

Brazilian Tropicfruit Makes Juice for Foreign Tastes

Contributed by Geovana Pagel
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The company Tropicfruit Nordeste, manufacturer of orange, passion fruit and pineapple juice concentrates, based in the city of Estância, in the northeastern Brazilian state of Sergipe, bets on the potential of the Arab market to increase its exports.

Founded six years ago, the company exports 70% of the monthly production of 2,200 tons to Europe, Asia, Australia, Canada and Israel.

Last year Tropicfruit signed the first export contract with an Arab country. "The sale to Egypt was small, however, we know of the great potential of the Arab countries and plan on an increasing approximation with the region," said the trade advisor Ana Glória Brandão.

Ana also said that, in August 2004, the company was visited by the director of the Lebanese foodstuff distributor Widriss, Maher Idriss, who was in Brazil to see national production of fruit juice concentrates.

The businessman participated, together with importers from the United States, Germany, Israel, Portugal and England, at a business roundtable promoted by the Brazilian Micro and Small Business Support Service (Sebrae) in the city of Aracaju, capital of Sergipe, with the support from the state government.

At the time, the Lebanese businessman, who already imports orange juice from Brazil, visited four factories in the northeastern region of the state.

Within the strategy for prospecting new markets, Tropicfruit will participate at Anuga, world nourishment trade fair, to take place from the 8th to 12th of October, in Germany.

Always focused on the external market, the company is also developing the production of tropical fruits concentrates such as acerola, cashew and açaí.

As well as the concentrates, the company also produces the CPOO, essential oil used in the foodstuff, pharmaceutical and essences industries, and the Delimonene, product used in the pharmaceutical industry.

The company, which generates 200 direct jobs, uses 85% of local raw materials to produce the juice concentrates. The exception is only the pineapple, brought from the state of Paraíba, also in the Northeast. The states of Ceará and Bahia are also amongst their suppliers.

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