

The Fresh Merchants

FRESH PRODUCE TRADING CO.

COMPANY PROFILE

Exceptional Origins. Global Markets.

The Fresh Merchants is an international trading company supplying specialty fresh produce from Morocco and dried herbs & botanical ingredients to importers, distributors, processors and food manufacturers. One accountable counterparty, from specification to delivery.

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Illustrative photography. Not the company's own facilities or produce.

ABOUT US

An independent trading company, built for international buyers.

The Fresh Merchants is an independent international trading company with two divisions: Specialty Fresh Produce from Morocco, and Dried Herbs & Botanical Ingredients. We purchase from qualified growers, packhouses and herb suppliers, take commercial ownership, and sell direct to importers, distributors, processors and food manufacturers.

We are your counterparty

Your contract, invoice and claims route are with us. You do not negotiate separately with growers or packhouses.

We buy, then we sell

We purchase the produce and resell it at a wholesale price — no commission model, no hidden brokerage.

We manage the supply base

Supplier relationships, purchase specifications, quality arrangements and documentation are our responsibility.

A specialised portfolio, traded with discipline.

01

Direct Trading Partner

You buy from us, not from a chain of intermediaries. We take commercial ownership and are your contractual counterparty on price, specification and delivery terms.

02

Specialised Product Portfolio

A focused range of specialty fresh produce and culinary dried herbs — chosen for specification value, not for catalogue length.

03

Specification-Led Quality

Every offer references a written specification: calibre, class and Brix for citrus; form, particle size, moisture, purity and micro limits for dried herbs.

04

International Trade Execution

Export documentation, Incoterms, cold-chain or ambient logistics and destination compliance coordinated for each shipment.

From specification to delivery — with one counterparty.

1 **Requirements & commercial offer**
You share products, specifications, volumes and destination. We return a written offer with price, Incoterm, pack format and shipment window.

2 **Procurement & approval**
On acceptance, we purchase from qualified suppliers. For dried herbs, lot documents or samples can be approved before shipment.

3 **Quality & documentation**
Pre-shipment checks against the agreed specification. Phytosanitary, origin, analytical and commercial documents prepared for your destination.

4 **Export & delivery coordination**
Refrigerated dispatch for fresh produce, ambient palletised freight for dried ingredients, with shipment updates through to delivery or handover.

PRODUCE PORTFOLIO

Five fresh product families.

Specialty Citrus	Oct–Jun	Clementines · Nadorcott Mandarins · Navel Oranges · Maroc Late / Valencia Late Oranges
Specialty Vegetables	Oct–Jun	Cherry Tomatoes · Vine Tomatoes · Bell Peppers · Sweet Pointed Peppers · Specialty Chillies · Fine Green Beans · Extra-Fine Green Beans
Fresh Culinary Herbs	Jan–Dec	Fresh Mint · Fresh Coriander · Flat-Leaf Parsley · Fresh Rosemary · Fresh Thyme
Berries	Oct–May	Blueberries · Raspberries · Strawberries
Seasonal Fruit	Jan–Dec	Hass Avocados · Galia Melons · Charentais Melons · Watermelons · Table Grapes · Nectarines · Peaches · Apricots · Fresh Figs · Pomegranates

Seasonal windows are indicative and subject to crop conditions, specifications and confirmed supplier availability.

Dried Herbs & Botanical Ingredients

Core range	Dried Thyme · Dried Rosemary · Dried Mint · Dried Oregano
Extended range	Dried Parsley · Dried Sage · Bay Leaves · Selected Culinary Botanicals
Future programme	Dried Hibiscus

Dried ingredients may be traded throughout the year, subject to production, stock and quality verification.

Two divisions. Two quality pathways.

Fresh produce

- Variety & calibre
- Quality class
- Brix & internal quality
- Packaging & palletisation
- Residue compliance
- Cold-chain management
- Phytosanitary documentation
- Traceability

Dried herbs & botanicals

- Botanical identity
- Moisture
- Purity & foreign matter
- Microbiological limits
- Pesticide residues
- Heavy metals
- Batch traceability
- CoA & laboratory reports

Verified certificates (company or partner supplier) will be listed here with certificate numbers and validity. Ask us which standards apply to a specific programme.

Ready to discuss supply to your import market.

Our commercial focus covers four target regions. Product eligibility, documentation and access conditions are confirmed for each destination before we commit.

United Kingdom · European Union · Middle East & GCC · West Africa

Target regions reflect commercial focus, not established customer locations.

Let's Discuss Your Next Supply Programme.

Tell us which products, specifications and volumes you need — fresh, dried or both. We will come back with a written offer, or an honest explanation if we cannot supply.

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