

# "Fresh Harvest Fruits"

"From Farm to Table, Naturally Fresh!"

[www.pitared.com](http://www.pitared.com)

# About Us

**Established: 2020**

**Location:**

1 Collection Center El Carmen - Manabí

**Our Story:**

Pitared Ecuador was founded with the aim of producing and exporting red pitahaya of the highest quality, while caring for the environment and promoting fair trade.

**Core Values:**

Quality, Freshness, Sustainability.



# Vision & Mission Company

## Vision:

To be globally recognized as leaders in the production and export of pitahaya.

## Mission:

- To be globally recognized as leaders in the production and export of pitahaya.
- Promote the production and export of pitahaya with excellence, to position ourselves as recognized leaders globally.



# Our Products

Our pitahayas are grown using sustainable and environmentally friendly production techniques. From planting to harvesting, we follow strict quality controls to ensure premium fruit.



## Dragon Fruit

Fruta de piel amarilla y pulpa blanca, muy dulce y aromática; considerada la variedad más premium.



## Red Dragon Fruit

Red-skinned fruit with white or red flesh, mild and refreshing flavor; prized for its color and antioxidants.



## Dragon Fruit

Exotic fruit with bright yellow skin and white pulp. Known for its premium quality and exceptional sweetness.



### Overview

Dragon Fruit is an exotic fruit from the cactus family, known for its bright yellow skin and white flesh with small edible black seeds. It stands out for its exceptionally sweet and aromatic flavor, considered the most premium among pitahaya varieties, with notes reminiscent of a mix of pear and grape.

### Key Features

- Scientific name: *Selenicereus megalanthus*
- Weight: 180–350 g
- Skin: Yellow with soft spines
- Pulp: White
- Flavor: Very sweet
- Texture: Juicy and creamy

Rich in antioxidants



## Red Dragon Fruit

Vibrant red-skinned fruit with white or red pulp. Sweet, refreshing, and visually appealing.

### Overview

It is an exotic fruit from the cactus family, characterized by its bright red skin with green scales and vibrant flesh that can be white, red, or purple depending on the variety. Its flavor is sweet and refreshing, with subtle notes reminiscent of melon and kiwi.

### Key Features

- Scientific name: *Hylocereus* spp.
- Weight: 300–600 g
- Skin: Red with green scales
- Pulp: White or red
- Flavor: Sweet and mild
- Texture: Soft and juicy

Rich in antioxidants



### Sustainability Practices:

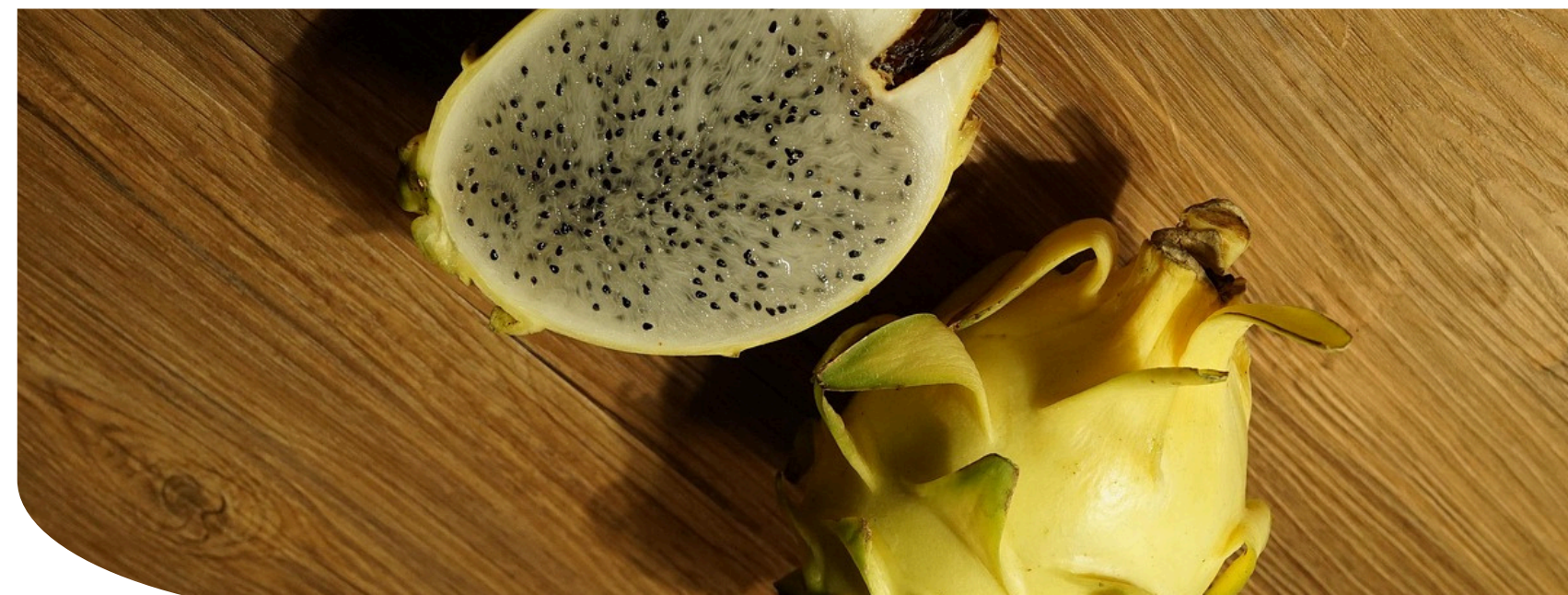
- Optimized irrigation systems to minimize water consumption.
- Waste Reduction: Reuse of plant residues and organic matter to improve soil health.
- Compliance with phytosanitary regulations and in progress for certification.

### Supporting Local Farmers:

- We partner with small, local farmers to help them grow and thrive by providing fair pricing and consistent demand for their produce.
- We promote sustainable farming methods that protect the environment.

***"At PitaRed Ecuador - Raizza Fruit , we care about more than just our business. We're deeply invested in sustainable practices and supporting the communities that provide us with the amazing fruits we offer."***

# Sustainability Community



# Thank You



## Closing:

We are ready to meet your needs with quality, consistency, and trust. Let's create long-term value together.



- +593-984 803 234
- 1006, OE1J, AV. Quitumbe Ñan
- comercial@pitared.com
- www.pitared.com