



**MIRAX**  
A G R A R

**FEEL  
THE SPIRIT  
OF NATURE**





## ► Frozen fruits and vegetables

Mirax Agrar is a modern company whose main business activity is wholesale and distribution of fresh and frozen fruits and vegetables. The company is able to respond to the most demanding needs of the agricultural sector, which makes us one of the Serbian leaders regarding the export to Russian and European markets. We were established in 2013. Continuous growth and development resulted in reaching a remarkable level of business activity. Mirax Agrar is currently ranked among the top 5 largest exporters of fresh fruits and frozen fruits primarily due to many years of experience as well as due to our professional team of qualified people, employed with our company.

For food safety reasons, Mirax Agrar ensures a high quality control of its products and the health of fruits in a process « from farm to table » and through computer monitoring.

For this reason, we make a careful selection of Serbian producers with whom we work directly, ensuring high quality and a perfectly controlled supply, and a complete traceability of products.

Our quality approach also involves rigorous methods for processing natural products. For this reason every step of the transformation process has a recent technology and it's controlled by our skilled employees.

Through a close cooperation with our suppliers and our customers, we create a synergy enabling us to improve our potential.

From the beginning, Mirax Agrar focused its efforts on compliance with safety standards and quality criteria.

## ► Technological process of fruit in our cold chamber

Manually picked up fruit is delivered to our cold chamber by vehicles that are used only for this purpose. Brought up fruit is controlled by our technologist who is dealing with qualitative and quantitative analysis. In accordance to plans of input control technologist is taking a sample of fruits and sends them to analysis to identify origin of the goods which is necessary for traceability procedure.

Later on, fruit is being palletized and exposed to a cooling process to the temperature of 0-2 °C. Next is the freezing of the fruits that is made in tunnels on a temperature of -30 °C. The freezing process is over when temperature off the goods comes to an -18 °C.

Deep frozen fruit is been packed than into a boxes and storied in cold chamber on a temperature of -20 °C and in that stage is ready for processing. Fruit is processed in various quality categories and packed in different types of packaging which depends on customers needs.



## ► Ideal climate

Serbia is a country of exceptionally beautiful nature, rich heritage and great potential. Due to its position on the Balkan Peninsula, Serbia is well-known not only as the crossroads of Europe, but also as a crossroads between two continents – Europe and Asia.

Serbia has ideal climate conditions for growing fruits and vegetables.

Its territory is abundant in microclimate conditions perfect for the production of organic fruits and vegetables, which is a crucial reason for being optimistic when it comes to the development of this sector. Serbia is still one of the cleanest countries in Europe and most fruits and vegetables are grown in perfect conditions, hand-picked and carefully packed and stored.

The production of fruits and vegetables in Serbia is focused on quality and taste, contrary to industrial farms of the West.





## ► **RASPBERRY** (*Rubus idaeus*)

**Raspberries are a Serbian national brand. The favourable climate and good geographical position of the country enable exceptional quality of raspberries, which makes it one of the most important export products of Serbia, while Serbia has become one of the leading exporters of fresh and frozen raspberries in the world.**

*The raspberry is a shrub native to South East Europe, a highly regarded plant, at first because of its irresistible appearance, taste and aroma and then because of its medicinal properties.*

*The raspberry is a source of Vitamin C and it also contains vitamins of B complex, E and K, and almost all minerals. In terms of nutritional value, raspberries are particularly interesting because of the rich content of various antioxidants, whereas the antioxidant activity is not lost when the raspberries are frozen. It is used fresh and deep frozen in the food industry.*

*Raspberries from Serbia are characterized by a high percentage of dry matter of 8-14%, which indicates the multiple advantages in quality, use and technological value of the fruit. The most prevalent raspberry variety in Serbia is Willamette, which is characterized by its exceptional taste and dark red colour even after deep freezing. The Miker variety is also highly sought after.*

- **IQF Raspberry rolend 95:5** - frozen raspberries, from selected, whole, not broken, healthy, ripe and clean, without stems, considering the maximum amount of deformed fruits up to 5%
- **IQF bruh quality** - deep-frozen raspberries, 50% whole fruits, 50% broken fruits
- **IQF Block (Plates)** - deep frozen raspberries in blocks, without foreign matter. It is intended only for thermal processing.
- **Fresh Raspberries** crushed in tank lorry at 0-2°C, for industrial usage



## ► **SOUR CHERRY** (*Prunus cerasus*)

**Serbia ranks seventh in the world in cherry production, while it is even in the third place in terms of exports of this fruit.**

*Sour cherry is a tree fruit which bears fruit in early spring and is considered to be the first fruit of the season, besides strawberries. It has small, dark-red fruits of tart flavour; it is extremely rich in nutrients and healthy. The cherry fruit contains small amounts of sugar, organic acids, tannins, pectins, minerals, vitamins C, A, E, B1, B2, B6 and carotene. It is rich in minerals and oligoelements.*

*The most common variety of cherry in Serbia is Oblačinska. Owing to its unique properties, the pits are easily detached, leaving a firm fruit. It has a remarkable taste and dark red skin and meat color, making it indispensable in many branches of the food industry.*

- **IQF Pitted Sour cherry** consists of individual, whole, equally ripe and healthy fruits, deformation of the fruit up to a maximum of 5%. The pits are removed mechanically. pH: 2.9 - 3.4%; Brix: 12 - 22%
- **IQF Sour cherries** with pits-deep-frozen, made from whole, equally ripe and healthy fruits, without stems and impurities.
- **IQF Sour cherry Pure quality**
- **IQF Sour cherry Rotativa and block**
- **Fresh Sour cherries** crushed in tank lorry at 0-2°C, for industrial usage



## ► **STRAWBERRY** (Fragaria)

**Serbian strawberries are the first fruit of the season, known for their bright red color and ability to maintain a fresh taste even after freezing and processing. It is used fresh and deep frozen in the food industry.**

*The strawberry is a perennial plant of the Rosaceae family, irresistible in appearance, taste and aroma. The fruit contains about 60% water, up to 12% sugar as well as vitamin C from 24 - 97 mg%. It blooms several times a year and serves as a plant indicator for virus testing. Strawberries are the first fruit that ripens in the spring.*

*Strawberries are extremely rich in potassium as well as iron. They also contain a lot of calcium and phosphorus. They are particularly rich in vitamin C and also contain provitamin A (carotene). They are especially rich in antioxidants and are one of the richest fruits in these substances.*

*The most common strawberry variety Seng Sengana is well adapted to grow outdoors.*

*In recent years, the varieties: Clery, Elsanta and Alba have shown excellent results*

- **IQF Strawberry confitura** - consists of whole, fresh, healthy equally ripe fruit, without impurities deformed fruits make up to 2% .pH 2.8 – 3.2 Brix: 7-11%.
- **IQF Strawberry block and puree quality for the industry**



## ► **BLACKBERRY** (Rubus)

**Blackberries have been produced in Serbia for over 30 years and today represent a significant export product. They are used fresh and deep frozen in the food industry.**

*Blackberry is a trailing plant of the rose family (Rosaceae). It may grow from 50-300 cm. Its stem is more or less prickly.*

*Blackberries are delicious and nutritious fruits with an array of nutrient components. The vitamins provided by blackberries are vitamin A, vitamin B1 (thiamine), vitamin B2 (riboflavin), vitamin B3 (niacin), vitamin B6, folate acid, vitamin C (ascorbic acid), vitamin E (alpha-tocopherol) and vitamin K (phyloquinone). The mineral wealth of blackberries includes calcium, iron, magnesium, phosphorus, potassium and zinc. Blackberries are also a good source of amino acids and essential dietary fibre.*

*The most common blackberry varieties in Serbia are Čačanka, Thornfree and Loch Ness.*

- **IQF Blackberry confitura 80:20** - quality is made of whole, fresh, healthy and ripe fruits, without foreign matter, pH: 3.2 - 3.4; Brix: 7 - 11%, juice loss during defrosting - max 5%
- **IQF Blackberry block and puree quality**
- **Fresh Blackberries** crushed in tank lorry at 0-2°C, for industrial usage





## ► **PLUM** (*Prunus domestica*)

**The plum is the most important and the most represented fruit in Serbia. With around 500,000 tonnes of plums produced, Serbia is ranked the fourth plum producer in the world.**

*The plum grows like a tree, of lush growth. The fruits ripen in August, September and October, depending on the variety. Blue fruits are rich in vitamins B1, B2, B6, E, then beta-carotene, which in the body is converted to vitamin A and minerals. The highest nutritional value of plums is the abundance of dietary fibre it contains. Plums are low-calorie fruits, therefore they are recommended in the diet.*

*Due to their specific aroma and taste, which is preserved after various forms of processing, plums have a wide range of application in the food industry, and different plum products are a kind of delicacy. Plum varieties that Serbia is known for are Stanley, various varieties of Čačanka and Požegača.*

*It is used in the food industry mostly for the production of juices, jams and compotes and brandies.*

- **IQF Plum**, hand/machine cut - Plum can be cut in half with all the products, without bone, of the same colour and degree of maturity, can be calibrated. It is made from whole, fresh, healthy, equally ripe fruit, without foreign impurities. pH: 3.4 - 3.6; Brix: 14 - 22%
- **IQF Plum with pit**
- **IQF Plum puree and IQF Plum block for industry**
- **IQF Fresh Plums** crushed in tank lorry at 0-2°C, for industrial usage



## ► **APRICOT** (*Prunus armeniaca*)

**There are 1.7 million apricot seedlings in Serbia, with an annual production of around 40,000 tonnes.**

*Apricot is a continental stone fruit. The fruit is yellow to orange sometimes red on the sun-exposed side, and with a single seed (kernel) inside a hard stone. The fruits ripen early. They are harvested from late June to late July.*

*It contains vitamins A, B2, B3 and C as well as beneficial natural sugars and calcium. In addition to magnesium, this stone fruit is also rich in phosphorus.*

*It is used in the food industry mostly for the production of juices, jams and compotes and brandies.*

*The most common varieties are Roksana, Kecskemeti rozsa.*

- **IQF Apricot hand-cut** - Apricot is cut into halves along the suture line, pitted, of the same colour and degree of maturity. It is made from whole, fresh, healthy, equally ripe fruit, free from foreign matter and free from oxidized and overripe fruits



## ► **BLUEBERRY** (*Vaccinium myrtillus*)

**Blueberry, a relatively new fruit species which is grown in plantations in Serbia in 2018, was exported from Serbia in the amount of 5 million euros, mainly to Western European countries. In comparison to 2017, exports grew more than 50%.**

*Blueberries are freestanding shrubs which are grown at medium and higher altitudes. Blueberries requires specific climate conditions, and particularly for soil properties. Blueberries are high quality fruits containing: anthocyanins, copper, vegetable fibres, bioflavonoids, vitamin C, vitamin E, vitamins B, iron, glucose, potassium, calcium, carotene, manganese, sodium, organic acids ...*

*They are used for consumption in the fresh state, as well as in the various processed forms (jams, juices, etc.).*

- **IQF Blueberry confitura** - quality is made from whole, fresh, healthy and ripe fruits, without foreign matter, pH 3.2-3.4 Brix 7% - 11%
- **IQF Blueberry block quality** - The product is made from whole fruit, healthy, ripe, with and without stems and allowed presence of organic impurities (leaves, twigs... ..) up to 2%.



## ► **ROSE HIP** (*Rosa canina*)

**Rose hip is at the very top of the list of healthy fruits. Since ancient times, it has been used in Serbia for the treatment of many diseases. There is even an old Serbian saying that “rose hips chase illnesses away”**

*It has fruits rich in biologically valuable substances. It is therefore cultivated and introduced into fruit production. The fruits are orange to bright red. They are harvested in September and October. There are two forms of rosehips Rosa canina and Rosa rugosa in the world. It is suitable for cultivation in hill and mountainous regions. It also grows at greater altitudes of 1200m.*

*It is rich in vitamin C, contains flavonoid, pectin, fruit acids...*

*It is used in the food industry. It is used to make jam, marmalade, syrups, liqueurs.*

- **IQF Rose hip confitura** - The product is made from whole fruit, healthy, ripe, with no stems and other impurities. pH 3.2-3.4 Brix 7% - 11%



## ► **WILD BLACKBERRY** (*Rubus fruticosus*)

**Wild blackberries in Serbia are of excellent quality, especially in summer.**

*The blackberry is a very medicinal wild fruit and is therefore recommended in the diet, especially in the season. Blackberries grow in the form of shrubs and are protected by very strong thorns. The fruits are dark red and black in colour, with an extremely high content of flavonoids and other medicinal substances.*

*It is used fresh and deep-frozen in the food industry.*

- **IQF Wild blackberry confitura** - The product is made from whole fruit, healthy, ripe, with and without stems and other impurities. pH 3.2-3.4 Brix 7% - 11%





## ► **WILD STRAWBERRY** (*Fragaria vesca*)

**Woodland/wild strawberries are a species that is rarely sold in commercial quantities. Serbia is one of the few countries to export these fruits.**

*These strawberries are also known as Fragaria Vesca. They are small in size and have quite a strong flavour. They are always hand-picked and represent a truly superior quality product sold in luxury stores. Wild strawberries can be harvested from May to August.*

*This fruit is rich in vitamin C insofar as that one handful of strawberries meets the daily needs of the body for this vitamin. In addition, it contains B-group vitamins, vitamin E, carotene, flavonoids, iron, calcium, potassium, phosphorus, manganese, tannin, triterpene, pentosan.*

*It is used fresh and deep frozen in the food industry.*

- **IQF Wild strawberry confitura** - The product is made from whole fruit, healthy, ripe, with and without stems and other impurities



## ► **BLACK CURRANT** (*Ribes nigrum*)

**In Serbia there are excellent natural conditions for growing currant, at altitudes up to 1000 m above sea level.**

*It is a medium sized shrub that can grow up to 1.5m tall. It has simple serrated leaves and small reddish flowers with five petals. The fruits are very dark and purple in colour, have a smooth skin and contain several seeds. They ripen during summer.*

*In regards to chemical composition, currant fruits are low in calories, but at the same time they are rich in vitamins C, A, B1, B2, mineral elements and phenolic compounds, which contributes to its high antioxidant potential. Vitamin C content of black currant fruits is very high and ranges from 50 to 250 mg / 100 g of fresh fruits. It is also high in anthocyanins and total phenols. All of this points to the usefulness of currant in the diet.*

*It is used fresh and deep frozen in the food industry.*

- **IQF Black currant confitura** - The product is made from whole fruit, healthy, ripe, with and without stems and other impurities. Brix 9% +



## ► **RED CURRANT** (*Ribes rubrum*)

**Significant growing of the red currant in Serbia began in the 1980s.**

*The red currant has an upright bush, reaches up to 2 m in height and can live and bear fruit for 20 years or longer. The fruits ripen 70-100 days after flowering. It thrives in temperate climates with an average annual temperature of 8 ° C and a mean summer temperature of 14-20 ° C.*

*Red currant contains protein, malic, citric and tartaric acid and gamma-linoleic acid.*

*It is rich in calcium and phosphorus.*

*It is rich in B group vitamins (B1, B2, B3 and B6), C, A and K.*

*It is used fresh and deep frozen in the food industry.*

- **IQF Red currant confitura** - The product is made from whole fruit, healthy, ripe, with and without stems and other impurities. Brix 11% +



## ► Product Catalog - Harvest season

	J	F	M	A	M	J	J	A	S	O	N	D
 Cherry	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶
 Raspberry	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶
 Strawberry	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶
 Blueberry	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶
 Blackberry	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶
 Apricot	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶
 Plum	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶
 Apple	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶
 Pear	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶
 Peach	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶
 Nectarine	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶	▶

Production package: wooden or plastic box 0-15 kg





## ► PACKAGING

PREMIUM cardboard box - 300g, 500g, 750g, 1000g

LUX Doypack bags -300g, 500g, 750g, 1000g

Plastic bags - cardboard box: 4 × 2,5kg; 10kg; 10x1kg; 25kg

Suitable PE bags, transparent or indigo blue

Waterproof transport boxes, five-layer, properly sealed, new

Labels according to customer's instructions

Indoor temperatures -18 ° C

On euro pallets, protected by stretch film



OUR MAIN BUSINESS ACTIVITY IS WHOLESALE AND DISTRIBUTION  
OF FRESH AND FROZEN FRUITS AND VEGETABLES.



**MIRAX**  
A G R A R

**MIRAX AGRAR DOO**

Bulevar oslobođenja 203, 11010 Beograd, Serbia

Tel: +381 11 41 24 277; Fax: +381 41 24 971

[www.miraxagrar.rs](http://www.miraxagrar.rs)

[office@miraxagrar.rs](mailto:office@miraxagrar.rs)

General Manager - Mr. Nikola Ralic

+381 64 104 23 05

e-mail: [nikola.ralic@miraxagrar.rs](mailto:nikola.ralic@miraxagrar.rs)

Deputy General Manager - Ms. Aleksandra Vuckovic

+381 65 38 68 211

e-mail: [aleksandra.vuckovic@miraxagrar.rs](mailto:aleksandra.vuckovic@miraxagrar.rs)