

# About us

Casa fresco is a national and international brand, which owns intellectual property belonging to Sersuluz Servicios y Suministros Luz ca, a Venezuelan company founded in 2013, is associated with the national production and export of tropical fruits, grown under the highest levels of quality in organic and fruit and vegetable products, complying with food safety regulations in all markets to services and protocols to our customers exceptional quality fruits.

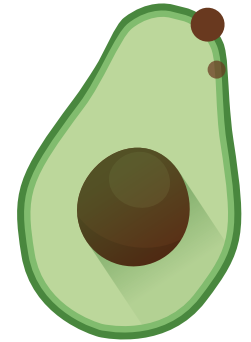
We are specialized in supplying an extensive range of exotic fruits to stores, supermarket chains, hotels, catering services, intermediate industries, and other types of clients both nationally and internationally. For this we have a team of professionals and technicians, highly qualified in the world of agriculture, engineering, national and international trade, administration, law, among others.

Throughout the year we receive a stable and exceptionally diverse supply of high-quality, delicious and healthy fruits, the result of a careful selection of the harvests, which we incorporate into our inventories, which go directly from the producer, to our plant to be processed from immediately, and thus allow an agile dispatch to our national and international markets. All our fruits are produced in the best lands of Venezuela, a tropical paradise located in the north of South America that contain the best flavor of the Caribbean, characterized by its biological diversity, large hydrological basins and beautiful natural landscapes.

It is important to highlight that Venezuela as a member country of the Food and Agriculture Organization of the United Nations (FAO), encourages organic agriculture and severely restricts the use of GM crops, the state encourages the fight against the use of the GMOs (Genetically Modified Organism) for considering that these are not only harmful to the health of the people but to the environment.

More and more consumers are aware of the impact that human beings have on the environment, which is why at Casa Fresca we adopt the non-use of GMOs in the production of our fruits, we are oriented to contribute significantly to the comprehensive well-being of the health of our customers by consuming our Venezuelan fruits, being monitored and regulated our production activity, harvests, industrial treatment (in terms of the selection of excellent quality fruits to meet the demands of our customers), as well as washing, the process of packing, packing, among others, of our fruits, by the legislation of the Venezuelan State and in affinity with the norms of the FAO (Food and Agriculture Organization of the United Nations), IFOAM (The International Federation of Organic Agriculture Movements) and the CODEX ALIMENTARIUS (Food Code)





TECHNICAL SPECIFICATIONS OF THE FRUIT

PRODUCT NAME: POLLOCK AVOCADO

COMMERCIAL NAME	Pollock avocado
SCIENTIFIC NAME	Persea americana
Division	Magnoliophyta
Class	Magnoliopsida
Order	Laurales
Family	Lauraceae
Tribe	Perseae
Genus	Persea
Species	Persea americana

**PRODUCT DESCRIPTION**

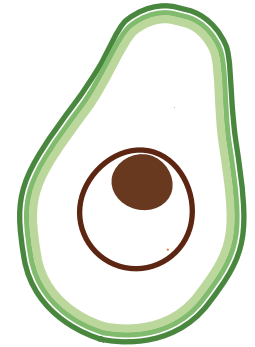
- Agricultural production heading.
- Fruit of oblong to pear shape.
- The Fruit has a green to dark green, thin, smooth, glossy, and easy to peel skin.
- The insides of the fruit are yellow-green, the seed is medium size, and it has 5% of oils.
- Fruit of an exotic and exquisite hazelnut like flavor, creamy texture, and pleasant to the palate.

POLLOCK  
AVOCADO

**UTILITIES**

- Edible fruit.
- High nutritive, medical and gastronomic value.
- It's used in the cosmetological, pharmaceutical, and food industries.
- Each juice and the skin are used in the liquor industry.





TECHNICAL SPECIFICATIONS OF THE FRUIT

PRODUCT NAME: POLLOCK AVOCADO

### YEARLY AVAILABILITY

- Low harvest season: October - January
- Medium harvest season: February - May
- High harvest season: June - September

### PACKAGING

- Cardboard boxes between 4,5 or 5 Kg according to the volume of the fruit.
- Plastic basket with 25 Kg approximately.

### STORAGE

- Internationally certified wooden palette.
- Cardboard boxes between 4,5 or 5 Kg according to the volume of the fruit.
- Plastic basket with 25 Kg approximately.
- Keep away from hot sources or direct incidence of the sun's rays.

### PHYSICAL DESCRIPTION

Description	UNIT	Amounts		Average
		Mín.	Móx.	
Dimentions	Diameters (Cm)	13	16	14,5
	Length (Cm)	16	20	18
Weight	Gm	460	1.100	780
Caliber	Cal	8	4	5

