

بالميرا
Palmera

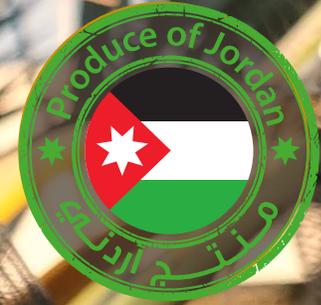


بالميرا
Palmera



تمور أردنية مختارة
SELECTED JORDANIAN DATES





Palmera leads a nation-wide initiative targeted at providing an enabling environment for Jordanian Mejdoul dates farmers at arms length basis.

Palmera is a partnership between Al Foah LLC in the United Arab Emirates and Blume Agricultural in the Hashemite Kingdom of Jordan. Palmera has a strategic cooperation with the King Abdullah II Development Fund and Al Haq Establishment to provide an offtake platform for Jordanian Mejdoul dates harvest and export it to 45 countries across the world using Al Foah distribution network while providing free agricultural guidance and support, transparent and fair pricing, increase product quality and create an audit trail and traceability for all farms and harvest rounds from farm to retail shelves while highlighting the authenticity of Jordanian Mejdoul dates.

Our Story

Value Harvest Consolidation



As a leading harvest consolidator in the Jordanian Mejdoul sector, Palmera is unique in its harvest management techniques.

Palmera works closely with farmers to draw an agricultural program tailor made for each farm's needs, while providing guidance to farmers on the latest findings and development in the dates farming technique, spreading knowledge and sharing experiences to maximize harvest value.

Palmera maintains a perpetual peer review system and runs a continuous harvest quality and quantity scenarios aimed to ensure that the targeted results of the agricultural year will yield a harvest within the forecasted and targeted quality and quantity objectives using the latest technological and statistical tools that will help achieve such targets.

Harvest Management

Technology in Action



Palmera uses a number of machinery, plant and equipment that help in improving the results and increase safety of farming labor.

Be it the pollination of palm trees or farm cleaning and plowing till the harvest collection, Palmera use a number of machinery, plant and equipment that will increase the potential of each farm by increasing the efficiency of work, standardizing processes, decrease work quality redundancy, eliminate shortcuts, save costs, and ensure the safety of farming labor.

Palmera uses pollination canons, special plowing tools, telescopic platforms, advanced weighing machines, injections tools and many other tools and techniques.

Mechanization

Capitalization on Potential



Value Agriculture

Providing Solutions, Reducing Costs

Palmera has introduced a number of solutions to increase product quality while ensuring a strict cost control and reducing losses.

Palmera works with opting farmers to consolidate procurement of agricultural materials and inputs in a large pool of buyers which results in costs savings.

Palmera also provides farmers with agricultural solutions to solve site specific quality issues that may affect farmers harvest and negatively reduce their returns.

At the same time, Palmera uses a number of techniques and methodologies to control budgets at the level of agricultural activity and agricultural resource.



Geographic Spread

Variety to Taste

Palmera works with farmers along side of the Jordan valley over a 250Km linear harvest line.

Palmera ensure that diversification of its Mejdoul products from a all Mejdoul farmable geographic areas across the Jordan valley.

Varying geographic locations of Mejdoul harvest reflect on the unique quality, characteristics and appeal of sourced Mejdoul dates.

This include a number of factors such as color, taste, sugar content, elasticity, texture and shape.



Palmera follows on harvest quality and characteristics through continuous monitoring of the harvest development through out the season.

Starting with Hababouk, Kimri, Khalal, Rutab through the Tamer stages of Mejdoul dates riping process, Palmera focuses on ensuring that Mejdoul dates harvest development is aligned within normal and planned fruiting curves.

Palmera redesigns agricultural techniques, inputs and practices to maintain a healthy and steady maturity of Mejdoul dates to maintain healthy and viable harvest characteristics.

Ongoing Pursuit

From Pollen to Harvest

A large, dense grove of palm trees, likely Mejdoul, filling the frame. The trees are tall and have thick, brown trunks. The canopy is thick with green fronds, and sunlight filters through, creating a dappled light effect. In the foreground, a red tractor is partially visible, and a black metal railing runs across the bottom of the image.

36,000 Trees

Cultivated for Better Future

Palmera is playing a key role in complementing the agricultural cycle of a continuously increasing number of Mejdoul trees in the Jordan valley.

While working on annual harvest targets, Palmera focuses on the sustainability of its Mejdoul Dates sourcing through securing contracts on Mejdoul palm trees at different production age resulting in a more phased and sustainable source of Mejdoul harvest fueled by organic growth of existing farming relationships.

It is also key for Palmera to ensure the longevity of Mejdoul palm trees productivity life and maintain these trees in a healthy and maintainable manner.



Quality Control

Palmera works on a multi parameter quality control indicators for an excellent taste, shape, color and nutrition value.

Throughout the harvest season, Palmera works on ensuring that only high-quality dates are processed into its final products.

This requires a continuous monitoring of dates external characteristics, puffiness, discoloration, molds, moisture content, minimum residual limits, fiber content, seed characteristics, capsulation, nutritional value, infestation, insect injury, mechanical injury and environmental impact.

On Top of Every Detail



Palmera works on a “minimal” qualitative and quantitative deviation production policy.

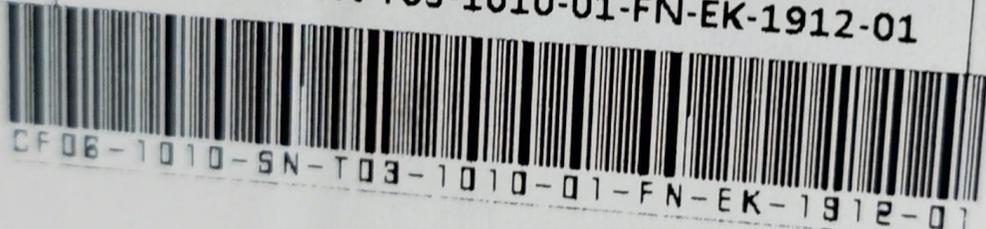
Starting from field preliminary sorting, post harvest sorting, quality sorting, size sorting and traceability coding, Palmera works on a number of strict factors that result in a very high quality, consistent and manageable end product characteristics that are unique to market general practices and makes us stand out from production practices existing in the market.

This unique approach requires careful mixing of machine precision, human experience and trained eyes.

Precision Processing

Technology with Experience

PRODUCT NAME:	MEJDOUL DATES / تمور مجهول	إسم المنتج:
PRODUCT VARIETY:	KARAMAH / كرامة	تشكيل المنتج:
PRODUCT ORIGIN:	JORDAN الأردن	أصل المنتج:
PRODUCT SIZE:	JUMBO/ جامبو	حجم المنتج:
PACK SIZE:	1 KG BOX / صندوق 1 كغم	حجم العبوة:
PRODUCT QUALITY:	GRADE B / درجة ب	
TRACEABILITY CODE:	CF06-1010-SN-T03-1010-01-FN-EK-1912-01	



Palmera values the importance of product traceability and market learning.

Palmera has adopted a traceability system that trails the product journey from the field, to presorting facility, through the quality check and final sorting process until the product is packaged in final form.

This traceability system enables quality review for harvest date, harvest location, responsible personnel, working shifts, lapse time, transportation and type of farming techniques.

Product Traceability

From Field to Retail Shops



ellips
powered

ELISAM

MANSUN

JUNGHEINRICH

Copeland®

Palmera uses Elisam and Ellips True Sort Technology.

Palmera owns an Elisam True Sort machine with 2 Tons/Hr capability.

Palmera's machine uses a unique technology that sorts dates based on Size, Colour, Shape, Internal Mold, Moisture content and Skin Separation.

Palmera uses Mansun Machine for brushing dates before sorting.

Sorting Capability

Using Best Technology in the World



Palmera values the importance of natural production of dates and guarantees the natural quality.

Whether on the field, through agricultural processes or through the post harvest and packaging processes, Palmera ensures that fertilizers are used in a balanced and adequate manner.

Palmera has zero tolerance to the use of GMO species, hormone additives, and processing additives during packaging.

Palmera is also proud to consolidate harvest from certified organic farms in Jordan.

ALL NATURAL

Non GMO, No Added Hormones, No Food Additives



Al Foah currently is a 15 years old company with deep experience in dates markets.

While Al Foah's experience go back in time way before 2005, the experience, know how, market accessibility, product diversity, production best practices, and high standards of quality control are continuously developed to ensure market leadership and consumer satisfaction.

Palmera is fueled with the enthusiasm of its young and self motivated staff while building on Al Foah experience and market reach to steadily achieve its target results.

Team Work

Wisdom Meets Enthusiasm



Palmera works closely with the King Abdullah II Development Fund to create jobs, transfer knowledge and empower women.

Palmera has created tens of job opportunities in a direct way, while created hundreds of other jobs in an indirect way through the value chain of the dates agriculture and post harvest industry.

It is key for Palmera that training and sustainable performance is achieved by its staff and subcontractors.

Social Impact

Providing Jobs, Transferring Knowledge

PACKING AND LABELING AREA
منطقة التعبئة والتغليف



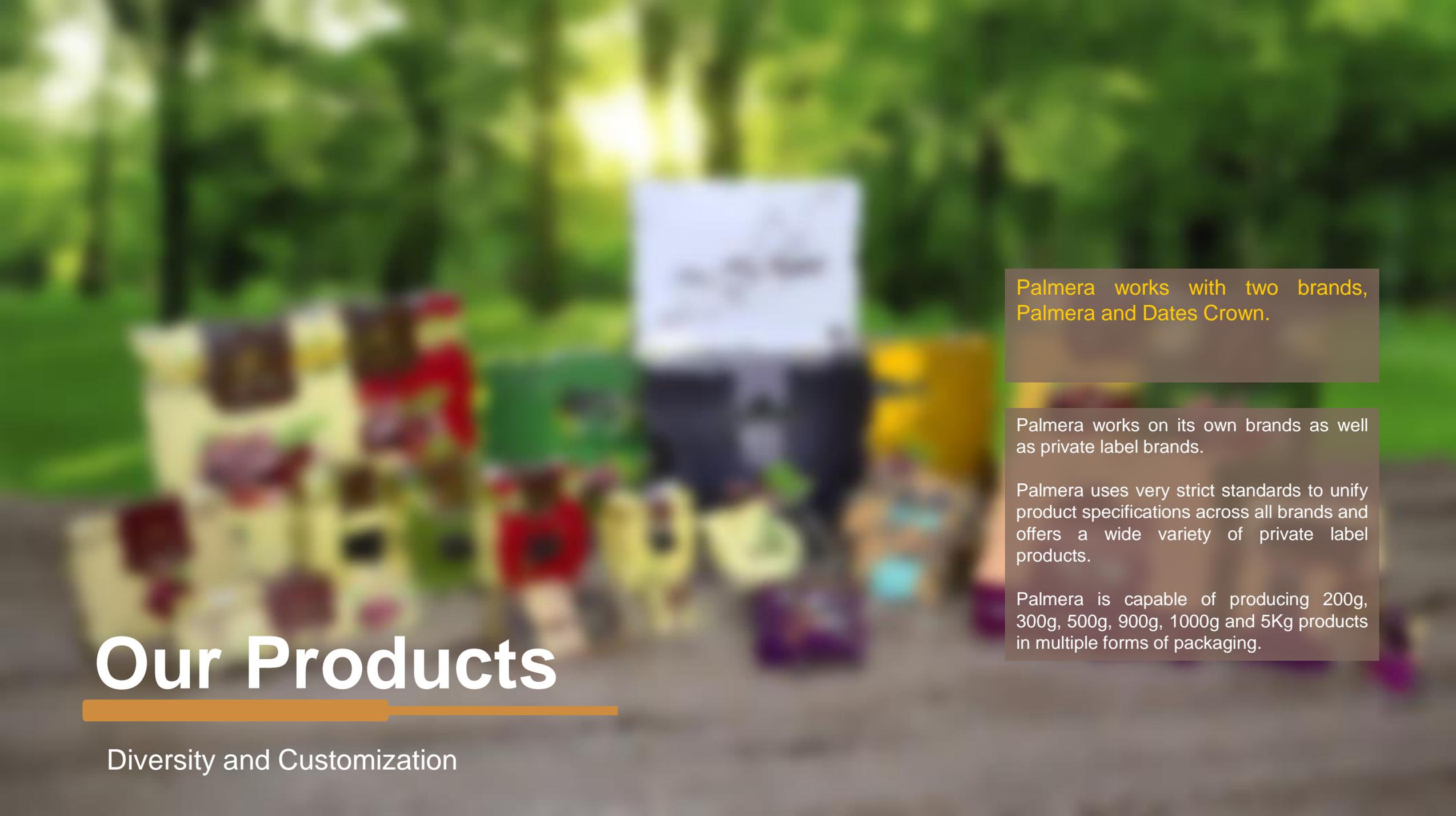
Palmera Dates Agriculture and Trading is a unique Fruit and Vegetable Market offering clients a wide selection of quality products at great prices!

We are a licensed production facility by the Jordanian Food and Drugs Authority. We follow strict quality process to trace harvest from field to retail shelves. Our employees under take frequent health screening inclusive of COVID-19 and food transmitted diseases. We are proudly certified ISO 22000.2018, BRCGS and Global G.A.P facility. We only use craft food grade materials in our packaging. We also follow a strict water treatment process inclusive of 9 stages RO treatment and pre and post food grade disinfection process.

Quality Assurance

International Standards





Our Products

Diversity and Customization

Palmera works with two brands, Palmera and Dates Crown.

Palmera works on its own brands as well as private label brands.

Palmera uses very strict standards to unify product specifications across all brands and offers a wide variety of private label products.

Palmera is capable of producing 200g, 300g, 500g, 900g, 1000g and 5Kg products in multiple forms of packaging.



Packaging

Diversity and Customization





Gourmet

Delicious Healthy Indulgment



Skin Separation
0-10%



≈26%



It is permitted for no more than 10% of the weight of the date or the total area of the surface of one fruit to have one of the characteristics shown in the following table *

Standards for Grades of Dates*

Mechanical Injury	Broken Skin
Lack of Proper Pollination	Lack of Size Uniformity
Inner Dark Discolouration	Puffiness
Spotting	Scaring
Improper Moisture	Sun Burn
Improper Ripening	Insect Injury
Damaged by Discoloration	External Skin Discolouration**

* According to the American tariffs shown in the document on August 26, 1955

** Dark brown grades between # 8B4513 - # D2B48C a



Premium Quality

0 -10% Skin Separation



Skin Separation
11-30%



≈26%



It is permitted for no more than 30% of the weight of the date or the total area of the surface of one fruit to have one of the characteristics shown in the following table *

Standards for Grades of Dates*

Mechanical Injury	Broken Skin
Lack of Proper Pollination	Lack of Size Uniformity
Inner Dark Discolouration	Puffiness
Spotting	Scaring
Improper Moisture	Sun Burn
Improper Ripening	Insect Injury
Damaged by Discoloration	External Skin Discolouration**

* According to the American tariffs shown in the document on August 26, 1955

** Dark brown grades between # 8B4513 - # D2B48C a



Grade A Quality

11 – 30% Skin Separation



Skin Separation
31-60%



≈26%



It is permitted for no more than 60% of the weight of the date or the total area of the surface of one fruit to have one of the characteristics shown in the following table *

Standards for Grades of Dates*	
Mechanical Injury	Broken Skin
Lack of Proper Pollination	Lack if Size Uniformity
Inner Dark Discolouration	Puffiness
Spotting	Scaring
Improper Moisture	Sun Burn
Improper Ripening	Insect Injury
Damaged by Discoloration	External Skin Discolouration**

* According to the American tariffs shown in the document on August 26, 1955

** Dark brown grades between # 8B4513 - # D2B48C a



Grade B Quality

31 – 60% Skin Separation



Skin Separation
> 60%



≈ 26%



It is permitted for more than 60% of the weight of the date or the total area of the surface of one fruit to have one of the characteristics shown in the following table *

Standards for Grades of Dates*

Mechanical Injury	Broken Skin
Lack of Proper Pollination	Lack of Size Uniformity
Inner Dark Discolouration	Puffiness
Spotting	Scaring
Improper Moisture	Sun Burn
Improper Ripening	Insect Injury
Damaged by Discoloration	External Skin Discolouration**

* According to the American tariffs shown in the document on August 26, 1955

** Dark brown grades between # 8B4513 - # D2B48C a



Grade C Quality

> 60% Skin Separation

Super Jumbo

Jumbo

Large

Medium

Small

Weight Per Date

>25g*

22-25g*

18-21g*

15-17g*

<10-14g*



Grading of Size

With Possibility of Made to Order Mixed Sizes



A PROMISE TO INNOVATE

We Create Quality, Sustainable, Innovative Dates Agricultural Process

Palmera works continuously on a multiple factors related to sustainable and successful agricultural techniques such as water management, infestation, pollination, fruits bagging, skin separation, roots health and many other daily routine that affect our harvest quality and maximize farmers returns.

At the same time, Palmera is putting up plans for future finished products techniques and promoting dates as a natural healthy and affordable super food.



A photograph of several workers in a date processing facility. They are wearing blue protective suits, blue hairnets, and face masks. They are focused on their work, handling dark, dried dates in large trays. The background is slightly blurred, showing more workers and industrial equipment.

Contact Us

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Compound

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