to the variety and the cultivation area.

Harvesting Method: Manual picking





POMEGRANATE



The pomegranate is an autumn fruit that is healthy and very useful. It is a rich fruit that is appreciated by food, beverages, cosmetics, and drug industries. The pomegranate has beautiful white and red flowers called Golnar. They are transformed into tasty fruit with crimson or yellow reddish color skin.

The height of the tree reaches 6 meters with thorny droopy branches. Its branches and leaves tend to be red in color with beautiful light red flowers. The fruit is a spherical cage body topped by a crown neck. The skin of the fruit is of leathery texture. The fruit contains many red or sometimes whitish seeds, but mostly deep red color. The leaves fall off in autumn; accord-

ingly, the pomegranate tree is not always green.

It is known in the Pharaonic language by the name “Ramn” in the Coptic language “Earman”.

The fruit usually ripens in summer in the month of August and continues till the end of September according to the area and the varieties.

Inside the pomegranate there are 12 sacs, i.e., compartments and in each sac there are almost 30-31 seeds. In each pomegranate there are 365 seeds, which is the number of the days of the year.

Variety	Size cm		
	Length	Width	Height
Pomegranate	30	40	12

Product	Aug	Sep	Oct	Nov
Pomegranate:				

Production in Sherouk Land farms is distinguished by the high yield, the rich red color inside the fruit and its outer case.

1. Wonderful

2. Indian 116 (Early)





TOMATOES



One of the most common crops that grow in Egypt, occupying 3% of total planted area in the country.
Tomatoes are grown in three seasons – winter, summer and autumn.

ARTICHOKE

The artichoke is in the thistle group of the sunflower family and can be grown as a perennial or annual. In full growth, the plant spreads to about 6 feet in diameter and about 3 to 4 feet high. It has long arching leaves that give the plant a fern-like appearance.

Artichokes are quite low in calories. The edible part of 1 large bud contains less than 50 calories; however, this does not include the caloric content of the sauce that may be eaten with it. Although the artichoke is not known for its nutritive value, it does contribute small but useful amounts of a variety of vitamins and minerals.





WHAT THEY SAY ABOUT US

Torsten Piecha

Germany - External IPD Consultant Food



- Very well organized farm with
beautiful products and above
all great hospitality!

Thanks! Suleva 11

J.M.
28.10.2015

OUR EXPERTS' OPINION



Mr. Herbert Hattingh

South Africa - Grape Consultant

H.Hattingh The farm is one
of the best developed
farms in Egypt.

14/12/2015

Dr. Riad Ghorbal

Spain - Citrus Consultant

pleased to assist you in this
very good and perfect farm.
hope that all my recommendations
can be executed well.

good continuation

20/11/2015



Sherif Abd El Razek

Egypt - Mango Consultant

Sherouk Land Farm is
one of the Best Mango
Farms I have ever been
in Egypt wish you good luck.

Best Regards -



CERTIFICATE

GLOBALG.A.P.

The Certification Body TÜV HELLAS (TÜV NORD) S.A. / Dept. AGRISYSTEMS hereby certifies according to the procedures of (TÜV NORD) S.A. and GLOBALG.A.P.® General Regulation version 4.0_Mar.11 that the company:

Shrouk Land Farm

Cairo - Alexandria desert road - Kilo 62 - Regwa Entre
EGYPT

GGN: 4052852867511 Reg Number of Producer: TÜV-NORD 320776

Cultivates according to the requirements of
GLOBALG.A.P.® Standard Control Points and Compliance Criteria (CPCC)
Integrated Farm Assurance - version 4.0_Mar.11

Option 1 – Individual producer

Product	Product Certificate No.	Surface In (Ha)	Harvest Included	Produce Handling	Parallel Production/Ownership
Grapes	00039-TFFNP-0002	52	Yes	No	No

Date of Issuing: 26/5/2015
Date of Certification Decision: 22/5/2015
Valid from: 22/5/2015
Valid to: 20/5/2016

For the certification body:



G. Kravvas
GLOBALGAP Scheme Manager
AGRISYSTEMS Dept.
TÜV HELLAS (TÜV NORD) S.A.



Product Certification
No of Certificate 31-3



OUR INTERNATIONAL CUSTOMER

SAUDI ARABIA



EMIRATES

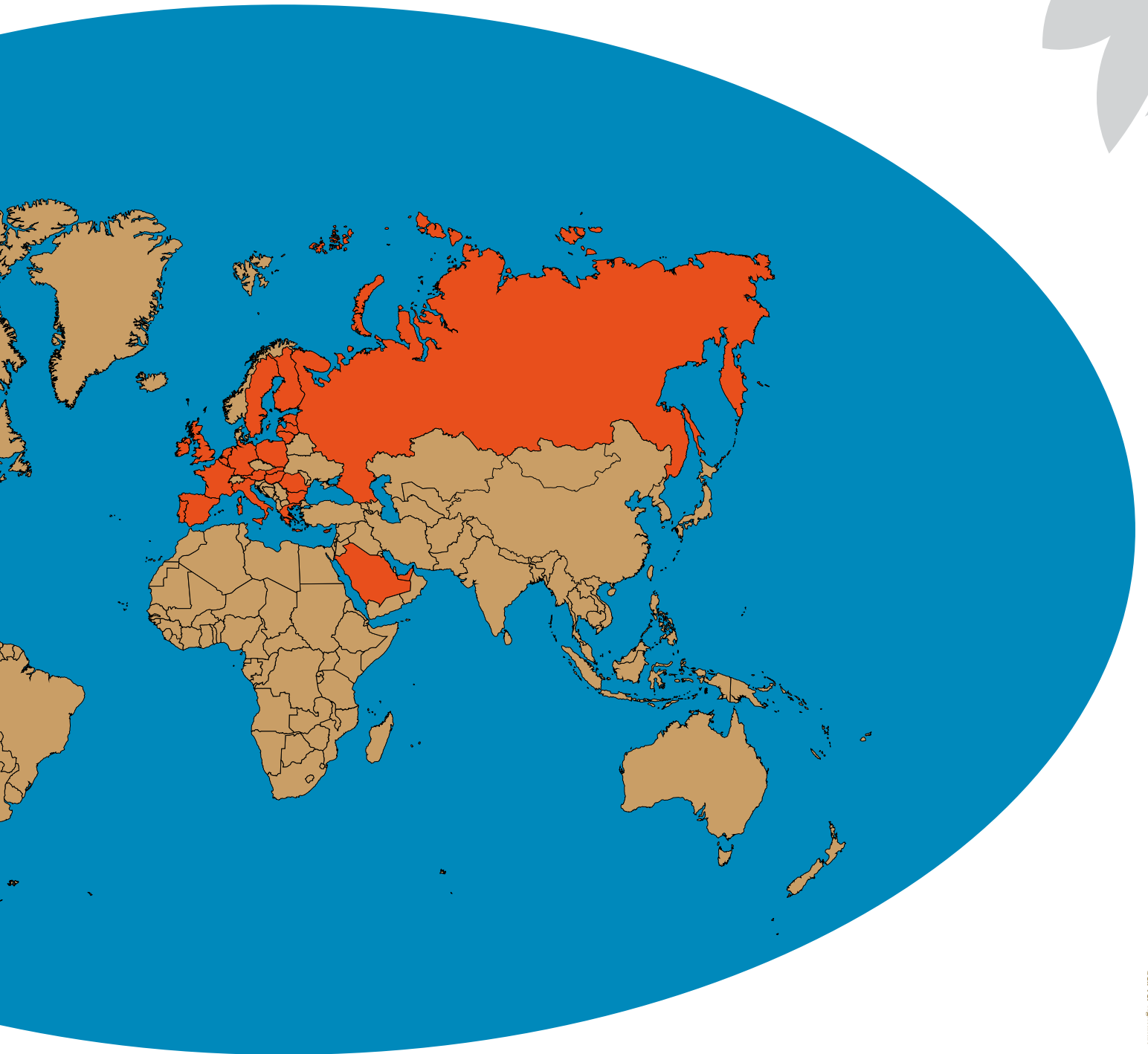


EUROPEAN UNION



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