



# Vita Optima

QUALITY FRUIT SERVICES

**Your fruit service  
provider for europe**



CoC N°: 4063651287998  
Client N°: GG2233640



Vita Optima b.v. | Klappolder 224 | 2665 MR Bleiswijk | The Netherlands



**Fresh Dates! Sustainably produced, packed  
and selected, efficiently exported and directly  
delivered to you!**



# Content

- General information
- Added value of Mehadrin Central Europe for fresh dates
- Ethics - Sustainability & Social Responsibility
- Packagings
- Innovations
- Closing remarks



# General information

- MCE – Mehadrin Central Europe, is a joint venture between Mehadrin Ltd and PPO group of companies
- MCE produces fresh avocado's, mango's, citrus and dates and market Israelic, Moroccan and South African fresh products for into Switzerland, Germany and Northern Europe.
- Vita Optima, based in the Netherlands and part of the PPO group of companies, now receives and distributes these products on a direct base to you!
- We can offer and supply you fresh Medjoul dates, a 365 days a year, and the seasonal Barhi variety for 1 month/year.
- State-of-the-art technology in the fields as well as in the packing houses in Israel, Morocco and South Africa
- 80% of the production is irrigated with recycled drinking water
- Agronomist monitore the production area per year to control the processes and quality
- Guaranteed origins Israel, Moroccoand South Africa, and from Israel no products come from occupied territories.
- All in compliance with UN resolutions



# General information about MCE





# Ethics - Sustainability - Social Responsibility

For us, sustainability is the basis for a future in agriculture and we rely on the three pillars of economy, ecology and social affairs:

We are proud of our water recycling system and are constantly looking for solutions for sustainable packaging and the reduction of food waste

Ethical as well as social responsibility are important to us! For many years, MCE has been supporting 2 institutions in Israel that help socially disadvantaged and disabled people, for example with the financing of new aids and projects.

Our certifications reflect our daily commitment:



# Packagings

- 5kg - Jumbo – Large – Medium
- 8X1kg
- 3kg (BIO) BONBONERA
- 8X750g
- 16x500g
- 24x200g
- 20x200g
- Ex origins: Israel and South Africa
- Your personal packaging with your logo can be created



# Packagings





# Innovations



Date paste in various sizes available

Dates "to-go" as a snack for the cash registers



Combination article date syrup and dates

# Contact

- As a long-standing supplier of dates for the whole of Europe, we absolutely want to further develop the dates as a product together with you. We see enormous potential and are convinced that we are a real adding value for you. We value and maintain open, transparent and direct communication very much. We would be proud to supply dates for you and are convinced that we are the right partner.
- Since the programs for the coming 2024 season will be completed soon, we do recommend the programs together to ensure continuity.
- Hope to see and speak to you soon!
- Jeffrey Scholtes & Wibo vd Ende – MCE & Vita Optima bv

