



COMPANY PROFILE

A SINOKROT HOLDING COMPANY

GROWING. PACKING. EXPORTING



PALESTINE
GARDENS



**PALESTINE
GARDENS**

JERICHO

THE MOON CITY



A HISTORICAL RELATIONSHIP WITH DATES

Jericho is the lowest and oldest city in the world (More than 10,000 Years Old). Jericho is also known as “The Date City” or “The City of Palm Trees” because no matter whether you walk or drive through the city, you inevitably come across its beautiful fertile green oasis and wonderful fragrance.

Historically, when Umayyad rule ended in 750 AD and was followed by the Arab caliphates of the Abbasid and Fatimid dynasties, Irrigated agriculture was developed under Islamic rule, reaffirming Jericho’s reputation as a fertile “City of the Palms”.

Al-Maqdisi, the Arab geographer, wrote in 985 AD that, “the water of Jericho is held to be the highest and best. Bananas are plentiful, also dates and flowers of fragrant odor. Jericho is also referred to by him as one of the principal cities of Jund Filastin.

In 1226, Arab geographer Yaqut al-Hamawi said of Jericho, “it has many palm trees, also sugarcane in quantities, and bananas. The best of all the sugar in the Ghaur land is made here.” In the 14th century, Abu al-Fida writes there are sulfur mines in Jericho, “the only ones in Palestine.



WELCOME



Palestine Gardens is a Sinokrot Holding company specialized in producing high quality Medjoul dates. Established in 2007, Palestine Gardens is an extension to the thirty five year legacy of Sinokrot Holding, benefiting from its experience and success in the global market.



Palestine Gardens seeks to deliver high-end agricultural products to international and local markets, such as our premium date brands Qamar (Moon), and Sahara Crown.

We are the leading exporter of dates in Palestine, playing a major role in increasing the share of Palestinian agricultural products in global markets. Our reach entailed over 20 countries and our aim is to promote our produce in new markets through partners who are strong leading businesses in their countries.

At Palestine Gardens we have the largest and most technically advanced packing center for dates, vegetables, and herbs with a total building area of over 4,200 sq.m. Our freezing facility is also the largest in Palestine.

Quality Assurance is Palestine Gardens' unique strength, and it's the heart of our business. Palestine Gardens proudly holds, GLOBAL G.A.P, BRC, SA8000, Field to Fork, and Sedex quality certifications.

All of our products are carefully sorted through fully automated production lines working in compliance with international standards. Our 20 permanent staff and 100 seasonal workers have long expertise technically and commercially in the field of dates and understanding international markets requirements.

OUR PRODUCE



Our farms serve as a showcase facility to local farmers to demonstrate an efficient and highly qualified production system to owners of small, medium and large farms in Jericho and the Palestinian Jordan Valley.

Through our skilled team of agronomists, technicians, extension team, and consultants, we provide local farmers with consultation services on types of plants to grow, plant health practices, fertilizing, irrigation, harvesting, and transportation methods, to meet the standards of international markets. We then buy their quality products to sort and package in our packing house facility and export to global markets. This initiative helps us support Palestinian farmers and contribute to building a sustainable farming system.

Palestine Gardens farmers are spread along Jericho and the Jordan Valley and cover a geographical area of over 300 hectares of Palm trees.



OUR PACKING HOUSE



OUR FACTORIES

PRODUCTION LINES

Our factories are located in the rich fields of Al-Ouja, Jericho on an area of 4,200 square meters for the grading, sorting and packing of freshly picked date products.

At Palestine Gardens we have the largest and most modern center for packing dates. Our products are carefully sorted through fully automated production lines, working in compliance with international standards.

The dates are washed with water, dried, and then packed automatically according to quality grade and fruit size. Each fruit is photographed separately and automatically weighted on the machine to be classified on pre-set computer equation that identify to which size and quality grade it belongs. Each type is packed separately in the right box size under strict quality control measures at each stage. Our factory employs seasonally over 100 skilled labor, 50% of which are women and we have full time technical and quality staff.



OUR FACTORIES

PRODUCTION PROCESS AND QUALITY

Palestine Gardens quality assurance system is among the strictest in the world. It covers all stages of the process, from planting and growing, through sorting, to packing and delivering. This constant supervision ensures that our produce and our facilities meet the highest health, safety, quality, and environmental standards in the industry.

Our phase-gate model consists of 9 steps, each verified before moving to the next level. Palestine Gardens proudly holds ISO9000, GLOBALG.A.P, BRC, SA8000, Field to Fork, and Sedex quality certifications. We have modern laboratories to test the dates according to the highest hygiene and safety standards.



OUR FACTORIES

STORAGE FACILITIES

Welcome to the largest freezing facility in Palestine. Our storage house is capable of freezing enormous quantities.

In 2015, Palestine Gardens expanded its storage facilities to save up to 1,500 tons at a time of dates at a temperature of -20°C (-4°F). The freezing facility consist of 10 rooms in variant sizes and storage formats. Each room is monitored closely for optimum and consistent storage conditions.



OUR PRODUCTS





QAMAR DATES

Skin Separation: 0-10%

Premium 1st Class Medjoul dates are our flagship product, sorted and packaged to satisfy the taste of high end retailers worldwide. Our premium dates come in different package sizes, each signified by a different color: 5kg, 2kg, 1kg, and 0.5 kg.

5 dates sizes are available from small to super jumbo.



SAHARA CROWN

Skin Separation: 10-30%

A customer's choice when looking for quality dates at an affordable price. Our Sahara Crown Dates are cultivated with the same conditions and standards as our premium date brands, skin is loose due to weather conditions during cultivation. They come in different package sizes, each signified by a different color: 5kg, 2kg, 1kg, and 0.5kg.

5 dates sizes are available from small to super jumbo.

OUR PRODUCTS

QAMAR DATES**PREMIUM MEDJOUL DATES**

Premium 1st Class Medjoul dates are our flagship product, sorted and packaged to satisfy the taste of high-end retailers and consumers worldwide. Our premium dates come in different fruit sizes and package formats, each signified by a different color: 5kg, 2kg, 1kg, and 0.5 kg.

**0-10% SKIN SEPARATION**

Our Premium Qamar Dates has 0%- 10% skin separation and weighs 10 to 27gr per unit.

**SIZE CHART**

QAMAR DATES PACKAGES

5 KG PACKAGES



SMALL (S)



MEDIUM (M)



LARGE (L)



JUMBO (J)



SUPER JUMBO (SJ)

1 KG PACKAGES



SMALL (S)



MEDIUM (M)



LARGE (L)



JUMBO (J)



SUPER JUMBO (SJ)

0.5 KG PACKAGES



SMALL (S)



MEDIUM (M)



LARGE (L)



JUMBO (J)



SUPER JUMBO (SJ)

OUR PRODUCTS

SAHARA CROWN

SAHARA CROWN
 تاج الصحراء

CUSTOMER'S CHOICE PACK

A customer's choice when looking for quality dates at an affordable price. Our Sahara Crown Dates are cultivated with the same conditions and standards as our premium date brands, but the skins is more loose due to weather conditions during cultivation. They come in different fruit sizes and package formats, each signified by a different color: 5kg, 2kg, 1kg, and 0.5kg.

10-30% SKIN SEPARATION

Our Sahara Crown brand dates have 10%- 30% skin separation and weighs 10 to 27gr per unit.

**SIZE CHART**

SAHARA CROWN PACKAGES

5 KG PACKAGES



SMALL (S)



MEDIUM (M)



LARGE (L)



JUMBO (J)



SUPER JUMBO (SJ)

1 KG PACKAGES



SMALL (S)



MEDIUM (M)



LARGE (L)



JUMBO (J)



SUPER JUMBO (SJ)

0.5 KG PACKAGES



SMALL (S)



MEDIUM (M)



LARGE (L)



JUMBO (J)



SUPER JUMBO (SJ)



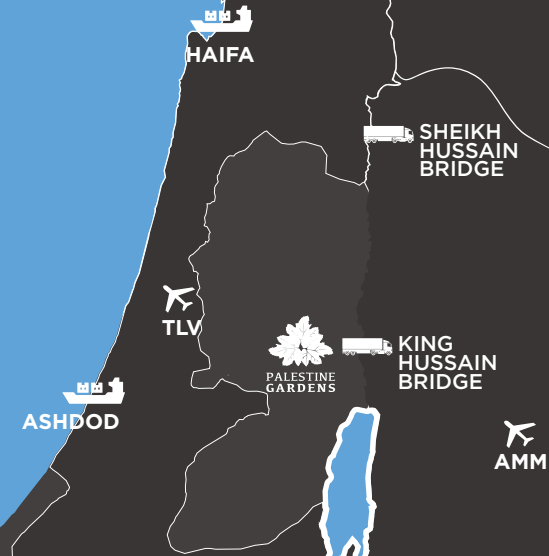
EXPORT CAPABILITIES

Any distance, any destination, any taste, any quantity, anytime!

Shipping to more than 20 countries worldwide, Palestine Gardens is close to airport, harbors, and King Hussain Bridge access points to help us rapidly deliver goods to their final export destinations efficiently.

Our products can be exported to their destination by express air travel to guarantee that our products are freshly delivered to their destination with minimum travel time.

Most of our dates are transported by sea in 20 and 40-foot reefer containers which are brought to our warehouse, loaded, and trucked straight to the ports, taking into consideration that our produce is pampered by the cool container temperature which maintains their high quality and freshness during the whole supply chain.



**PALESTINE GARDENS AWARDED AS
THE BEST PALESTINIAN EXPORTING
COMPANY IN THE AGRICULTURAL AND
AGRO-INDUSTRIAL SECTOR**

PALTRADE AWARDS - NOVEMBER 2015

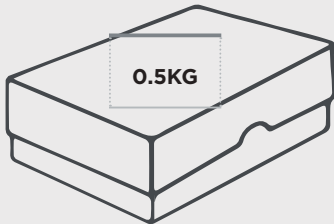
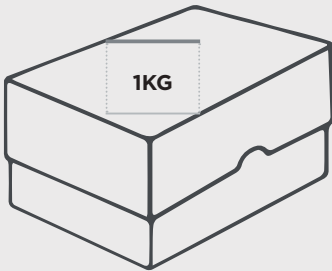
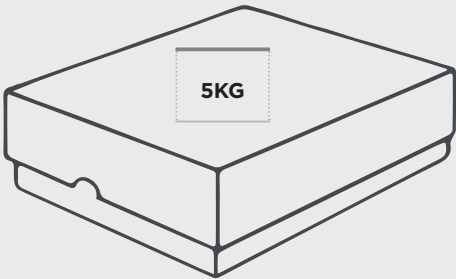


OUR CUSTOMERS ARE LOCATED IN MORE THAN 20 COUNTRIES WORLDWIDE INCLUDING



PACKAGING INFORMATION

We offer our clients a variety of packaging solutions. **Private labeling and custom packaging are available on demand.**



STANDARD PACKAGES		5 KG BOX					1 KG BOX					0.5 KG BOX				
DIMENSIONS	Width	39					18.2					18.2				
	Length	29.5					13.5					13.5				
	Height	8.8					7.5					4				
DATES PER PACK	Available Date Size	S	M	L	J	SJ	S	M	L	J	SJ	S	M	L	J	SJ
	Dates Per Package	385	310	260	215	190	77	62	52	43	38	38	31	26	22	19
OTHER	Boxes Per Pallet	200					8 x 110					16 x 100				
	Gross Weight (kg)	5.3					1.082					0.57				

EXPORT/SHIPPING INFORMATION



BY SEA

1. SEA FREIGHT PALLETS

Box	Master Cases/ Pallets	Units/ Master Case	Units/ Pallets	Net Weight (Kg)/ Pallets	Est. Gross Weight (Kg)/ Pallet
250g	100	32	3200	800	910
500g	100	16	1600	800	1000
1kg	110	8	880	880	1,100
2kg	110	4	440	880	1,100
5kg	-	200	200	1,000	1,150

The container is brought from the port to our packing house in Jericho on a truck with a reefer container generator, stuffed at our packing house yard and returned either to Ashdod or Haifa Port for shipping to the final port of destination. The products are transported at -18c .

2. SEA FREIGHT CONTAINERS

Size/ Type	Total Pallets	Minimum Net Weight (Kg) FCL	Maximum Net Weight (Kg) FCL
20' Reefer	9	7,200	9,000
40' Reefer	20	16,000	20,000

Maximum pallet height (cm): 230 / Pallet weight and Dimensions: 100*120*16kg.



BY AIR

AIR FREIGHT PALLETS

Box	Master Cases/ Pallets	Units/ Master Case	Units/ Pallets	Net Weight (Kg)/ Pallets	Est. Gross Weight (Kg)/ Pallet
250g	80	32	2,560	640	364
500g	80	16	1,280	640	600
1kg	80	8	640	640	680
2kg	80	4	320	640	680
5kg	160	0	160	800	880

- Maximum Pallet Height (cm): up to 1,60 / Pallet weight and Dimensions: 100*120*4kg (Master case dimensions (cm): L: 38.9 H: 17.5).
- For transportation via air freight, our products are moved via cold trucks either to Queen Alia Airport (Amman, Jordan), or Bein Gurion Airport/ Tel Aviv for deliver to the final airport of destination. Security check at Tel Aviv airport can take up to 2 days.



BY LAND

A reefer truck can be used for land transportation to neighbouring countries. These trucks can take up to 24 pallets (i.e. a minimum of 19,200kg and a maximum of 24,000kg).

HEALTH BENEFITS

Besides their delicious taste, dates are nutritious and very good for our health. There are so many health benefits from dates.

Spiritually, dates have been referred to again and again in both the Qur'an and the Bible. Nutritionally, dates have so many benefits that eating it daily should be a must.



here are our top picks



PREGNANCY/ HEALTHY MOMMY

Dates are good for breastfeeding mothers, and therefore for the babies!

NATURAL BOOSTER



Dates are nutritious, tasty, convenient energy booster, especially for those with anemia experiencing fatigue and sluggishness.



STRONG BONES

Rich in selenium, manganese, copper, and magnesium, keeping our bones healthy, and preventing conditions such as osteoporosis.



SWEET LOVING

Studies have shown that dates are even beneficial for increasing sexual stamina



DIABETICS FRIENDLY

Dates are diabetes friendly. Dates are considered fruit of medium glycemic index. Its sugars are natural sugars (sucrose, fructose, and glucose).



ATHLETE'S BEST SPORT FRIEND

Dates are good for athletes and active people.

HAPPY TUMMY



Dates improve digestive system: constipation, abdominal cancer, and intestinal disorders.



HEALTHY HEART

Dates are good for the heart. It is fat and cholesterol free.



KEEP YOU IN SHAPE

Dates can help one lose, gain, or maintain weight for the weight conscious.



RAMADAN AND FASTING

Research has proven that having dates after fasting has got great benefits for our nutrition and health!

- Dates are easy to digest so they don't exhaust the fasting person stomach.
- Dates decrease the great hunger feeling of the fasting person and so he doesn't rush into excessive food eating which causes digestion disorders.
- Dates prepare the stomach to receive the food after being inactive through out the day with activating the release of digestive secretions and juices.
- Dates protect the fasting person from having constipation as a result of changing meals times or as a result of having low fiber amounts in meals.

A SINOKROT HOLDING COMPANY



Since its establishment in 1982, Sinokrot Holding has been dedicated to enhancing Palestinian living standard, building a sustainable Palestinian economy, and growing to compete in the global market.

We are the leading family owned business in Palestine with regards of investment size and number of employees. Sinokrot Holding focuses its investments on sectors within the Palestinian economy with the most potential for growth and comparative advantages, focusing on: Food and Agro-Industries, Agriculture, Tourism and Hospitality, Trade and Consumable products, and Information Technology. With a solid infrastructure, Sinokrot Holding owns premises with more than 100,000 square meter, allowing easy mobility, good access to markets, supply chain management and modern technology. Our companies spread out geographically in the West Bank, Jerusalem, Gaza Strip and Jordan, creating thousands of job opportunities all around Palestine.

As a pioneering Group in Palestine, with unique and solid partnership with public and private institutions, we follow sound judgment and transparency in all of our partnerships. Sinokrot Holding has strong financial capabilities, accountable and transparent Dun and Bradstreet relation with all stakeholders including banks, IDB, PWC, BDI, as well as our suppliers and customers. Our strategic partnerships distinguish our group of companies and provide us with the strength and confidence to continue our professional and social development. Sinokrot Holding code of ethics and social accountability brought a socio-economic impact to Palestine. We are proud to support community organizations working in the fields of education, care, youth, entrepreneurship and sports. We also support the development of a national Palestinian economic identity through our imports and exports from/to over 30 countries in regional and international markets.



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