



RASIP
COMMERCIAL CATALOG | 2024



Prazer de comer e beber bem.

The essence of the RAR brand

The RAR brand is synonymous with quality, flavor, tradition, innovation and origin. In all its actions with customers, suppliers, consumers and society, it is committed to these values, as they define the essence of the brand, its personality and its differentials.

And it was precisely because of this attitude that RAR became a corporate brand, with the brands RASIP, Gran Formaggio, Campos de Vacaria, RAR Gourmet, RAR Importados, RAR Vinhos and RAR Agrícola under its hierarchy

RASIP



RAR



SPACCIO



RASIP



Maçãs Saúdáveis o ano **TODO**

Considered one of the largest apple producing companies in the country, RASIP produces excellent quality fruits that serve the most demanding markets, as it is constantly improving its technological processes and under special climatic conditions and altitude, in terms of Brazil.

One of the pioneers to operate in the apple segment in the country - the first orchards were planted in the 70's - at RASIP everything is planned and executed in order to guarantee excellence in the final product. From harvesting in the field, through personalized service, up to efficiency in delivery, the company strives for full customer satisfaction, as it understands that this result is a unique condition to operate competitively in the market, sustaining its growth and vision of the future.



Orchards

RASIP currently cultivates an area of 1100 ha of apple trees that are in a continuous reconversion process, which is determined by productivity and fruit quality. Production techniques, new varieties and new clones, are constantly evolving. Reconversion is the opportunity to incorporate these changes into our production system. The areas reconverted in the last 10 years are receiving anti-hail nets and in 2020 they have already protected 50% of the plantation area. We recently started fertigation tests and new pruning and conduction systems. The new so-called two-dimensional and Vtrellis conduction systems are systems that improve quality and prepare the areas for mechanized harvesting (robots) in the near future. The entire production, storage, classification and marketing system follows integrated international production protocols, such as Global G.A.P., and integrated national production protocols.

Varieties

The main apple varieties grown by RASIP are clones of Gala and Fuji.



Gala



Fuji

PLANTED AREA AND APPLE PRODUCTION		
	CULTIVATED AREA (ha)	PRODUCTION (ton)
Gala Group	804	38.000
Fuji Group	288	11.000
Others	8	200
Total	1.100	49.200



Sistema Bidimensional



V-Trellis System



V-Trellis System

Certified Quality

The concern with the quality of the fruits that it makes available to the market makes RASIP one of the pioneering companies to implement the most modern quality management processes, in relation to consumer product safety. RASIP apples are produced under strict monitoring and control techniques at all stages of the processes.

Qualified employees, hygienic and safe work environment and equipment, inputs and raw materials approved according to legal requirements, suppliers acting as partners of quality, and preserved environment are basic principles of the company's performance.



Certification

GLOBAL G.A.P. – Global Partnership for Good Agricultural Practice, which guarantees a safe product, free from any type of contamination, thus allowing its commercialization in the largest food product chains in the world.



GLOBAL G.A.P.
GGN 4049929052345

BRAZIL ORGANIC PRODUCT Seal, for apples and pears that are imported, packaged and marketed, which guarantees a product free from treatment of chemical products, as well as preservatives, offering the market a product grown in a sustainable way.



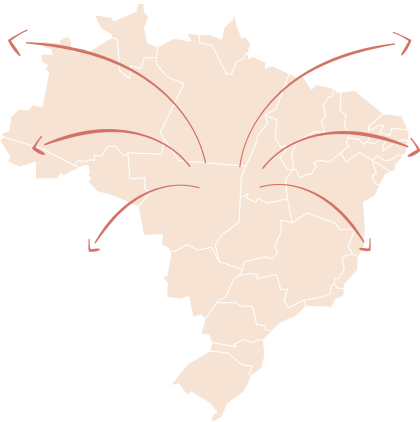
Packing House

The apple classification process is carried out by a modern set of electrical electronic equipment, through a computerized management that allows the separation of fruits by size, category and color. Storage is carried out in fully automated cold chambers with dynamic and controlled atmosphere, which guarantee the quality of the fruit at any time of the year. Constant investments in technology and machinery in the packing house provide a high standard of quality in classification and productivity.

ALMACENAMIENTO EN FRIGORÍFICO	CAPACIDAD ESTÁTICA (tonelada)
Frio Convencional	7.000
Atmosfera Controlada (AC)	16.000
Atmosfera Dinâmica (AD)	27.000
Total	50.000

Market

RASIP apples are present throughout the national territory and a portion of their production is destined for export. The high standard of quality of the fruits has made RASIP one of the industry's largest companies in Brazil.



STANDARD BOXES



STANDARD BOXES
M-IV | CAT.1 | 18KG



STANDARD BOXES
M-IV | CAT.2 | 18KG



STANDARD BOXES
M-IV | BRAZILIAN CHOICE | 18KG



STANDARD BOXES
M-IV | AVALON | 18KG



STANDARD BOXES
M-IV | SUNNY | 18KG



STANDARD BOXES
MAXI GALA APPLES | 18KG | CAT. 1

RASIP KIDS



STANDARD PLATEAU
18 KG | RASIP KIDS | 1KG | 850G | CAT.1

RASIP KIDS UNIT BAG
1KG | 850G | CAT.1

BAG RASIP EXPORT



BAG
APPLE MAXI GALA | CAT. 1

CHIPS AND SNACKS



RASIP LEVE CHIPS LYOPHILIZED FRUITS
MANGO | JACKFRUIT| COCONUT | BANANA 20G



RASIP LEVE APPLE CHIPS AND PINEAPPLE SNACKS
APPLE AND PINEAPPLE 40G



Maçãs sau



dáveis **O ANO TODO**



RASIP ALIMENTOS LTDA.
Fone: (54) 3231.4700 | contato@rar.ind.br

www.rar.ind.br

  /rasipbrasil