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By Fred
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Tuesday 3rd August 2021, 10:27 GMT

Agricola Famosa forms new UK melon supplier



Melon&Co will import fruit from parent company Agricola Famosa and offer supply chain services and end-to-end solution for retailers

Brazilian melon and watermelon giant Agricola Famosa has formed a new vertically integrated company called Melon&Co to supply the UK market.

Agricola Famosa is the biggest producer of melons and watermelons in Brazil and one of the biggest in the world.

Melon&Co will represent the Brazilian grower-exporter in the UK, offering a “comprehensive range of supply chain services to create an end-to-end, future-proofed, sustainable and cost-effective solution”.

The new business is fronted by CEO Justin Szymborski, the former managing director of Fesa UK, alongside an “experienced, specialist” team.

“The intention is to offer to customers the benefits of direct access to production whilst supporting them with any complimentary service requirements,” Melon&Co said.

CEO and founder of Agricola Famosa, Carlo Porro, described the move as “a direct response to evolving market requirements” and a “positive move towards efficiency whilst enhancing service to our clients”.

Melon&Co's first Brazilian fruit will arrive in the UK at the end of August, and Spanish and Central American production will complete the full supply calendar.

Founded in 1995 and headquartered in the northeast of Brazil,

Agricola Famosa has over 30,000 hectares under management in Brazil, of which around 10,000ha are productive.

Today the company produces and supplies over 200,000 tons of fresh melons and watermelons to customers around the globe and has 18 packhouses.

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