



**Agricultural Innovation for the
Next Generation**

Who are we?

A Family owned shareholding company, PICO modern Agriculture's legacy is built on a passion for agriculture, advanced technicals know how and forward thinking attitude. Our continuous growth stems from innovation and investment in propagation techniques.

Our strategy has always been market driven, leading to local economic growth export. Today we have adopted sustainable practices, excelled in varietal development, integrated superior processes, and thus built an enterprise that is at the center of agricultural advancement in the region

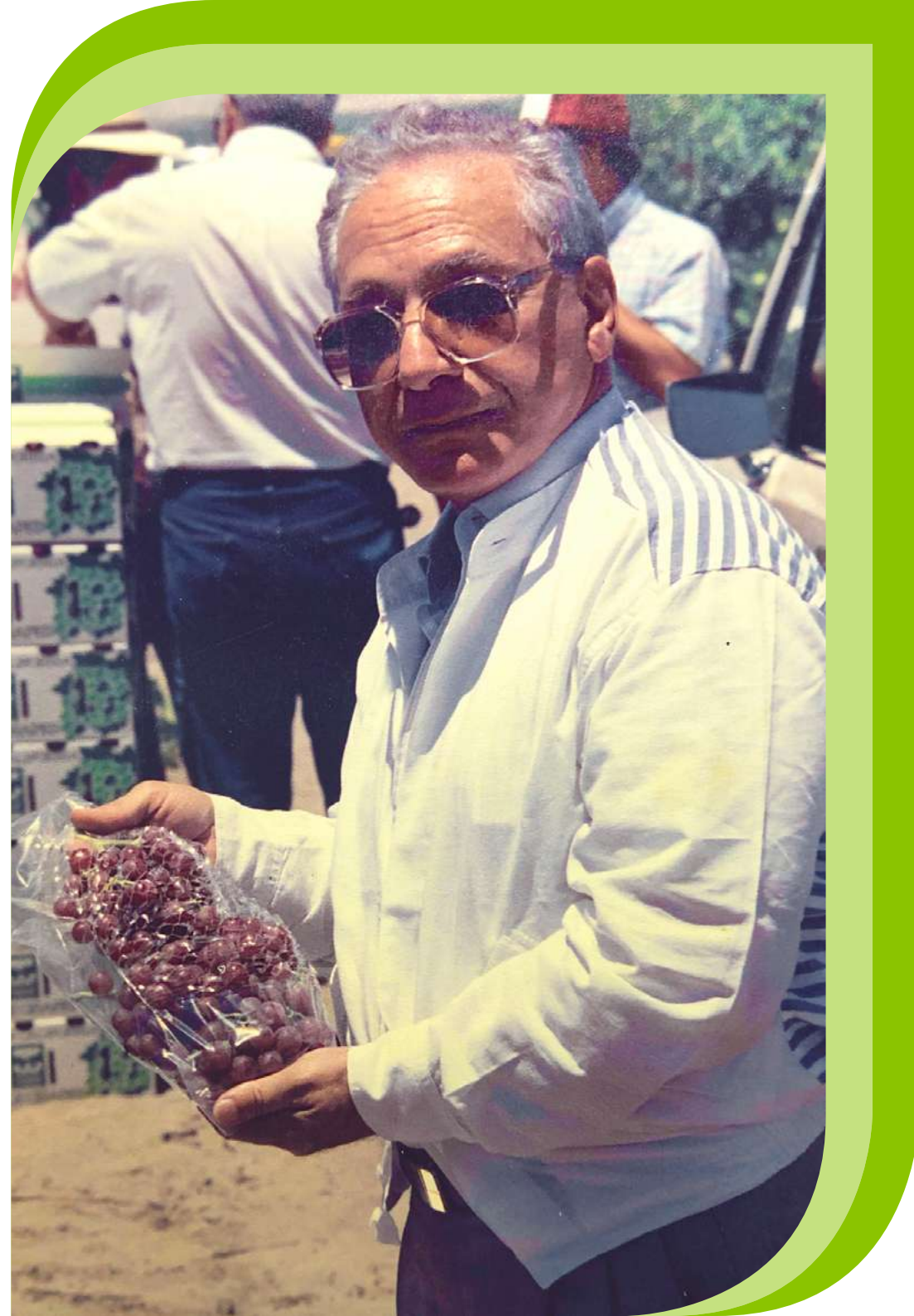


The Seed of our Foundation

Established in 1974, PICO Modern Agriculture Company was founded by the visionary, Dr. Kamel Tawfik Diab. A pioneer who explored varieties that were non-existent locally but in demand in the most premium markets globally. Dr. Kamel led the first ever cultivation of arid desert land. He also led PICO to become the first company to establish tissue culture labs in Egypt and to connect with global breeders.

PICO began its innovations by boosting the Egyptian citrus industry then to continue this legacy; the company introduced superior seedless grapes from California. Today this variety comprises 75% of Egypt's grape export. To increase the country's export growth opportunities, strawberry nurseries were created for the first time, which transformed their cultivation.

Today Egypt is the world's 4th largest strawberry producer. Using advanced technology, cultivating neglected land, and effectively establishing long-lasting global relations, proved a successful combination. Dr. Kamel's entrepreneurial drive has passed down from generation to the next, and as a 3rd generation family company, PICO now provides superior produce all over the world.



Our Values

HONESTY

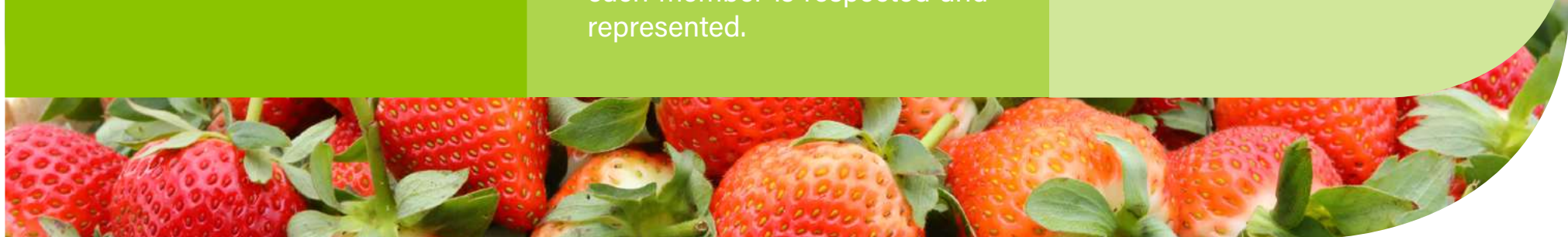
At the core of all our practices is integrity. To be dependable and firm in our convictions. To be transparent and highly communicative to our partners, clients and team. Accountability and commitment to our customers is what allows us to perform to the highest ability. To allow for a dynamic process where feedback and information sharing is encouraged.

COMMUNITY

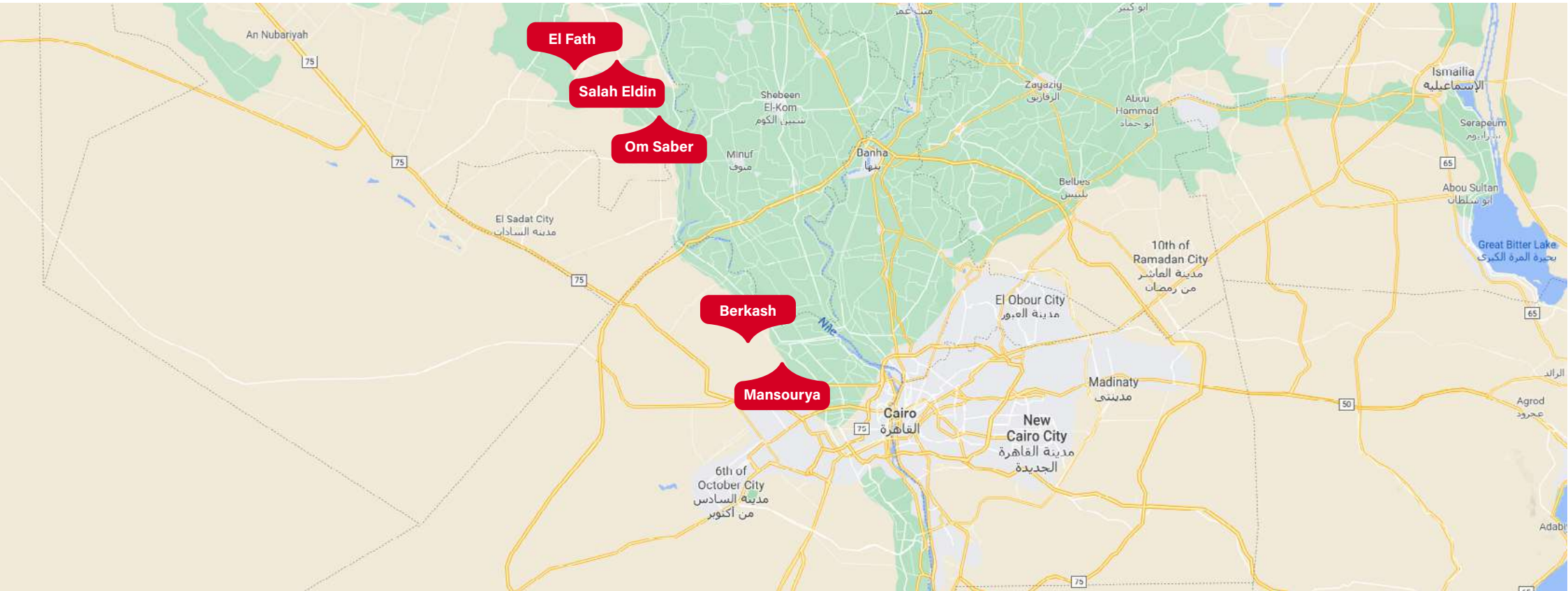
As a family company at PICO we believe that our people come first. We seek to always retain a company culture that values individuals and allows them to pursue their ambitions and perform to the best of their abilities. With extensive training opportunities, social and health benefits, our environment is based on the well being of our team. Like any great family, each member is respected and represented.

INNOVATION

In order for us to thrive we must be willing to drive innovation. Thus, we continuously research and develop with innovative technology and methodology. We in turn achieve sustainability and adapt to society's changing needs. This allows for value creation and enhances our performance while reducing our environmental footprint.



Our Farms & Statistics



8,500 +
Acres of farmed land
in Egypt.

30,000 +
Tons of annual grown
produce for local and
export markets.

6,000,000 +
production of young
plants through our
tissue culture labs.

5,000 +
employees on and off
of our farms.

PICO Brands



Signature

Through a diligent step-by-step process to ensure the delivery of the finest varieties and freshest produce to the local market, Pico Signature offers you a taste of Handpicked Perfection.

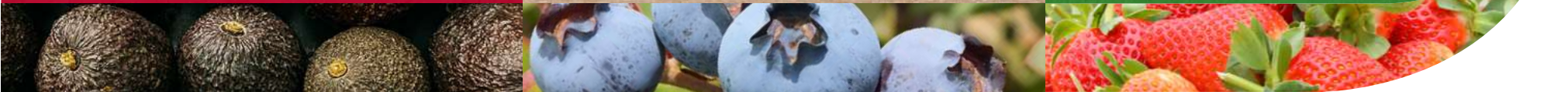


FAMILY

Whether you're on the go or taking the time to create the perfect family weekend dinner that is both delicious and affordable, with Pico family, you have Guaranteed Goodness.



An alternative to our Pico brand, we offer the same level of quality and taste abiding with international standards. With Elena, you are still receiving the best from us.



Innovations

TISSUE CULTURE

Pico endeavored into the intricacies of Tissue Culture back in the 1990s, and today we have one of the region's most advanced tissue culture labs. Our year round production of disease free and uniformed plants has resulted in an annual production capacity of 7 million plants, offering a wide variety of plants – from fruits plants and cut flowers to cut foliage, potted plants and flowers and 'ex agar' (washed) or hardened plants.

In addition to the challenging process of cultivating various plants through our tissue culture lab, Pico also has the facilities, know-how and staff to wean and root stage 3 tissue culture plants and deliver high quality plants in plugs to customers. We produce, grow and sell young plants from tissue culture, cuttings rooted in plugs and seeds.





FRUIT NURSERIES

With a goal to provide customers with high quality fruit trees unavailable in the market, Pico established a plant nursery in 1987. This plant and fruit nursery grew into a global establishment, as we work with plant breeders across the world to produce the latest varieties in plants and fruits.

From grapes, peaches and plums to pomegranate, mangoes, avocados and so much more, Pico's fruit and plant nursery is able to supply a wide and delicious variety of produce. In addition to this, we also created Ever Green in order to complete assortment and serve different growers

Our deciduous fruit nursery supplies:

- Grapes (grafted on rootstock)
- Peaches
- Nectarine
- Apricot
- Plums
- Pears
- Pomegranate

Our Ever Green nursery supplies:

- Mango
- Olives
- Loquat
- Annona
- Avocado

QUALITY ASSURANCE

Constantly reviewing and enhancing our production and management processes and practices is key to ensure the quality and safety of our products. Our International Quality certifications are as follows:

- Global GAP – TN11 – GRASP
- BRC
- FSSC 22000
- ISO 9001
- ISO 14001
- OHSAS 18001
- Field to Fork F2F
- SEDEX registered – ETI





INTELLECTUAL PROPERTY RIGHTS

The IPR department at PICO is responsible for the following:

Innovating Agricultural products

Identifying & Piloting the cultivation of new varieties locally

Managing global breeder relations through contracts

Preventing unlawful usage of protected varieties

Implementation of sound traceability & Variety monitoring mechanisms

Technical support to sub licensee farmers through site visits in production and post production phases.

Breeding programs at PICO:

Grapes

- Sun World
- Grapa
- IFG
- Culdevco

Berries

- Driscoll's
- MCO CAL
- Red Eva
- Angus Soft

- CIV
- FNM
- Arkansas University

Stone Fruit

- Sun World
- Culdevco
- Texas

SUPPLY CHAIN & LOGISTICS

Our high customer satisfaction rates at PICO is due to our focus on three main elements, quality, cost and time. We achieve this through the following:

- Pre-shipment surveys
- Defined loading procedures & insured shipments
- Pico Products stored at recommended temperatures
- Temperature monitoring throughout journey
- Loading processes executed to maintain cold chain
- Cold chain transparent and controllable
- Traceability system for produce tracking back to its plot in short time frame
- Unique traceability codes assist in evaluating produce from different plots
- Clients advised based on traceability systems .

In addition through a proven network of agents we offer a wide service mix including freight forwarding, inland transportation, custom clearance, cold storing and distribution.





PACK HOUSES

With three state of the art pack houses across our farms, we sort and pack hundreds if not thousands of tons of fresh produce on a weekly basis in accordance to commercial demand. As we maintain the longevity of our produce's shelf lives, we keep temperatures low by storing ready packed produce inside cooled stockrooms until leaving our pack houses.

Across our x3 pack houses, we employ a total of 750 individuals working with a total of 16 production lines simultaneously on a daily basis.

With our commercial team and pack houses integrated with our automated ERP system, we maximize our efficiency and guarantee consistency in volumes placed through inventory clarity and swift communication.

SUSTAINABILITY

Persistent to stay mindful in our day to day practices by reducing waste, saving energy, and minimizing our carbon footprint. Some of our steps include:

- Integrating a semi Automated irrigation system to maximize efficiency and consistency in water saving.
- Automated ERP system to maximize accuracy with our inventory and commercial orders, to let no produce go to waste.
- We abide by the Integrated Pest Management scheme and are annually audited to meet quality and safety standards.
- Partnered with Dacom, our integrated data combined with our own in house weather station provides us with extremely accurate weather measurements, resulting in minimum use of pesticides and water saving.



Crop Calendar

FRUIT	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
WHITE GRAPES												
RED GRAPES												
BLACK GRAPES												
TABLE GRAPES												
STRAWBERRIES												
AVOCADO												
PEACHES												
NECTARINES												
PLUM												
LOQUAT												

Crop Calendar

FRUIT	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
MANGO												
LYCHEE												
BANANA												
BLACKBERRY												
RASPBERRY												
SWEET CORN												
BAHRI DATES												
MEDJOO DATES												
BLUEBERRY												

Crop Details



WHITE GRAPES

VARIETY	EARLY SWEET	PRIME	SUGAR 1
HARVEST TIME	8/5-18/6	8/5 - 4/6	25/5 - 30/6
SIZE (mm)	20-22	20-22	20-22
SUGAR	16	16	16
ACIDITY	22-1	22-1	22-1
AVERAGE WEIGHT (g)	400-500	350-400	500-600
SEEDED/SEEDLESS	seedless	seedless	seedless
SHELF LIFE (DAYS)	25	25	30



BLACK GRAPES

VARIETY	MIDNIGHT BEAUTY	SABLE (SUGRA 16)
HARVEST TIME	5/6-30/6	5/6 - 30/6
SIZE (mm)	22-24	18-20
SUGAR	17	18
ACIDITY	20-1	20-1
AVERAGE WEIGHT (g)	500	250-300
SEEDED/SEEDLESS	seedless	seedless
SHELF LIFE (DAYS)	25	40



RED GRAPES

VARIETY	FLAME	RED GLOBE	RED SUPERIOR
HARVEST TIME	20/5 - 30/6	1/7 - 31/7	20/5 - 20/6
SIZE (mm)	24-28	20-22	20-22
SUGAR	16	16	16
ACIDITY	20-1	20-1	20-1
AVERAGE WEIGHT (g)	400-450	500-550	450-500
SEEDED/SEEDLESS	seedless	seedless	seedless
SHELF LIFE (DAYS)	21	40	25



TABLE GRAPES

VARIETY	SWEET GLOBE	SWEET CELEBRATION	SWEET SAPPHIRE	SWEET JOY
HARVEST TIME	1/7 - 20/7	25/6 - 15/7	1/7 - 15/7	10/7 - 30/7
SIZE (mm)	18-28	16-22	13-20	15-20
SUGAR (%)	19	20	19	18
ACIDITY	21-1	20-1	20-1	20-1
AVERAGE WEIGHT (g)	500-600	400-500	400-500	500
SEEDED/SEEDLESS	seedless	seedless	seedless	seedless



PEACHES

VARIETY	TOPIC PRINCE	SUP 15	RUBY CREST T52
HARVEST TIME	25/3 - 25/4	1/4 - 20/4	1/4 - 30/4
SIZE (mm)	A-B-C	A-B-C	AA-A-B-C
SHELF LIFE (DAYS)	21	20	25
SUGAR	10	11	10
FIRMNESS	10	12	12
SKIN COLOR	yellow-red	yellow-red	yellow-red
INTERNAL COLOR	yellow	yellow	yellow
AV. WEIGHT	90	120	130

AA (73:67) A (67:73) B (61:67) C (56:61) D (51:56)**



PLUMS

VARIETY	SUN KISS	SUN DEW
HARVEST TIME	July	July
AV. WEIGHT (g)	110	90
SUGAR	14	16
SKIN COLOR	Yellow	Yellow
INTERNAL COLOR	Yellow	Yellow



NECTARINE

VARIETY	O3	SUNNECT 21	THY 19	NOO 7	NOO 8
HARVEST TIME	25/3 - 20/4	1/4 - 25/4	5/4 - 5/5	10/4 - 5/5	10/4 - 5/5
SIZE (mm)	A-B-C	A-B-C	A-B-C	A-B-C	A-B-C
SHELF LIFE (DAYS)	25	25	25	25	25
SUGAR	11	12	10	12	13
FIRMNESS	12	12	11	12	12
SKIN COLOR	red	red	red	red	red
INTERNAL COLOR	yellow	white	yellow	white	white
AV. WEIGHT	90	90	80	90	90

AA (73:67) A (67:73) B (61:67) C (56:61) D (51:56)**



LOQUAT

VARIETY	AMINOL	ZEKIAM
HARVEST TIME	15/3 - 5/5	20/3 - 15/5
SHAPE	elongated	round
SUGAR	10	12
AV. WEIGHT (g)	30-40	40-50
SHELF LIFE (DAYS)	10	12
SKIN COLOR	yellow/orange	yellow/orange
INTERNAL COLOR	yellow	yellow



MANGO

VARIETY	KEITT	KENT	TOMMY	MAYA	NOAMY
HARVEST TIME	15/9 - 15/10	10/9 - 10/10	1/8 - 20/8	25/7 - 25/8	15/8 - 15/9
SUGAR (%)	15-18	14-18	15-18	14-20	15-20
AV. WEIGHT (g)	600-800	350-500	400-600	250-400	400-600
SHELF LIFE (DAYS)	30	30	30	20	10
SKIN COLOR	green/red	green/red/ yellow	red	yellow	red/yellow
INTERNAL COLOR	yellow/ orange	yellow/ orange	yellow/ orange	yellow/ orange	yellow/ orange



BLACKBERRY

VARIETY	PRIME ARK 45
HARVEST TIME	Apr-Sep
SUGAR (%)	8
AV. WEIGHT (g)	5-7
SKIN COLOR	black
SHELF LIFE (DAYS)	short



BANANA

VARIETY	GRAND NAN
HARVEST TIME	Oct-Mar
LENGTH (cm)	20
SIZE (mm)	30
SKIN COLOR	green upon harvest
INTERNAL COLOR	yellow once ripend
SHELF LIFE (DAYS)	5-15



RASPBERRY

VARIETY	GRANDEUR
HARVEST TIME	Apr-Sep
SUGAR (%)	6
AV. WEIGHT (g)	3-5
SKIN COLOR	red
SHELF LIFE (DAYS)	3



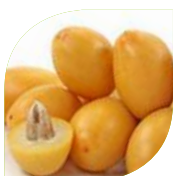
LYCHEE

VARIETY	MAURITIUS
HARVEST TIME	1/7 - 20/7
SIZE (mm)	25-45
SUGAR (%)	18-22
AV. WEIGHT (g)	40-50
SHELF LIFE (DAYS)	7



MEDJOOl DATES

HARVEST TIME	Sep-Oct
WEIGHT (g)	25-35
SIZE (mm)	20-35
SKIN COLOR	dark brown
SHELF LIFE (MONTH)	6



BARHI DATES

HARVEST TIME	Aug-Sep
SIZE (mm)	25-30
SKIN COLOR	yellow
SHELF LIFE (DAYS)	21

SWEET CORN



HARVEST TIME	May-July, Oct-Dec
LENGTH (cm)	15-20
SIZE (mm)	45-50
SHELF LIFE (DAYS)	10



BLUEBERRY

HARVEST TIME	January - May
SUGAR	5
AVERAGE WEIGHT (g)	1-3
SHELF LIFE (DAYS)	60
SKIN COLOR	Light Blue

Find out more about the PICO Family

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