



**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.



## ► RED DELICIOUS

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**Fruits are large and very large, of solid and sweet taste. Fruit color varies from homogenous red or striped with red stripes on yellow base or with dark red stripes on red base.**

*Origin: very old sort originated as accidental seed in USA in 1879.*

Fruit characteristics: fruit is large to very large, bell and cone shaped with characteristic 5 ribs around the bottom end. The fruit color varies with certain clones. It can be homogenous red, or striped with red stripes on yellow base or with dark red stripes on red base.

**Taste: solid and sweet**

Picking time: First half of September

Storing period: up to 12 months



## ► GOLDEN DELICIOUS

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**The fruit is large, golden yellow, very sweet in taste with refreshing aroma.**

*Origin: Old sort, discovered by accident in Virginia, USA. Introduced to production in 1914.*

Fruit characteristics: Fruit is large, cone shaped, symmetric and uniform in shape and size.

In conditions of large variations between day and night temperatures, being the setting of Fruska Gora region, the fruit of golden delicious are somewhat longer. Such shape is far more appreciated on domestic and foreign market. The skin color of the fruit is golden yellow.

**Taste: Extremely sweet taste  
with very pleasant refreshing aroma.**

Picking time: Second half of September

Storing period: very long, up to 12 months





## ► **FUJI**

**Originating from Japan, is light red apple with mildly developed stripes, juicy, aromatic, very sweet.**

*Origin: produced as a hybrid between Ralls Janet and Red Delicious in 1939 in Japan. The most represented sort in China and Japan.*

Fruit characteristics: the fruit meat is solid, juicy, aromatic, very sweet. Very often it can reach 17-18% of dry matter.

**Taste: very sweet**

Picking time: ripens from the middle to the end of October  
Storing period: up to 12 months



## ► **GALA**

**Gala is crusty yellow apple with delicate red additional color, of fine texture, sweet and aromatic.**

*Origin: Created in New Zealand by crossing the Kidd's Orange Red and Golden Delicious. It expands since 1962.*

Fruit characteristics: the fruit is moderate in size, round and firm. The skin is yellow with delicate red additional color

**Taste: meat is crispy, fine in texture, sweet and aromatic**

Picking time: end of August  
Storing period: up to 12 months



## ► **GRANNY SMITH**

**Granny Smith are sour in taste, have large specific weight and intensive green color with expressed, large white lenticels.**

*Origin: Australia*

Fruit characteristics: Fruit is large to very large, of large specific weight. Skin is intensively green with expressed white lenticels.

**Taste: Sour taste apple fans consider this sort the most favorite one**

Picking time: mid-October  
Storing period: up to 12 months



## ► PACKING / PACKAGING TYPES

Using several different types and kinds of packaging enables us to respond to all requests of our buyers. Aware of the fact that quality and attractive package plays a significant role in fruit sale, we have dedicated significant attention to packing process. Depending on the distance of the market, its characteristics and final consumer habits, we offer the following packages to our consumers:

- Cardboard box 400x600x100 and 180 mm, Single, double layers
- Plastic box 300x500x100 and 180 mm
- Wooden box 300x500x140 and 180 mm
- Plastic bags
- 4-6 pcs carton tray



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



**MIRAX**  
A G R A R

**MIRAX AGRAR DOO**

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