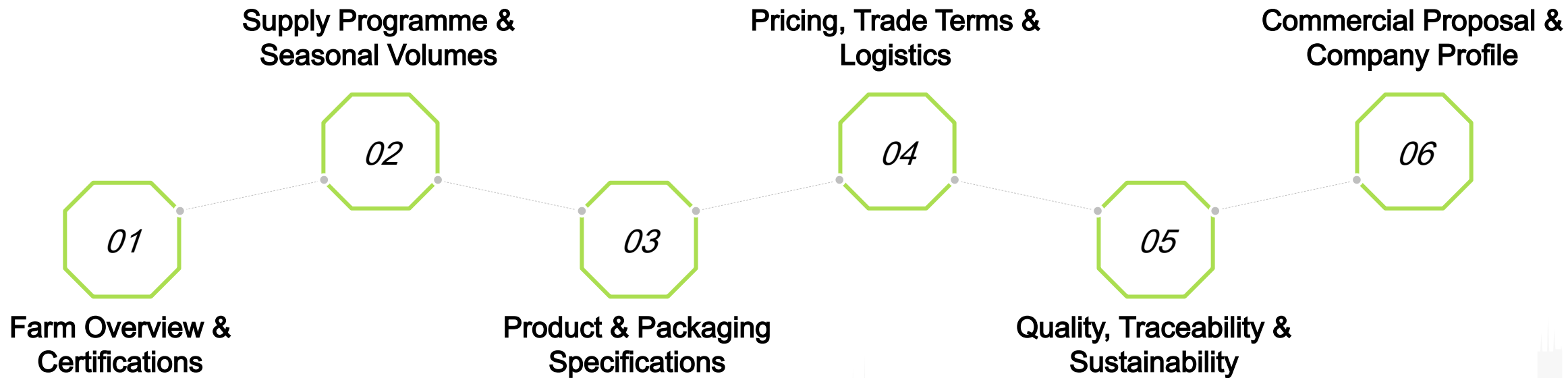




Tafften Farms Purple Passion Fruit Export Presentation

- Marketing

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Farm Overview & Certifications

Farm Profile



Farm Name: Tafften Farms

Tafften Farms is a dedicated horticulture enterprise located in Zimbabwe, specializing exclusively in premium purple passion fruit production. The farm is owned and operated by a well experienced team



Location: Middleton Farms

Located in Zimbabwe's high-veld region, with favourable conditions for passion fruit cultivation and efficient access to Harare International Airport.



Total Area: 5 Hectares

The 2026/27 production programme covers 5 hectares of carefully managed purple passion fruit, with trellised production focused on fruit quality and consistent export supply.



Crop: Purple Passion Fruit

Tafften Farms grows passion fruit (*Passiflora edulis*), prized for its aromatic flavor, high juice content, and deep purple skin. Our fruit meets export-grade standards with consistent size, sweetness, and shelf life.

Production System & Capacity



Trellised high-density planting with drip irrigation

Vines are trained on sturdy T-trellises with high-density spacing to maximize sunlight exposure and airflow. Drip irrigation delivers water and nutrients directly to roots, minimizing waste and

Expected peak supply: 2-4 Tonnes/Day

During the peak season (January-April), expected harvest availability reaches approximately 2-4 tonnes per day as production flushes build progressively. Supply is planned around confirmed weekly buyer demand.

Our innovative fish-integrated system recirculates water from fish ponds to irrigate passion fruit vines, reducing freshwater consumption. Nutrient-rich fish waste provides natural fertilizer, closing the loop on resource use.

Sustainable soil conservation practices

We implement mulching, cover cropping, and minimal tillage to prevent erosion and maintain soil organic matter. These practices preserve long-term fertility and support healthy vine growth.

Key Certifications



GlobalG.A.P Certified

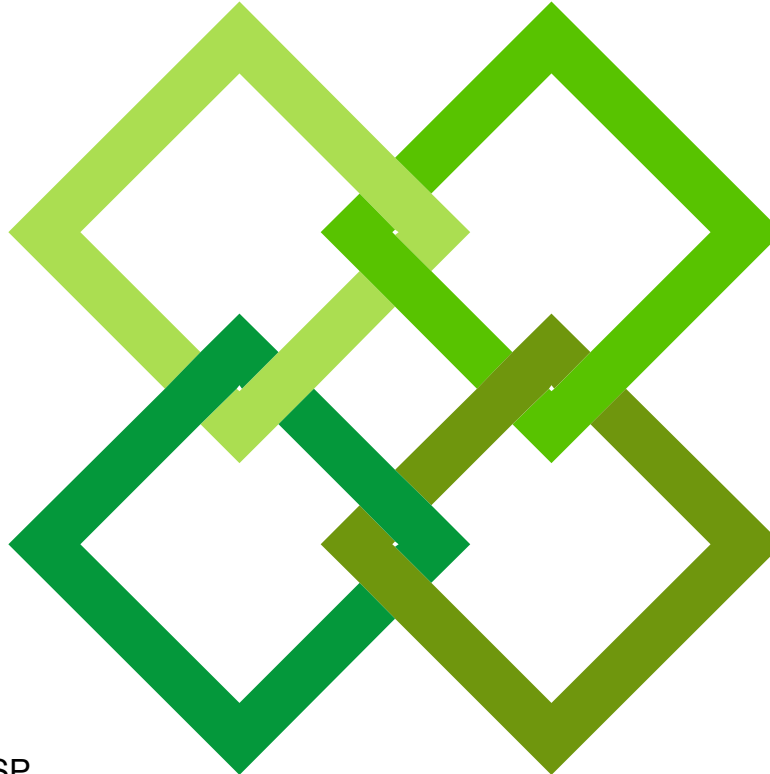
Tafften Farms holds GlobalG.A.P. certification, ensuring our production meets international standards for food safety, traceability, and environmental responsibility. This certification is critical for EU market access.



Full certificates available upon request

All original certificates (GlobalG.A.P., GRASP, phytosanitary, MRL,

Microbiology screening) are available for buyer verification. We provide copies with every shipment and can arrange audits if needed.



GRASP Certified

We are GRASP certified, demonstrating our commitment to social accountability in labor practices. This covers fair wages, worker safety, and housing standards, aligning with ethical sourcing requirements.



Compliance with EU & UK import standards

Our production, packaging, and documentation comply fully with EU and UK import regulations. We meet residue limits, labeling rules, and customs requirements for smooth border clearance.



Supply Programme & Seasonal Volumes

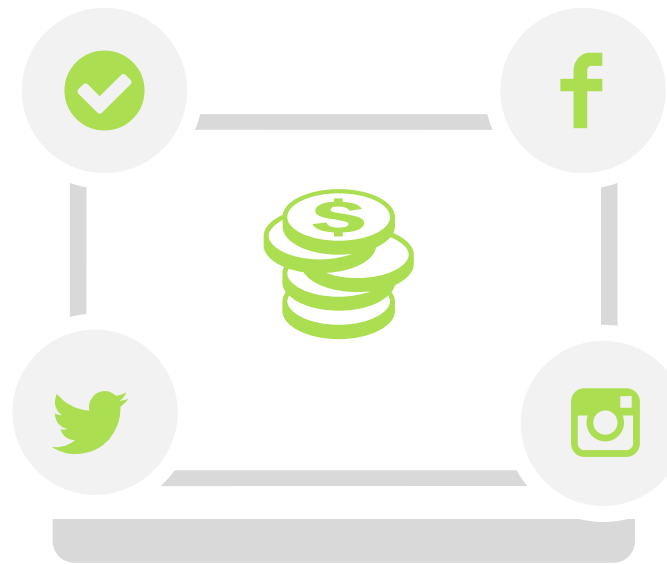
Supply Period Overview

Export season: Late November - April

Harvest begins in late November with a small initial flush, then increases progressively through December. Peak supply is expected from January through April.

Full cold-chain capability for air and sea freight

Fruit is handled through an appropriate cold chain from packhouse to airport or seaport, with temperature control used to protect quality and extend shelf life.



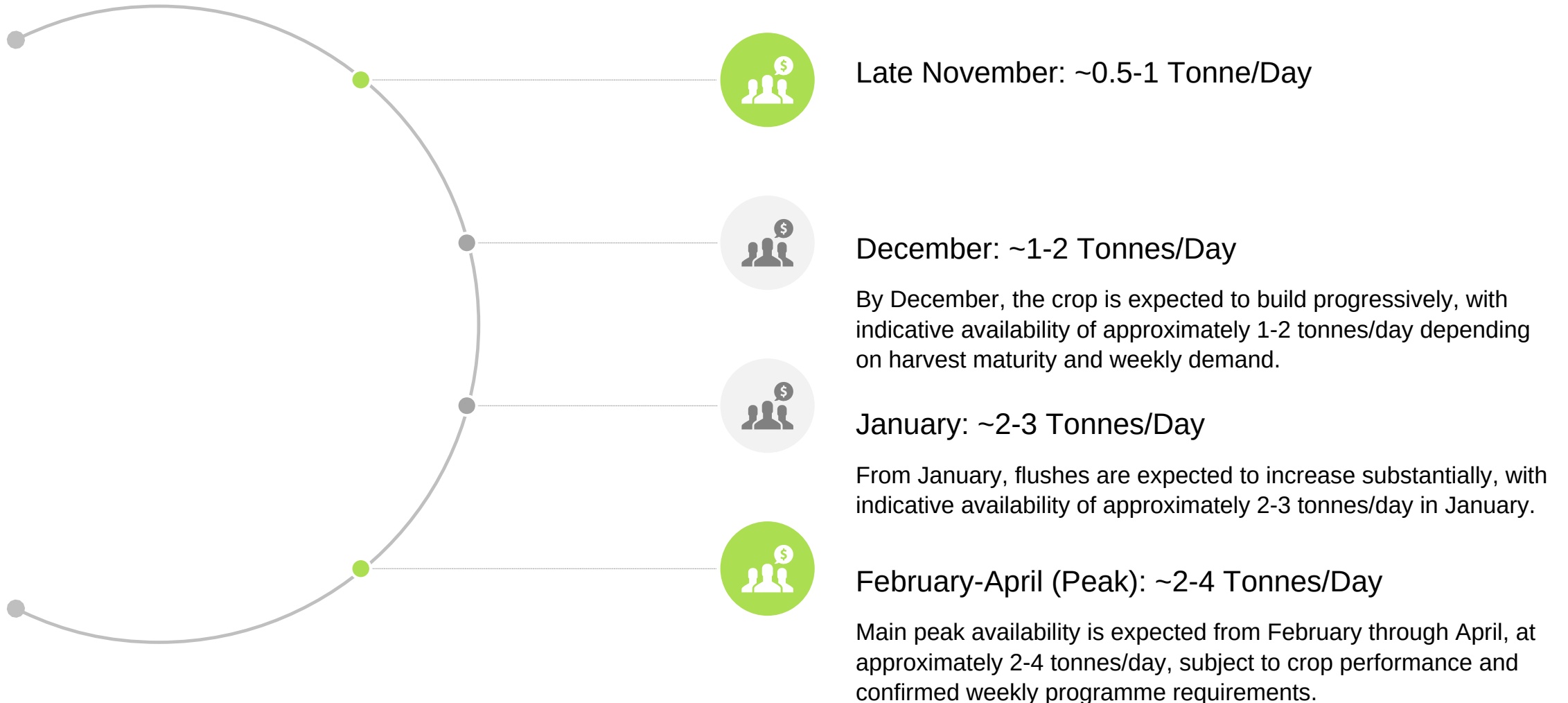
Planned weekly export programme

Harvest, packing and dispatch are planned around confirmed weekly programmes, allowing buyers to agree volumes in advance as seasonal flushes increase.

Reliable partner for international buyers

Tafften Farms prioritizes on-time delivery and responsive communication, working with logistics partners to coordinate documentation, freight booking and shipment tracking.

Seasonal Daily Volumes





Product & Packaging Specifications

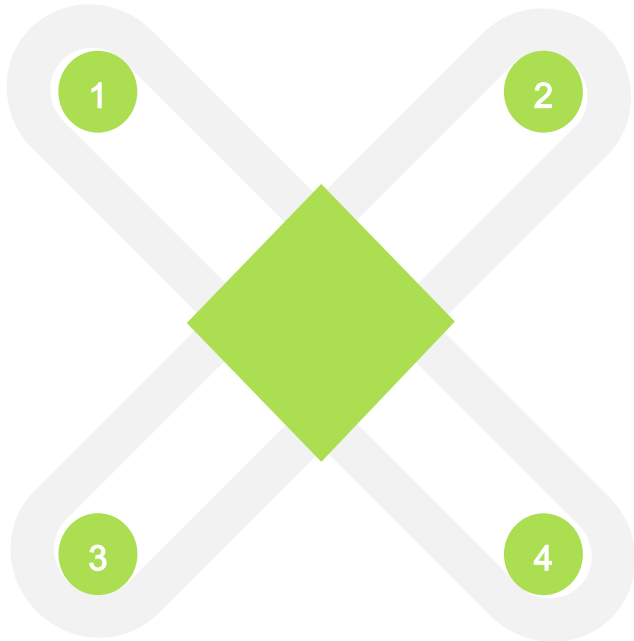
Product Characteristics

Product: Purple Passion Fruit

Our premium purple passion fruit features a deep purple, wrinkled skin at optimal ripeness, with a fragrant, tangy-sweet pulp. It is ideal for fresh consumption, juicing, and culinary use.

Size: Medium to Large, uniform fruits

Typical fruit weight ranges 60–90g, with consistent caliber per carton. Sizing is done by weight banding to ensure uniform presentation.



Grades: Export Grade A / B

Grade A: uniform size, smooth skin, minimal blemishes, >90% color change. Grade B: minor cosmetic defects, still excellent flavor, suitable for processing or discount channels.

Maturity: Export maturity stage; 3-4 week shelf life

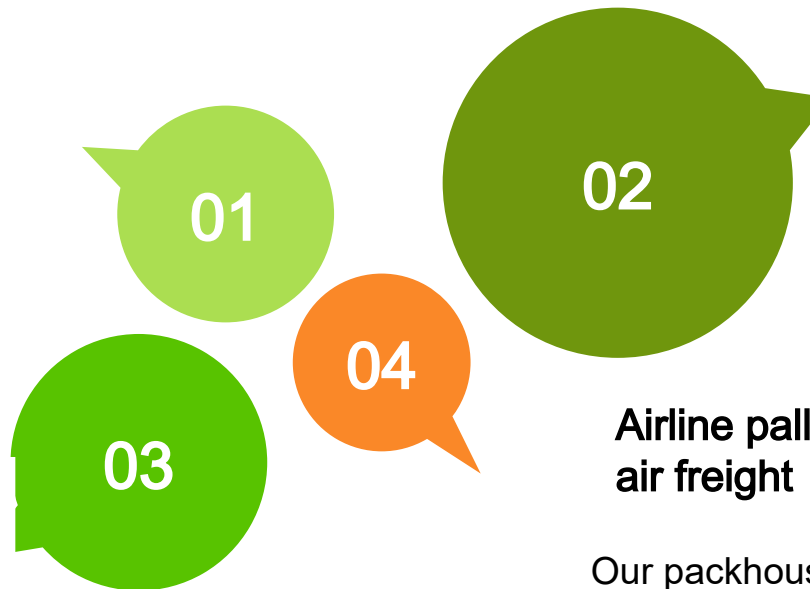
Fruit is harvested at an appropriate export maturity stage, allowing controlled ripening through the cold chain. Expected shelf life is approximately 3-4 weeks when properly handled and stored.

Export Packaging Details

**2 kg export cartons —
strong, ventilated boxes**

Each export carton contains 2 kg net of fruit, with ventilation to support airflow. Corrugated export cartons are selected for stacking and long-haul transport.

Pallet configuration: 250 cartons / ~500 kg net



**Traceability labeling on all
cartons**

Each carton carries a barcode label with batch code, harvest date, farm block, and grade. This enables full traceability from field to consumer.

**Airline pallet compatibility for
air freight**

Our packhouse can build airline pallets (e.g., PMC, PAG) to maximize cargo space. We coordinate with airlines for ULD placement without re-packing.



Pricing, Trade Terms & Logistics

Indicative Offer Sheet

Indicative FOB Price: USD 2.50-3.50/kg

Our indicative FOB range is USD 2.50-3.50/kg. Final pricing is negotiated according to weekly demand, confirmed volume, grade mix, destination and packaging requirements.

Minimum Volume: Negotiable

Trial orders can be arranged from one pallet (approximately 500 kg net), subject to logistics and buyer requirements. Minimum commercial volumes remain negotiable for larger programmes.

Trade Terms: FOB or CIF

We offer FOB Harare (airport) or CIF major EU ports/airports. CIF includes cold chain transport, insurance, and freight charges up to destination.

Payment Terms: 7–14 Days Post Delivery

Standard payment terms are 7–14 days after delivery and inspection, subject to credit approval. Letters of credit or prepayment are also accepted.

Logistics & Cold Chain Plan

Export Airport: Harare International Airport

All airfreight exports depart from Harare International Airport (HRE), 40 minutes from our packhouse. We handle customs clearance and security checks.

Cold Chain Temperature: 7–10°C maintained throughout

With appropriate cold-chain handling, the product is expected to retain marketable quality for approximately 3-4 weeks, subject to maturity at harvest, handling and destination conditions.



Partner Airlines: Ethiopian Airlines, Emirates, Qatar Airways

We work with international freight and airline logistics providers to arrange suitable cargo space and maintain cold-chain integrity for export destinations.



Airport Transfer: Reefer transport from packhouse to airport

Refrigerated trucks (reefers) collect pallets from our packhouse and deliver directly to Harare Airport. Transfer time is under 1 hour, maintaining temperature.



Quality, Traceability & Sustainability

Quality Control System

Field grading during harvest



Harvesters are trained to pick only fruits at correct maturity and reject damaged, diseased, or undersized fruit in the field.

This first pass reduces packhouse rejections.

Strict rejection criteria at every stage



Rejection includes cracks, rot, sunburn, insect damage, and off-shape. Rejected fruit is diverted to local market or processing, never mixed with export.



Packhouse sorting and grading to export standard

In the packhouse, fruit passes through a conveyor for visual inspection and weight grading. Trained sorters remove any substandard fruit; only Grade A/B passes.



Quality inspection before every consignment

Before palletization, a final random inspection is performed. Internal quality (brix, pulp condition) may be sampled using handheld refractometer.

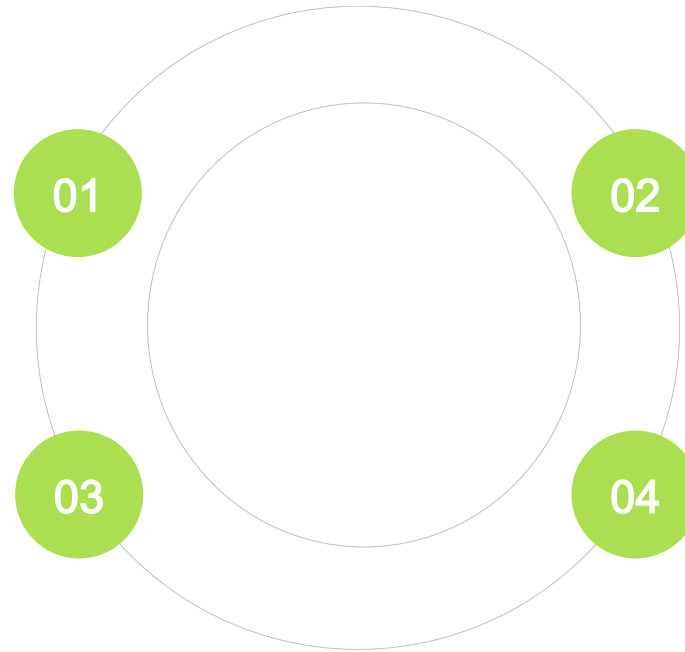
Traceability System

Batch coding system applied at harvest

Each picker team is assigned a unique batch code that links to field block and harvest date. This code is printed on every carton label.

Block-level field identification

Our 5 hectares are divided into identified production blocks. Each block can be linked to variety, irrigation zone and relevant crop-management records for traceability.



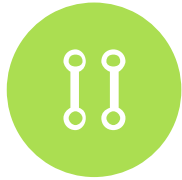
Harvest date tracking per consignment

All cartons within a consignment carry the same harvest date code. This enables precise stock rotation and shelf-life management for buyers.

Full traceability from field to export

Using a digital database, we can trace any individual carton back to harvest date, field block, packer, and QC inspector. This satisfies GlobalG.A.P. requirements.

Sustainability Practices



Fish-integrated irrigation system; water reuse

Our closed-loop aquaponics system uses fish pond water to irrigate passion fruit, reducing freshwater draw by 30%. Fish waste provides nitrate-rich fertilizer.



Efficient fertilizer use — minimal environmental footprint

We apply fertilizers via drip injection based on leaf tissue analysis. This precision reduces runoff and fertilizer use by 25% compared to conventional methods.



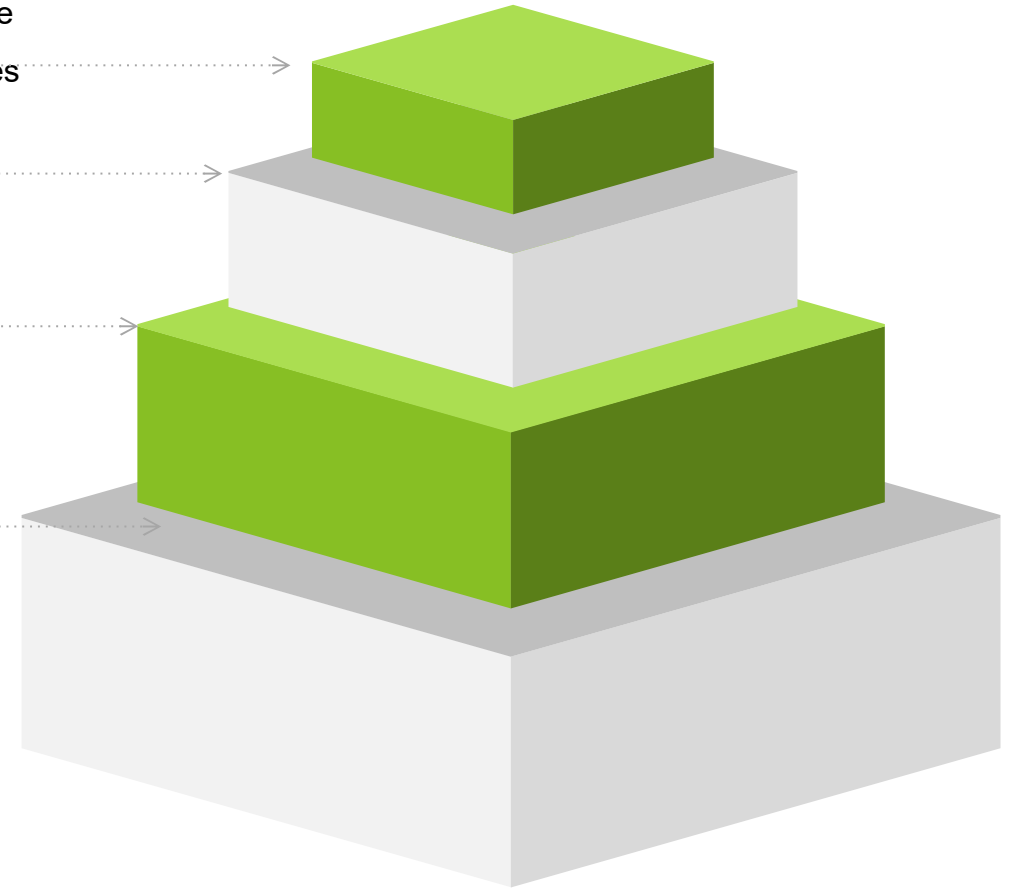
Soil conservation practices embedded in production

Contour planting, mulching with passion fruit prunings, and cover crops between rows prevent soil erosion. We also compost organic matter to improve soil structure.



Fair labour practices across all farm operations

All workers receive above-minimum wages, housing, and medical care. We comply with GRASP standards, including no child labour and freedom of association.





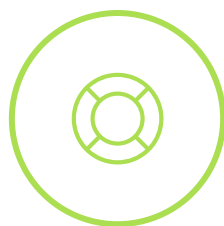
Commercial Proposal & Company Profile

Trial Shipment Proposal



Trial shipment options

Trial shipments can start from one pallet (~500 kg net) by air. Larger programmes and sea-freight options can be discussed according to seasonal availability and logistics.



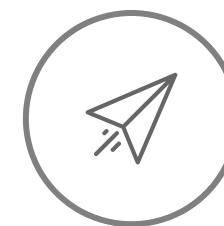
Flexible first-order terms

First orders can start from one pallet, with payment and commercial terms agreed with the buyer according to the transaction structure, destination and credit arrangements.



Dedicated export coordinator assigned per new client

Each new client receives a single point of contact for all pre- and post-shipment queries. The coordinator handles documentation, quality photos, and shipment tracking.



Full documentation package (phytosanitary, COO, invoice, packing list)

Every shipment includes phytosanitary certificate, certificate of origin, commercial invoice, packing list, and certificate of fumigation. Digital copies sent in advance.

Company Profile



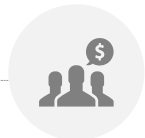
Commercial horticulture enterprise based in Zimbabwe

Tafften Farms is a registered commercial farm in Zimbabwe, operating since 2018. We are a dedicated passion fruit grower with a modern packhouse and experienced team.



Focus: Export-quality purple passion fruit only

Unlike diversified farms, we concentrate all resources on one crop: purple passion fruit. This singular focus allows us to deliver consistent, high-quality exports.



Mission: Consistency, transparency, reliability

Our mission is to be the most trusted passion fruit supplier to international markets. We pride ourselves on on-time deliveries, open communication, and repeat orders.

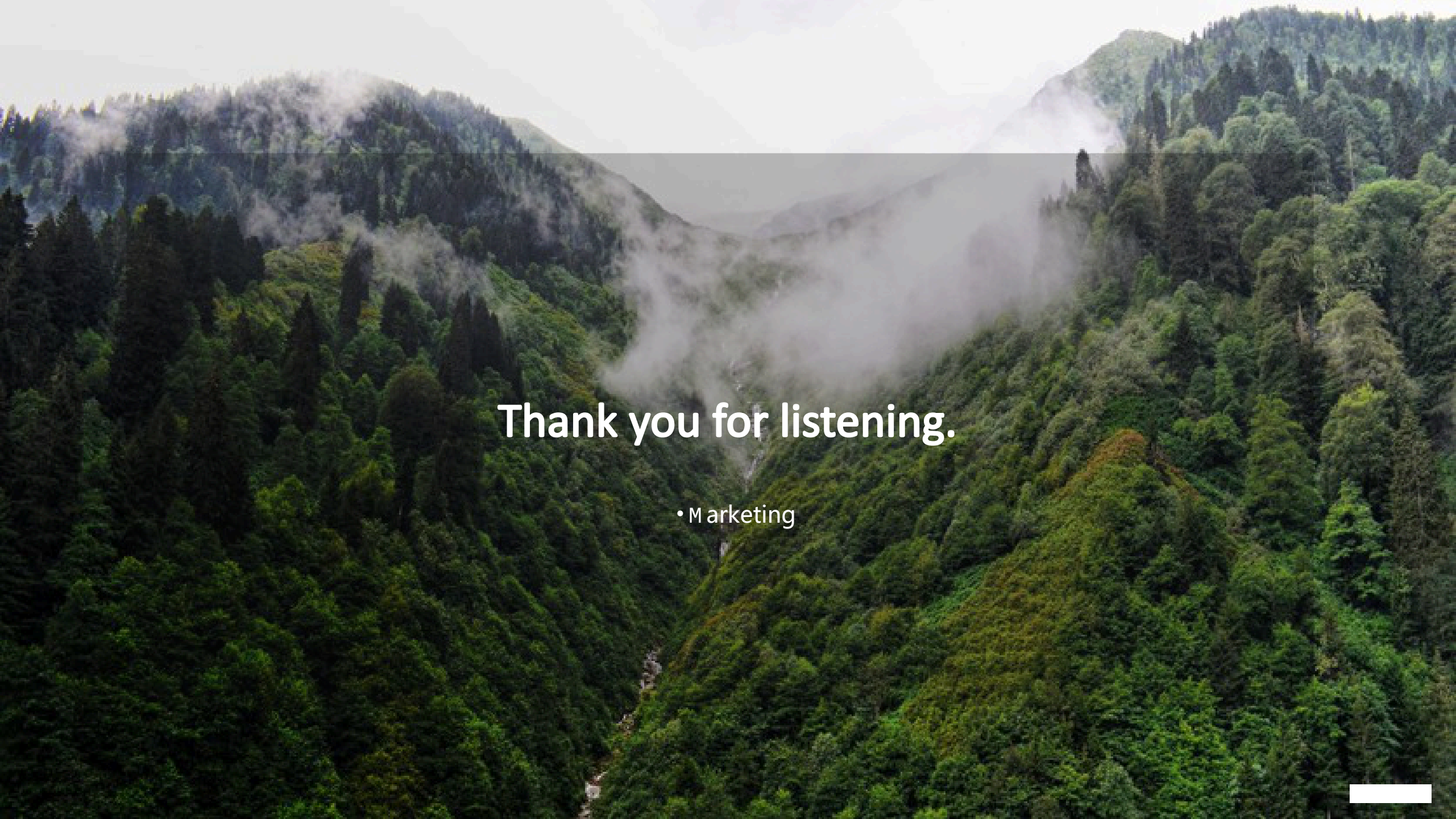


Contact: Tafften Farms Export Team – Zimbabwe

Email: admin@tafftenfarms.com

We respond within 24 hours.

Phone +263 772264450.

An aerial photograph of a lush, green forest valley. The forest is dense with various types of trees, and mist or smoke is rising from the canopy in several places, creating a hazy atmosphere. The mountains in the background are partially obscured by the mist.

Thank you for listening.

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