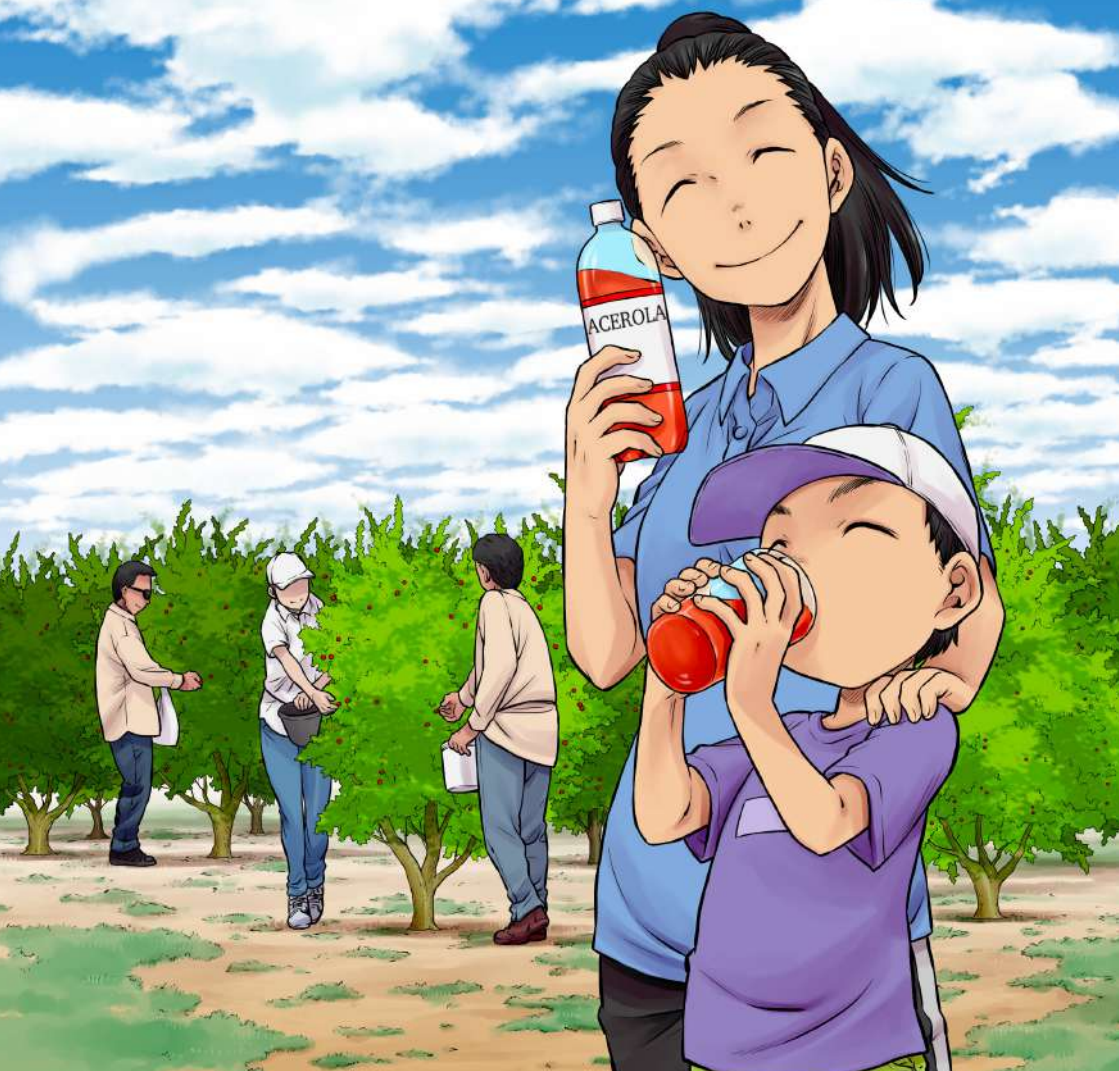


NIAGRO

The Acerola Professional



Ivan Marques Leal

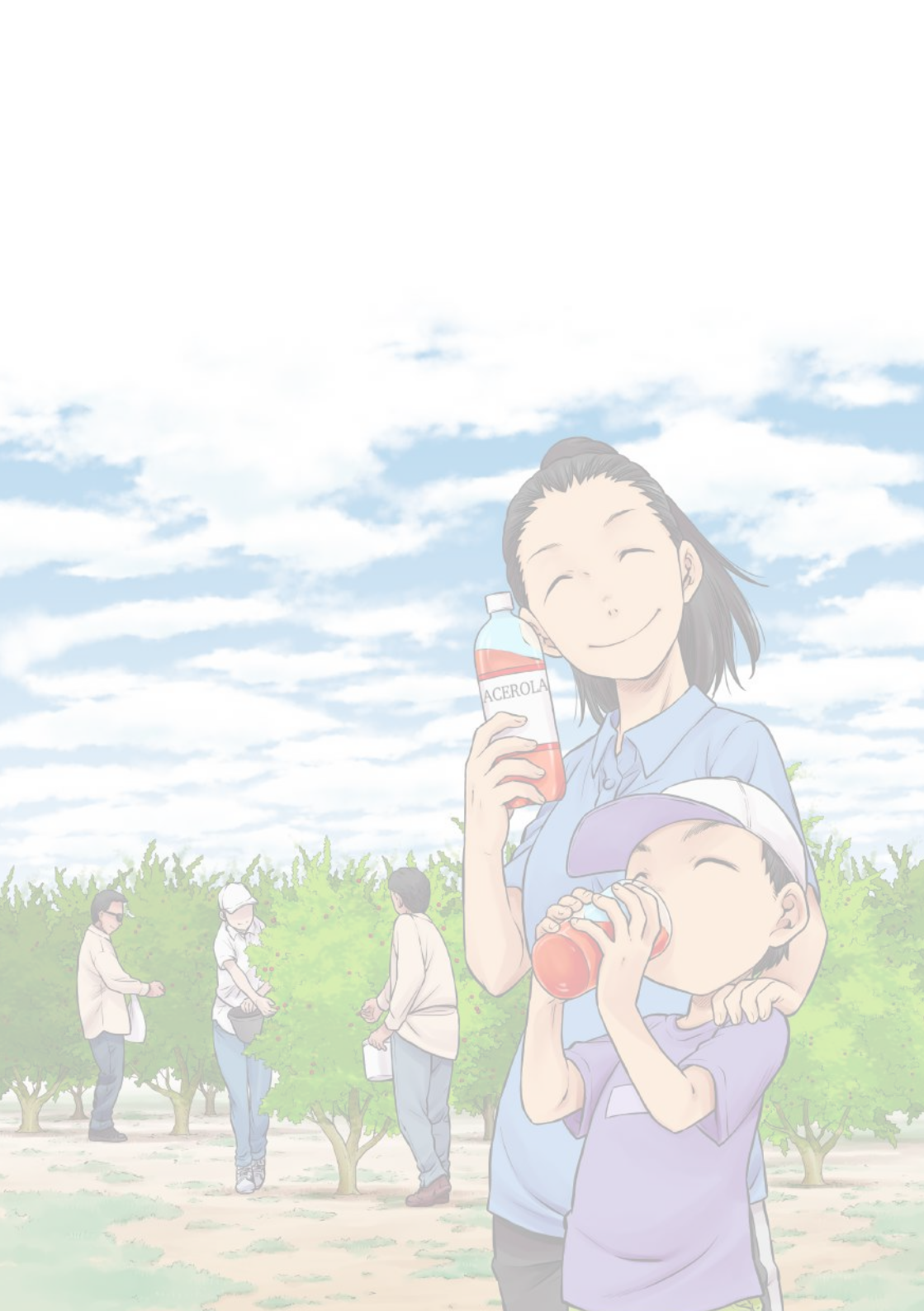
Hello everyone! How are you doing?

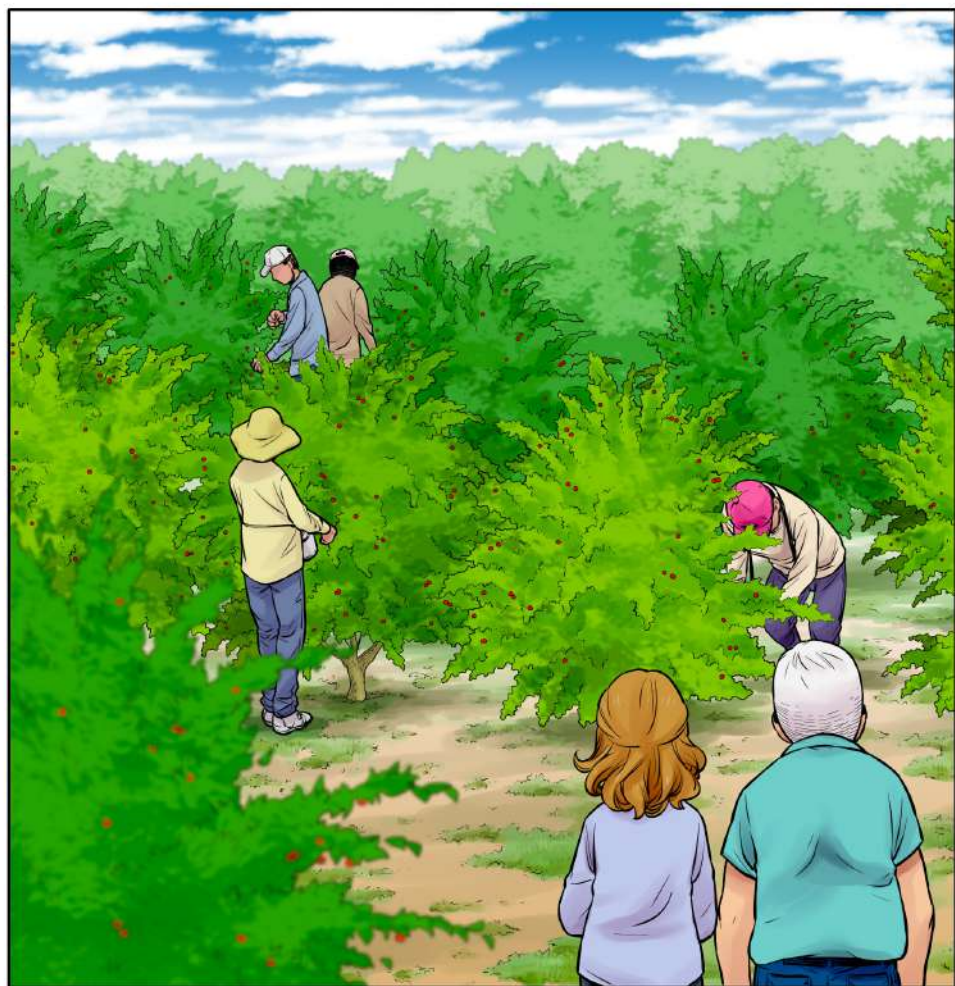
My name is Ivan. I am the CEO of Niagro.

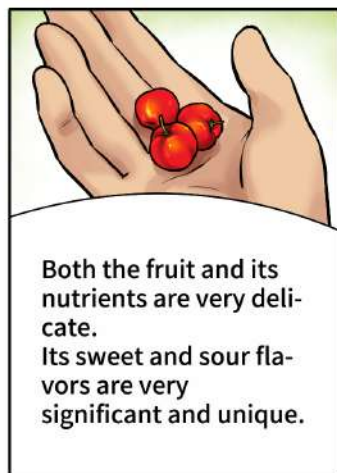
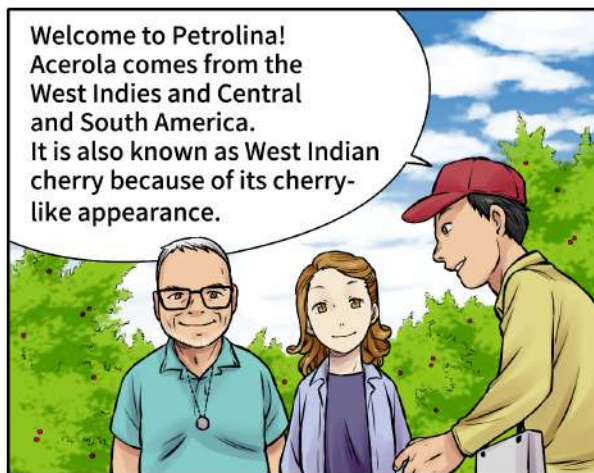
I would like to invite you to enter this magical world of Acerola. Below, you will be able to see the story of Acerola, from its cultivation to its production process, as well as how it is used in different scenes. Have fun with us and enjoy the reading!!

Shuhei Obata

Hello, my name is Obata. I am the Managing Executive Officer of Nichirei Foods, a Japanese food manufacturing company. The Nichirei Group started the Acerola raw material business in the 1990s and has been carefully cultivating this fruit with Niagro. This manga tells you about the attractiveness of acerola itself and the high quality of Niagro's Acerola. I hope you enjoy it.



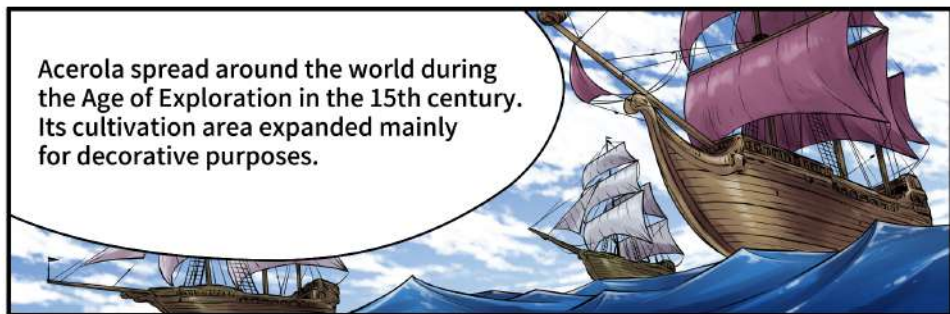




Both the fruit and its
nutrients are very deli-
cate.
Its sweet and sour fla-
vors are very
significant and unique.



Acerola spread around the world during the Age of Exploration in the 15th century. Its cultivation area expanded mainly for decorative purposes.

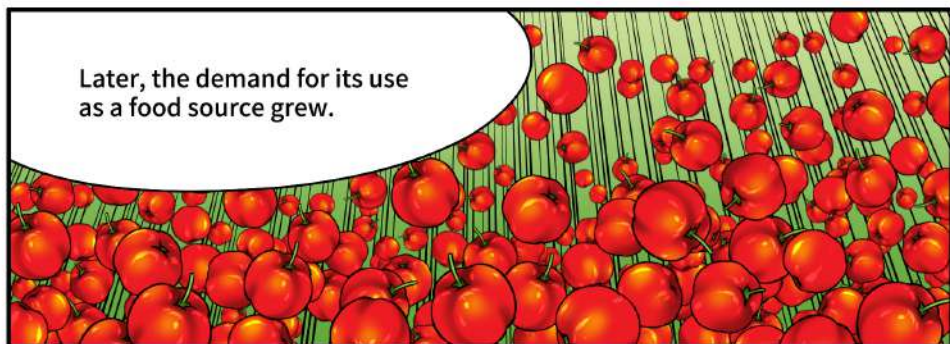


vitaminC

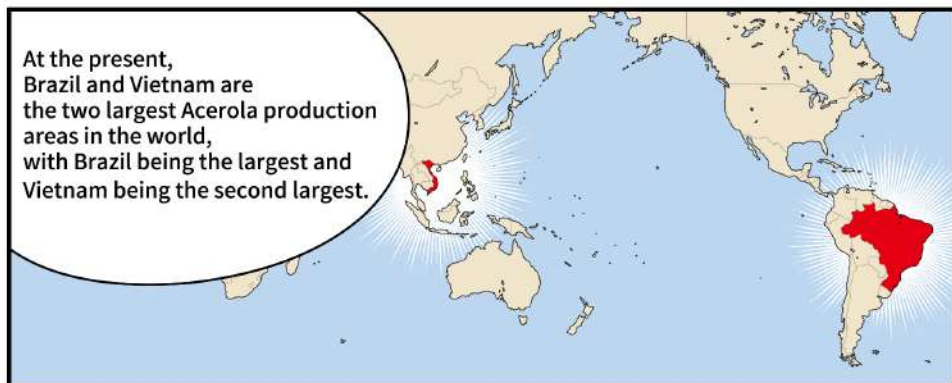
In the early 20th century, an American nutritionist discovered that Acerola is rich in vitamin C.



Later, the demand for its use as a food source grew.

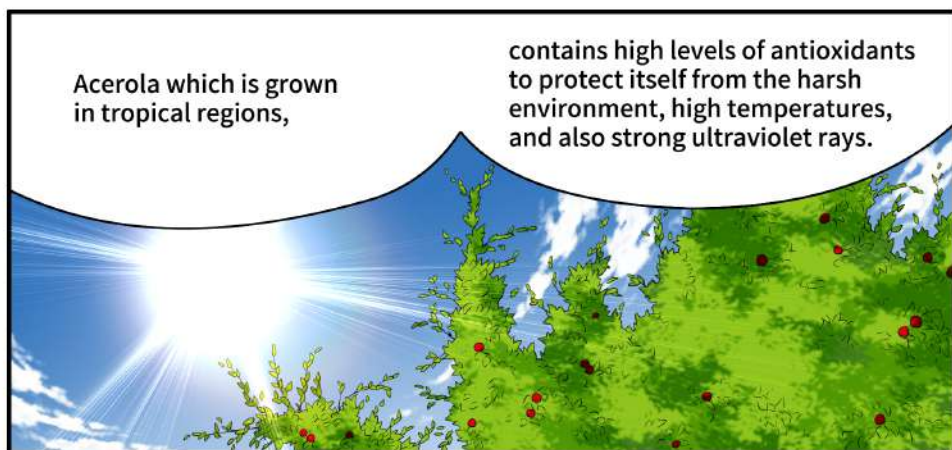


At the present, Brazil and Vietnam are the two largest Acerola production areas in the world, with Brazil being the largest and Vietnam being the second largest.

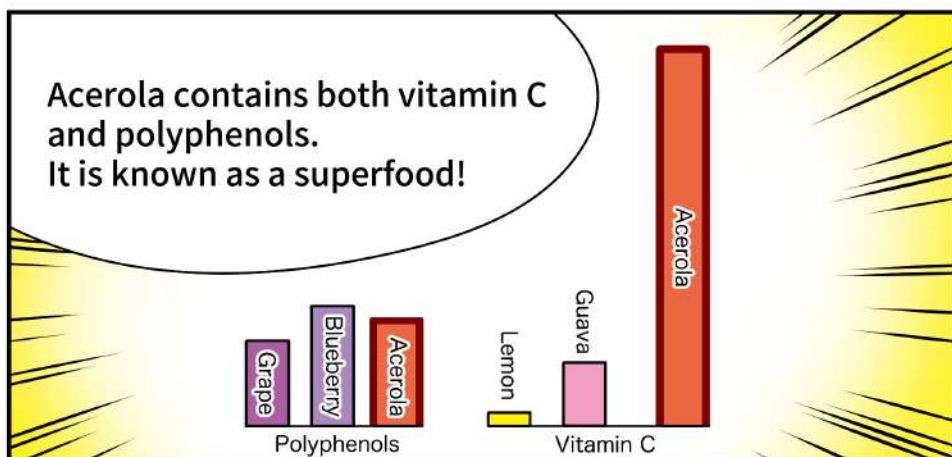


Acerola which is grown in tropical regions,

contains high levels of antioxidants to protect itself from the harsh environment, high temperatures, and also strong ultraviolet rays.



Acerola contains both vitamin C and polyphenols. It is known as a superfood!

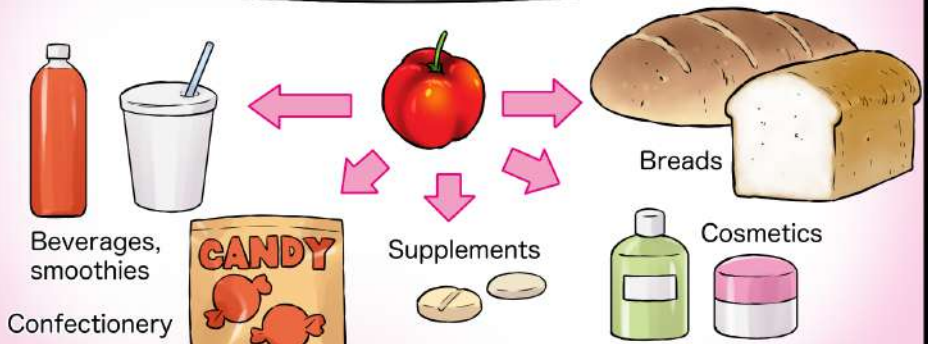


*Vitamin C chart: Standard Tables of Food Composition in Japan, 2020 edition (8th revision)

*Polyphenol chart: Nichirei Foods research



Acerola can be used in many different ways. One of the most interesting ways that has attracted the world's attention is the use of Acerola in clean-label products or as a substitute for food additives.



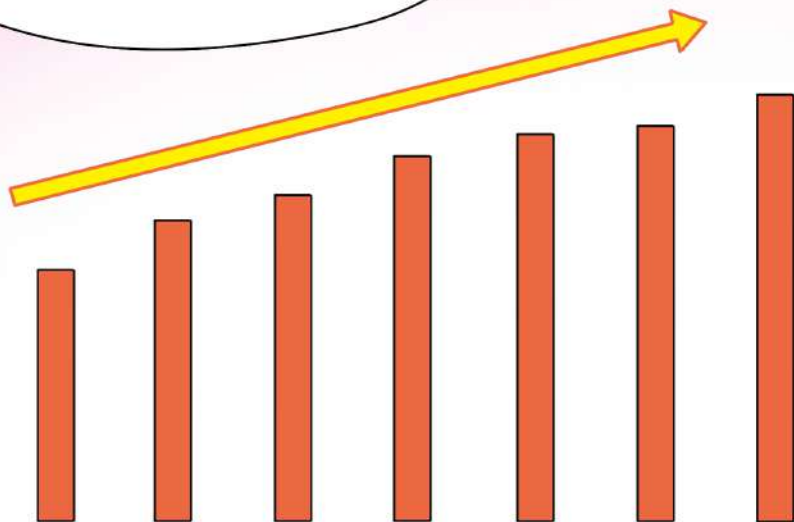
Clean label is a practice where consumers expect the contents to be labeled clearly, simply, and easy to understand.



Ingredients: apple juice, pineapple juice, kiwi juice, lemon juice, banana juice, **acerola juice**
Allergen note: Produced in a factory where milk, soy, and gluten products are handled.

Vitamin C in Acerola is used as an alternative to traditional L-ascorbic acid, a common synthetic additive in beverages, breads, and meat products.

Acerola stands out for its potential as an alternative to food additives.



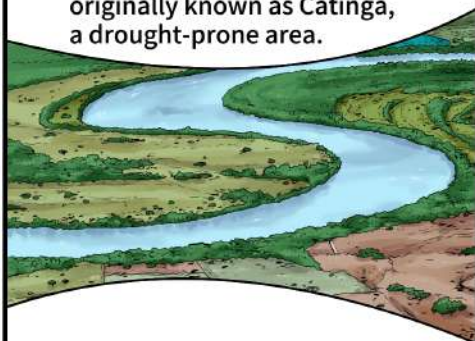
There is a growing need around the world for products to be labeled clearly.



A significant amount of the Acerola in the world is handled by Niagro. The company's headquarters is in Recife, Pernambuco, Brazil. The cultivation and production facilities are in Petrolina.

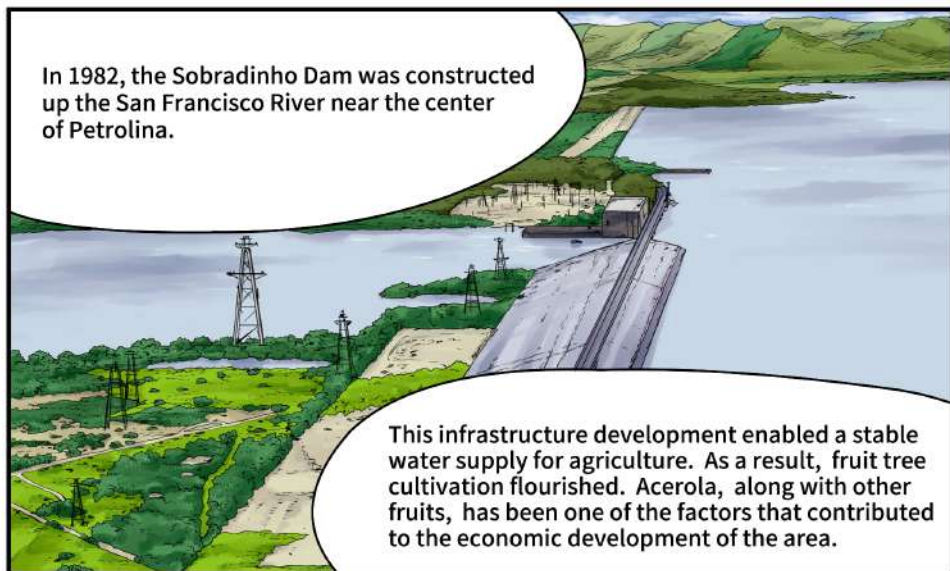


Petrolina is a place covered by beautiful tropical orchards. The San Francisco River flows peacefully through the city. The region has a tropical desert and semi-desert climate. It was originally known as Catinga, a drought-prone area.



In 1966, the government developed the "Irrigation Master Plan for the Middle San Francisco River Basin" which led to the formation of the Petrolina Irrigation Agricultural Area.

In 1982, the Sobradinho Dam was constructed up the San Francisco River near the center of Petrolina.



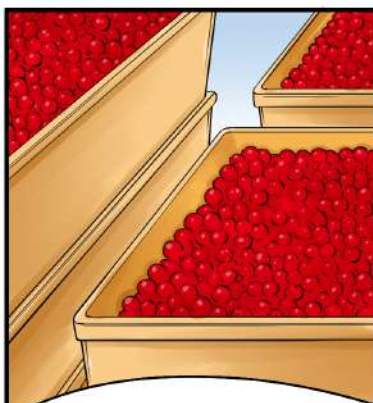
This infrastructure development enabled a stable water supply for agriculture. As a result, fruit tree cultivation flourished. Acerola, along with other fruits, has been one of the factors that contributed to the economic development of the area.

With a large cultivating area network created by partner farmers, Niagro is now the leading company of Acerola supply on global scale.



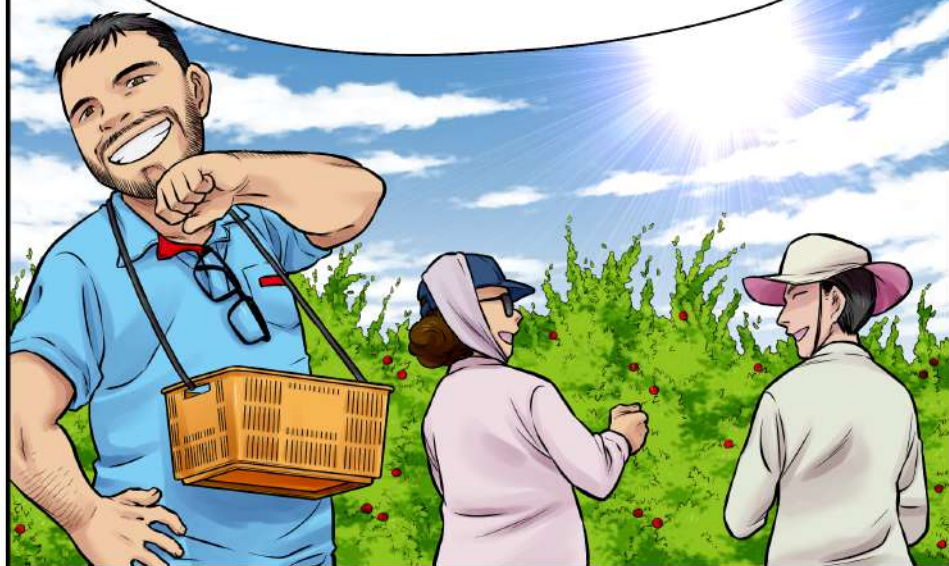
Source : Niagro's survey in 2023

Acerola seedlings are given to local farmers in Petrolina,



and as Acerola seedlings grow, Niagro purchases all the harvested fruit.

Niagro partners with many farmers who meet its quality guidelines. This is one of their strength to ensure a stable and quality of supply.



From the distribution of acerola seedlings to harvesting, production, and quality control,

Quality control



Harvesting



Sorting



Filling



Washing



Concentration



Niagro oversees all the steps in the Acerola production process.



At Niagro, the residue from the juice production process is environmentally friendly. Most of them are put into good use later.



Niagro also supports children's facilities and contributes to the local community.



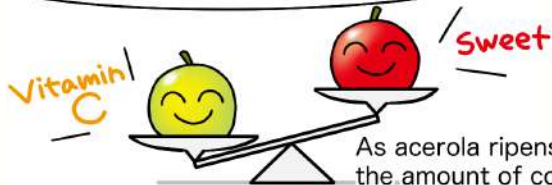
These sustainable efforts are evaluated highly worldwide.



Niagro produces acerola puree, acerola juice concentrate, and acerola clear juice concentrate. In 2023, a new powder plant was built.



Niagro is capable of managing the amount of vitamin C in their Acerola products.



As acerola ripens and turns red, the amount of contained Vitamin C decreases,

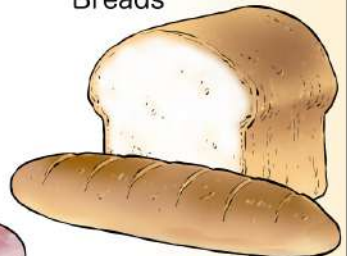


Supplement

which can be used in....

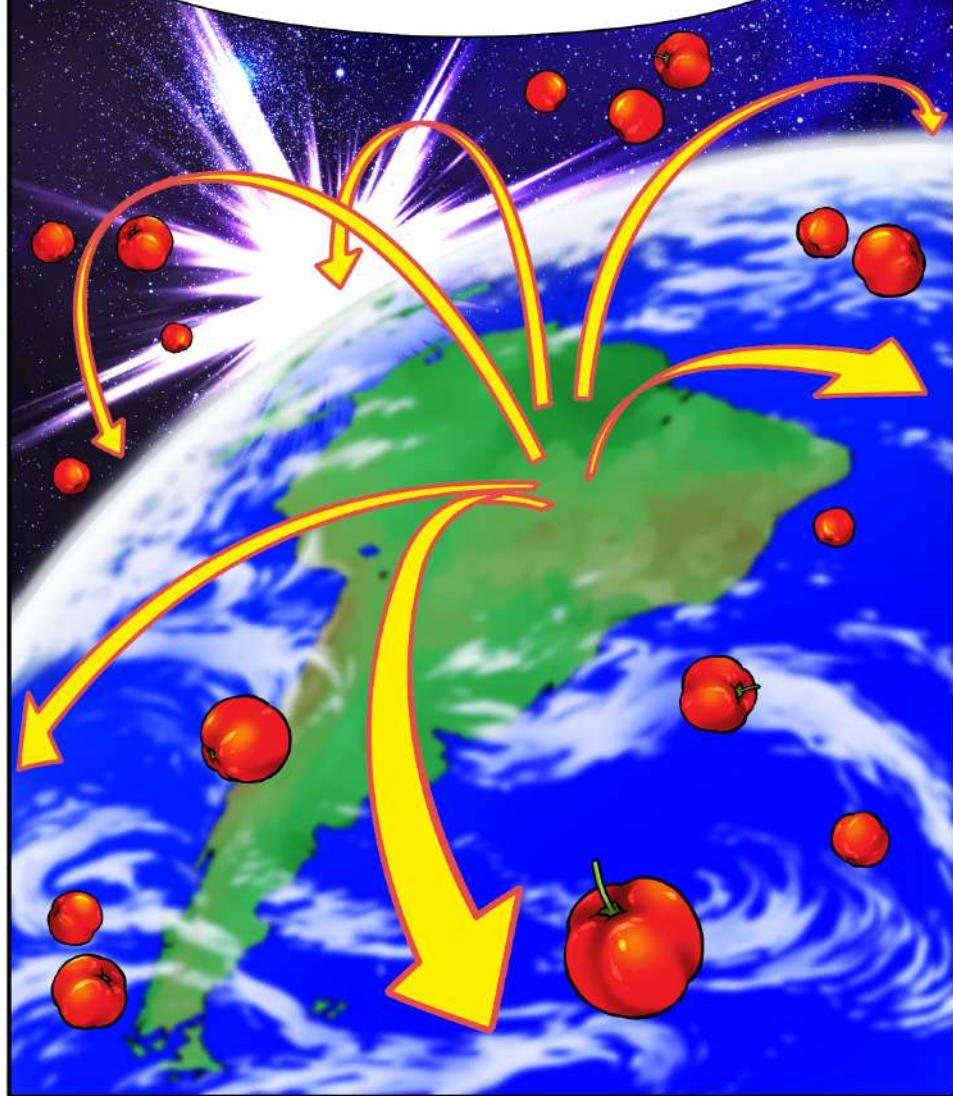
Breads

Ham, bacon, etc.





Together with Acerola, a fruit with high potential in many fields, Niagro will continue to deliver fresh, healthy, and delicious products to consumers around the world.



Company History

In May 1990, the Nichirei Group in Japan began to undergo acerola cultivation in the San Francisco Valley region.

September 26, 1990, through agronomist Ivan Marques Leal, the first pioneering planting of acerola seedlings took place on the farmland of a partner farmer in the San Francisco Valley region. This was the starting point for the cultivation of acerola in the region, and the catalyst for its great success.



1991 Niagro was established.



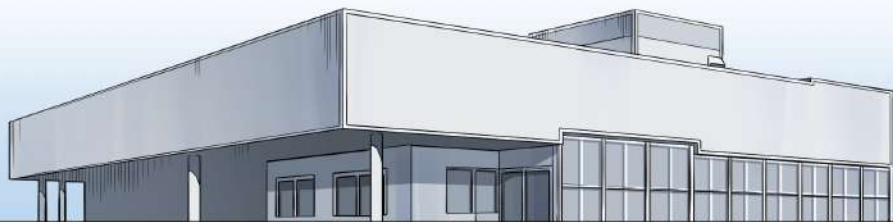
1992 the factory for processing acerola was completed. At that time, frozen fruit was processed and exported to Japan.

2001 Niagro aimed to adapt to all market requirements and its growth. The implementation of the HACCP program was initiated. Certification was obtained in 2004. (HACCAP: Hazard Analysis and Critical Control Points, a systematic approach to assure food safety to the consumer from a hygienic point of view)

2007 In the constant pursuit of maintaining the highest quality of Acerola products, Niquisa sought out highly productive varieties while being accepted by producers in the region, and the first results were published. The cultivation of JUNKO varieties has been successful.

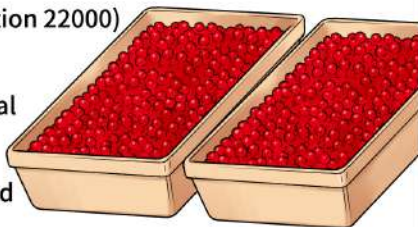
Niquisa: Niagro's facility for Acerola variety R&D

Junko, Nikki: Varieties of Acerola



2014 Obtained FSSC 22000 certification.
(FSSC 22000: Food Safety System Certification 22000)

2020 Adhering to the strictest environmental protection and sustainability controls, Niagro had modernized its water treatment plan to ensure the best quality of water used and disposed of during the manufacturing process. Water can be recycled as it is returned to nature in an improved condition.



On August 8, 2022, Niagro celebrated 30 years of operation in the area. A new Acerola spray-dry powder production line was established.

2024 Presently, Niagro is a leader and specialist in the global Acerola business.



Our goal is to be respectful, passionate, and responsible for the social environment; to ensure market satisfaction, and to provide excellent quality for our customers, partners, and employees, as well as to maintain continuous growth.



Company Profile

Head Office	Niagro Nichirei do Brasil Agricola Ltda. Rua Padre Carapuceiro 858, - Empresarial Cicero Dias sala 702 Conj. 719 - Boa Viagem - Recife/PE - Brazil.
Capital	27,283,150 Brazilian Real
Shareholders	Kabushiki Kaisha Nichirei Foods
Business Activities	<ol style="list-style-type: none">1. Import and export of frozen fruit juices, vegetable juices, and related food products2. Import and export of beverage products3. Other business operations supplementary to or associated with the abovementioned activities
President	Ivan Marques Leal
Date of Establishment	August 4, 1992
Niagro Nichirei do Brasil Agricola Ltda. (Factory)	Niagro Nichirei do Brasil Agricola Ltda. Avenida Luiz de Souza, 721 - Quadra H Lotes 14 a 17 - Bairro Distrito Industrial - Petrolina Pernambuco - CEP56308-420 - Brazil Phone: +55-87-2101-1433
Nichirei Suco Vietnam Company Limited (Vietnam)	Nichirei Suco Vietnam Company Limited ap Hoa Binh, xa Binh Nghi, huyen Go Cong Dong, tinh Tien Giang, Vietnam

NIAGRO