



RaJor
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Welcome to the presentation of RaJor Produce, a leading company in the marketing and distribution of fresh produce from the Mexican countryside. Strategically located in Leon, Guanajuato, we are proud to offer quality and safety in each of our services.

In the following sections, we will explore our vision, mission, core values and the wide range of products we offer. We will also discuss our competitiveness in the marketplace and share our strategic objectives for the future.





Who are we?

RaJor Produce is much more than just a distribution company. We are a vital bridge between the agricultural producers of the Guanajuato region and the national and international consumers who crave fresh, high quality products.

Our team is comprised of experts in agronomy, logistics and quality control, all committed to excellence at every stage of the process. From careful selection of the best crops to on-time delivery to our customers, we ensure that each product meets the highest standards of freshness and flavor..



Expert Team

Our professionals guarantee quality at every stage of the process.



Local Producers

We work closely with farmers in the region to obtain the best products.



Advanced Logistics

Our infrastructure ensures efficient and timely distribution.



Our Vision

At RaJor Produce, we envision a future where Mexican agricultural products are synonymous with excellence around the world. We aspire to be more than just distributors; we want to be ambassadors of the richness and diversity of the Mexican countryside.

Our vision extends beyond national borders. We seek to position our products in demanding international markets, bringing the flavor and quality of Mexico to tables around the globe. To achieve this, we are committed to constantly innovate our processes, adopting state-of-the-art technologies in logistics and traceability.



National Leadership

To consolidate our position as the leading fresh produce marketer in Mexico.

International Expansion

Open new markets in America, Europe and Asia for our products.

Continuous Innovation

Implement cutting-edge technologies throughout our supply chain.

Ambassadors of the Mexican Countryside

To promote Mexico's agricultural culture and tradition in the world.

Our Mission



RaJor Produce mission is to be the reliable bridge between the Mexican countryside and global consumers. We are dedicated to selecting, processing and distributing the freshest and highest quality agricultural products, guaranteeing that every fruit and vegetable that passes through our hands meets the most demanding market standards.

Our commitment goes beyond simple distribution. We work tirelessly to encourage sustainable agricultural practices, support rural communities and promote healthy eating. We firmly believe that by fulfilling our mission, we not only satisfy our customers, but also contribute to the economic and social development of Mexico's agricultural regions.

1

Rigorous Selection

We carefully choose the best products from reliable farmers.

2

Quality Processing

We apply strict quality and food safety controls.

3

Efficient Distribution

We use state-of-the-art technology to guarantee fast and fresh deliveries..

4

Customer Satisfaction

We ensure that every customer receives exceptional products..





Our Values

At Rajor Produce, our values are at the heart of everything we do. Quality is not just a word to us; it is a promise we keep in every product we deliver. We implement rigorous controls at every stage, from harvest to delivery, to ensure that only the best reaches our customers.

Safety is paramount in our operation. We use state-of-the-art technology to maintain the cold chain and ensure the traceability of each product. Our commitment is reflected in the long-standing relationships we have built with growers and customers alike. Sustainability guides our decisions, promoting practices that protect the environment and ensure the long-term viability of Mexican agriculture.



Unmatched Quality

We guarantee fresh and first class products in every delivery.



Food Safety

We implement rigorous controls to ensure the safety of our products.



Total Commitment

We forge strong and lasting relationships with producers and customers.



Sustainability

We promote agricultural practices that protect the environment and communities.



Our Products

RaJor Produce is proud to offer a wide range of fresh produce representing the best of the Mexican countryside. Our catalog includes carefully selected fruits and vegetables known for their exceptional flavor and superior quality.

From the refreshing lemon, perfect for drinks and dishes, to the nutritious avocado, the star of modern cuisine, every product in our inventory is a testament to Mexico's agricultural richness. Versatile and flavorful, zucchini is ideal for a variety of recipes. Our watermelons and melons are the perfect choice for hot days, while coconut and papaya bring a tropical touch to any table.

Citrus Fruits

- Lemon: Fresh and aromatic
- Orange: Juicy and sweet
- Grapefruit: Intense and refreshing flavor.

Tropical Fruits

- Avocado: creamy and nutritious
- Papaya: Sweet and digestive
- raspberry, blackberry, blueberry.

Vegetables and Melons

- Zucchini: Tender and versatile
- Watermelon: Juicy and refreshing
- Melon: Aromatic and sweet

Our Services



At RaJor Produce, we offer a complete range of services designed to satisfy the diverse needs of our customers, both in the domestic and international markets. Our experience in the sale and distribution of fresh agricultural products allows us to offer customized and efficient solutions.

Our state-of-the-art logistics system ensures that products reach their destination in optimal conditions, maintaining freshness and quality from the field to the point of sale. In addition, our order flexibility allows us to serve both small local businesses and large international supermarket chains, adapting to the volumes and specifications required by each customer.

Domestic and International Sales

We distribute fresh products to local and global markets, complying with all regulations and quality standards.

Distribution Logistics

We have a refrigerated transportation network and distribution centers strategically located to guarantee on-time deliveries and products in perfect condition..

Ordering Flexibility

We adapt to the specific needs of each customer, from small orders to large volumes for commercial chains.

Specialized Consulting

We offer consulting on import, export and agricultural market trends for our clients.

Competitiveness Analysis



To maintain and improve our market position, RaJor Produce has developed key strategies that differentiate us from the competition. Our investment in international certifications such as GlobalG.A.P. and HACCP not only guarantees the quality of our products, but also opens doors to more demanding and lucrative markets.

We have optimized our supply chain with state-of-the-art technology, including advanced traceability systems and a state-of-the-art refrigerated transportation fleet. Our relationships with local producers go beyond simple commercial agreements; we implement development and training programs that ensure the consistent quality and sustainability of our products.

Strategy	Impact	Competitive Advantage
International Certifications	High	Access to premium markets
Logistics Optimization	High	Efficiency and freshness guaranteed
Producer Relations	Middle	Consistent quality and stable supply
Market Diversification	Middle	Risk reduction and growth
Brand and Communication	Middle	Customer recognition and loyalty
Adaptation to Standards	High	Global compliance and reliability
Sustainability	High	Attraction of conscious customers



Strategic Objectives

RaJor Produce has set ambitious but achievable strategic objectives for the coming years. Our international expansion plan is focused on strengthening our presence in key markets such as the United States and Europe, seeking strategic alliances with local distributors and actively participating in international trade fairs..

To improve our logistics infrastructure, we are investing in the construction of state-of-the-art distribution centers in strategic locations, which will enable us to reduce delivery times and maintain the freshness of our products. We are also implementing a comprehensive development program for our local producers, including training in sustainable agricultural practices and access to innovative technologies..

1 International Expansion

Establish commercial offices in Los Angeles and Madrid by 2024, increasing our exports by 30% in the next 3 years.

2 Infrastructure Improvement

Inaugurate two new distribution centers with advanced refrigeration technology at strategic points in Mexico by 2025, reducing delivery times by 20%.

3 Producer Development

Implement a certification program in sustainable agricultural practices for 100% of our associated producers in the next 5 years.

4 Quality Certifications

Obtain ISO 22000 food safety certification for all our operations before the end of 2023, reinforcing our position in international markets.



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Conclusion

RaJor Produce is uniquely positioned to lead the Mexican agricultural sector into a bright and sustainable future. Our unwavering dedication to quality, safety and sustainability has earned us the trust of customers and growers alike. As we move forward, we are committed to maintaining these high standards while exploring new opportunities for growth and expansion.



Conclusion

We invite our current and potential partners to join us on this exciting journey. Together, we can bring the best of the Mexican countryside to homes and businesses around the world, promoting not only quality products, but also a culture of responsibility and excellence in the agricultural industry.

1

Unmatched Quality

We will maintain our commitment to excellence in every product.

2

Global Expansion

We will take the flavors of Mexico to new international markets.

3

Continuous Innovation

We will invest in technology to improve our processes and services.

4

Sustainability

We will lead the way toward more sustainable and responsible agricultural practices.



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