



**GROWING POTATOES WITH LOVE  
FOR OVER 30 YEARS**



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**“ We guarantee the highest possible quality for our products, having an adequate and well trained staff that monitors the process from start to finish.”**

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# OUR STORY

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DP Fresca Cyprus primary activity is the production, packaging, storing and exporting of Cyprus potatoes. To satisfy the demands of our clients we incessantly make sure that our farmers are fully aware that quality is our priority. Thus, we constantly supervise the planting, grading, packing, shipping and marketing of each and every one of our esteemed products having an adequate and well trained staff that monitors the process from start to finish.



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Our company was founded by Demetris Petrides who has an experience of over 30 years in the field of potato and vegetable cultivation.



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To meet the highest possible standards and provide the best quality in this demanding industry, we decided to construct our own Packing premises in 2010. Since then, we boast an enormous expansion in terms of productivity and efficiency.



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To be closer to our farmers, we have chosen a prime location situated in the heart of the potato fields, also known as the “Red Soil” area, in Cyprus. The potatoes produced there, are known for their superb earthy flavour.

# OUR VALUES

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## BUILDING RELATIONSHIPS

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Forging strong relationships with each one of our esteemed clients.



## FARMER TRUST AND SATISFACTION

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We highly value and respect our farmers, thus we make sure to build relationships of mutual trust and faith, as they are the starting point for a successful year.



## EFFECTIVE RESOURCE UTILISATION

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We are continually striving to reduce waste in every area of our workplace, from the factory floor to offices and employee cafeterias, while working to improve recycling and helping to create a recycling-based society, moving towards zero-waste.



## CLIENT TRUST AND SATISFACTION

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We invest heavily on building trust between our clients and our Management team, through regular visits and meetings.



## QUALITY

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**“We have seen dramatic improvements to our build quality, including efficiency”  
Demetris Petrides**

Our implemented quality management system enables the testing and certification of our products. We also make sure to use the right tools such as training, and daily communication to encourage employees and farmers to ensure quality.



## PERFORMANCE - ORIENTATION

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In a highly competitive agricultural industry it is essential to be effective and efficient. We therefore, value the training and development of our staff through continuous training seminars.

We set ambitious goals; we communicate high expectations to our employees thus building their self confidence and intellectually challenge them, while also requesting formal feedback from them.

# OUR VARIETIES

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The distinctive red clay soil of Cyprus is perfect for growing potatoes, and is even transferred from the island's interior along its coast to extend the season of this versatile, thin-skinned potato.

Hundreds of small Cypriot farmers contribute to the crop, which is popular around the world for its good, earthy flavour. Cyprus potatoes are considered ideal for both boiling and baking, also providing excellent chips.

## Putting Food Safety and Sustainability on our roots!

Our farmers are all accredited with the Certificate of GLOBALG.A.P., a worldwide standard, that assures good agricultural practices. The Certificate is issued to farmers that have safe and sustainable agriculture as their priority, making their working environment healthier.

The main produced and exported varieties are Spunta, Everest, Annabelle, Marfona, Allians, Nicola, Cara, Charlotte, Vitabella and El Mundo.



### GENERAL USE

Spunta  
Everest  
El mundo

### SALAD POTATOES

Anabelle  
Charlotte  
Allians  
Nicola  
Vitabella  
Antonia  
Alexandra

### BAKERS

Cara  
Marfona

# PACKING, PROCESS & STRUCTURE

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Our Packing premises are fully accredited with the most distinguished standards, such as IFS, BRC, and ISO 22000, having been awarded the highest grades for these standards. Potatoes will be packed according to client preferences. We are capable of packing:



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## PLANNING

Planning ahead is essential as our main principle is the duty of care to our Customers.

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## MANAGEMENT

The Company's management team organizes an initial meeting with the farmers in late August to discuss and prepare the initial planning of the year.

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## SALES

Our Sales department is in daily contact with our farmers, keeping up to date with our planning process.

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## QUALITY

Quality Controls are vital as we believe that the implementation of controls sustains the high quality of our products throughout the whole year.

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## PROCESS

We import the best quality of potato seed which is allocated to our farmers who, in turn, arrange for the plantation of the seed.

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## HARVESTING

Once the potatoes are ready for harvesting, our farmers inform the Company's agronomist to progress the final approval for the potatoes to be lifted from the ground.

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## LOGISTICS

### **We guarantee Safe and Fast delivery for your products!**

The logistics department takes over the next and final step which is to organise the orders of each client and arrange for the transportation of the potatoes from the Packing Premises to the port to transfer the potatoes to our clients as soon as possible.



**PACKING**





# ANNUAL PRODUCTION AND PERCENTAGE OF MARKET SHARE

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More than  
5000 tonnes  
annual production



Export 90%  
of production  
Wholesale & Retail





fresca

# PRODUCER - EXPORTER



Greece, UK & Dubai top exports countries



15 Countries presence



Market share 15%



Top 5 exports of the island



Cypriot potato exports accounted for 8.5% of Cyprus' total exports with a value of €36.7 million.



Greece



England



Germany



Belgium



Denmark



Croatia



Poland



Ireland



Slovenia



Serbia



Luxembourg



Dubai

# PRODUCTION FACILITIES

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**TOP GRADING MACHINES**



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**MODERN FACILITIES**



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**17000 SQM  
TOTAL AREA**



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**3000 SQM  
PRODUCTION AREA**



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**400 SQM OFFICES**



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**30 EMPLOYEES**



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**CAREFULLY SELECTED TEAM  
OF 70 FARMERS,  
ALL AWARDED WITH THE  
GLOBALG.A.P. CERTIFICATION**



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**CAPABLE OF  
EXPORTING POTATOES  
ALL YEAR ROUND**

# SUSTAINABILITY

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**Potato and vegetable cultivation and production are the heart of Cyprus agriculture.**

As our planet is facing several challenges, we want to be part of the solution. We believe that is our responsibility to protect the environment for generations to come while providing quality products that complete a healthy diet.



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ORGANIC FARMING



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RECYCLING



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WASTE MANAGEMENT



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LESS FUEL OIL CONSUMPTION



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LESS ELECTRIC POWER CONSUMPTION



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WATER SAVINGS

# WHO TRUST US

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Waitrose

MIGROS

KONZUM

colruyt



TESCO

REWE

METRO



# CONTACT US

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D.P. Fresca Cyprus Ltd  
4 Athinon  
Engomi 2413  
Nicosia, Cyprus

Packing House  
Ormideia Cyprus  
T: +357 24 720 222  
F: +357 24 722 260  
E: [info@frescacy.com](mailto:info@frescacy.com)



fresca