

REBADIA



**Production and
Sale of Fruits**

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Rebadia Export Group :

Iran is one of the countries of Southwest Asia (Middle East) with Afghanistan and Pakistan in the east, Turkmenistan in the northeast, the Caspian Sea in the middle in the north, the Republic of Azerbaijan and Armenia and Turkey in the northwest Iraq in the west and finally It is bordered to the south by the waters of the Persian Gulf and the Sea of Oman.

The Islamic Republic of Iran due to its large population, political stability, potential economic resources and most importantly having the largest coast of the Persian Gulf and dominating the strategic Strait of Hormuz and its connection to Central Asia and the Caspian Sea, as a bridge between Asia, Europe and Africa



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It is of great geopolitical importance and can take the necessary measures to increase the exchange of goods. Therefore, with more than two thousand kilometers of coastline from the mouth of the Arvand River to the port of Goatherd, in addition to dominating the waterways leading to the Indian Ocean, it is the only country that can transport various export products by land to many parts of the world.

Considering the geographical and regional location of Iran and low production costs such as energy, fuel and labor costs and the increasing trend of establishing production centers in Iran in various fields, it can be said that this country has the ability to export all goods produced in the region.

Statistics show that 54% of Iran's exports in 2018 are related to neighboring countries. Therefore, with proper marketing, it is possible to export various products from Iran to other countries, including Central Asian countries Africa and Europe.

In the meantime, we can mention Iran's good and friendly relations with the CIS countries, which will cause economic prosperity in all countries. There are also some countries, such as Ukraine and other Eastern European countries for which buying Iranian products is not expensive. In addition, the quality of Iranian products has been approved by many countries in the region and the world.

Iran's convenient geographical location speeds up the transfer of goods and communication, and this speed and time savings in trade is very valuable. Iran is in the middle of the world.

Compared to European countries, we can deliver goods in the fastest time. Central Asian countries can also easily receive our export goods. This is while a country like China does not have our position, but it has made excellent use of its existing capacities.

So Iran's first advantage in trade with the world is that this land has a strategic position in the Middle East. Another very important advantage of Iran's exports compared to other countries is the very low cost of labor wages. This teaches us to work for the export of goods in which the wages of the worker (ie manpower) are very low. The more effective this cost is on the cost of that commodity, the more competitive that commodity has in the export market.

Keep in mind that Iran has been a member of free trade with Eurasia since October 27, 2019, and Eurasia is Iran's new partner. This is an important advantage for Iran because these countries are also consumerist countries and Iran as a producing country can easily export its goods to these countries.

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Our goals and direction :

In the field of agriculture, products such as nuts (dates - pistachios - almonds - saffron) and fruits (apples - pomegranates - oranges - kiwi - lemons) due to their high export potential can be included in the list of best exports of Iran.

Rebadia Group is engaged in the export of various fruits and nuts, including apples, pomegranates, walnuts almonds and some seasonal fruits.

The vastness of agriculture and the variety of products in Iran, has led us to work in the field of preparation and export of other items of fruits and nuts, including pistachios, oranges, figs, etc. in our future perspective

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Apple

The apple with the scientific name of *Malus domestica* is a cold fruit of the Rosaceae family.

According to statistics, Iran is one of the major producers of apples in the world.

Some of the apple varieties available are :

Lebanese yellow or golden apple (Yellow Delicious)

Lebanese yellow apple is a sweet and gentle apple with a light yellow skin that is suitable for raw and cooked consumption

Lebanese red apple (Red Delicious)

This apple is very similar to Lebanese yellow apple. This apple is not as popular as before because of its relatively mixed taste and powdery and hollow texture

McIntosh apple

This apple is bright red in color and has a sour and sweet taste which is suitable for raw consumption and cooked in sauce but not for cooked consumption

Gala Apple

Heart-shaped golden apple with pink-orange stripes that is juicy crunchy and fragrant and has a sweet taste. This apple is eaten raw, cooked or used in sauces





Winesap

A reddish-purple apple with a spicy taste that is great for raw consumption as well as apple cider vinegar



Granny Smith

Lemon green apple with a crisp and juicy texture that has a sour and spicy taste. Granny Smith is suitable for raw consumption and use in apple pie



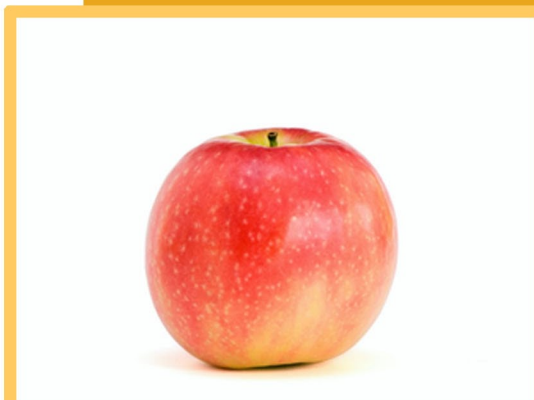
Fuji apple

It is a crunchy and very sweet apple whose skin varies from bright red to greenish yellow with a red highlight and is eaten raw or cooked



Braeburn apple

Unique apple with thin skin and sweet and sour taste. This apple is very good for raw consumption and is also suitable for cooking. Its color varies from red to greenish gold



Pink Lady (Cripps Pink - Pink Lady)

Crisp and firm apple with a slightly sweet taste, spicy and suitable for raw and cooked consumption

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Pomegranate :

Its skin color is often red and sometimes black or almost yellow, which usually reaches a height of about 4 meters. In terms of taste, they are divided into three tastes: sweet, sour, and sour-sweet. Pomegranate is native to central and eastern Iran to the Himalayas in northern India and is one of the first plants domesticated by humans.

This fruit is cultivated in a few countries of the world such as Iran, Afghanistan, Pakistan, Iraq, and Turkey. That is why it is a member of the best fruits in the world and a member of the top 10 fruits in the world.

Types of Iranian pomegranates for export include Saveh sour-sweet pomegranate, Neyriz rabab Ferdows glass cup, Naderi Badroud, sour-sweet Yazdi, Qom Qajaq, Mehvestan Ardestani, Gonabad Bajestani and Caspian Bardaskan.

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The most important properties of pomegranate :

Pomegranate is rich in antioxidants and has large amounts of vitamin C and potassium

According to research, pomegranate has the following healing properties :

Reduce the risk of heart disease

Reduce the risk of cancer, especially prostate and breast cancer

-Lowering blood cholesterol

-Prevent cell damage

-Helping the health of the gums



Some of the major suppliers of pomegranates are Saveh, Firoozkooh (Mahmoudabad) Fars (Neyriz), Lorestan (Kuhdasht) Isfahan (Badrud), Jalfa, and Gilan, which produce the highest quality pomegranates in the world with first-class and unique characteristics.



Pear

Pear with the scientific name of *Pyrus* is known in the world customs with the tariff code (HS Code) number 080830 and it is a bell-shaped fruit, juicy, delicious, and in yellow, green, brown, red, or a combination of these colors. This fruit has a lot of fiber and vitamins, including vitamin C

Pear is a fruit that has a short shelf life and should be consumed quickly to prevent spoilage

Some of the pear varieties available are :



Red pear (anjo)

purple, fragrant, soft flesh



King fruit pear (French wick pear)

early and fresh, long cone, sweet and juicy



Duchess pear (Duchess pear)

sweet, juicy, for compote



Dargzi pear

Rasht, resistant to fire and psyllids
vertical growth

Walnut

Iran is one of the top countries in the world in terms of walnut production volume, and after China and the United States, it is in the third place in terms of walnut production, and in terms of walnut cultivation, it is in the second place, which makes Walnuts are considered as a strong point and high potential for export Iran's walnut exports are mostly to Middle Eastern countries. One of the main buyers of Iranian walnuts is Iraq and the Emirate.

The cultivars of this product in Iran are mainly seeds and include paper, needle, stone, Ziaabadi, Hamedani and hybrid cultivars of Jamal and Damavand.

At present, Rabadia Group has the ability to produce paper bark and Damavand cultivars in high volume In addition to domestic cultivars, high-yielding foreign cultivars include Chandler, Hartley, Pedro, Rond Franck, and Frenet, most of which are American, Spanish, and Italian.



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Tree almond

Tree almond (*Prunus dulcis*, syn. *Prunus amygdalus*) and HS Code number 08021100 is a kind of fruit, the tree of which is native to Iran and neighboring countries and Central Asia

There are generally two types of almonds :

1-Sweet Almond

2-Bitter Almond

Almonds are exported to 26 countries such as Turkey, Persian Gulf countries, India and Germany

Top exporters of almonds: USA, Spain, Germany, France and Iran.

The most famous almonds in Iran are produced in Fars, Kerman and Azerbaijan provinces.



General goals :

- 1-Raising the level of quality and quantity of products and services to meet the demands of customers
- 2-Reduce incidental costs and cost of products
- 3-Expanding the market of agricultural products and developing the supply and production cycle of various products
- 4-Scientific marketing and the creation of new markets while entering foreign and international markets

Message from chief executive officer :

Customer satisfaction can be an effective result for the future work of any individual and organization Major and retail customers in the field of agricultural products are always looking for quality and unique products with appropriate packaging. message from head manger :

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Creating the necessary infrastructure to perform this process can be considered as achieving the goals of any company. Therefore, respecting customer demand from any country can increase the field of cooperation The goal of Rabadia Group is to attract customer satisfaction and provide the best services in the field of exporting fruits and nuts to dear customers.



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