

Prodalim to handle OJ from Brazilian processor

The Israeli company has signed an exclusive marketing agreement with Frucamp.

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Frucamp Indústria e Comércio Ltda. is a Brazilian cooperative located in the state of Sao Paulo, next to the city of Catanduva. The cooperative consists of 41 orange growers, who agreed to unite in order to build the factory. It came into being in 2013, when its products were handled by a Hamburg-based company.

The brand new factory, which now has 12 JBT extractors, is equipped with the latest technology. It started production last July, and is expected to process 4.0 million boxes of fruit (equivalent to more than 15,000 tonnes of FCOJ) annually.

Prodalim Group, is one of the biggest juice suppliers to bottlers worldwide. For a long time, it has been known as a major supplier of tropical and citrus' concentrates (especially grapefruit).

In line with its strategic plan to increase its presence in the orange market, it has made investments and entered joint ventures with various orange processors, including Gota Doce Citrus. In addition, the Group has invested last year in blending and distribution centres in Spain and Italy.

Frucamp and Prodalim have been cooperating since the establishment of the Frucamp factory, and both companies believe that this new alliance will facilitate the efficient delivery of the high quality products of Frucamp to bottlers worldwide.