

# MEXICO – UNITED STATES

## IRRADIATION PROGRAM

GROWERS, PACKERS, DISTRIBUTORS  
FULLY INTEGRATED COMPANY



**PREMIUM  
GUAVA**



YouTube f Instagram /premiumguava

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



**EIGHTH ANNUAL CHAPMAN  
PHYTOSANITARY IRRADIATION FORUM  
JUNE 2018 – BANGKOK, THAILAND**

**ALBERTO DÍAZ M.**

**Spring Valley**  
*Fruits*

9204 Seguin Drive  
Pharr, TX 78577  
Ph. (956) 618-2239









**Spring Valley**  
*Fruits*

**DISTRIBUTORS**  
**PHARR, TEXAS, UNITED STATES**



**PREMIUM  
GUAVA**



# MEXICO – USA IRRADIATION PROGRAM APPROVED COMMODITIES / DOSES

## 150 Gray



Manzano Pepper



Fig



Dragon fruit



Star fruit



Pomegranate



Mango



Citrus  
(Mandarin, Grapefruit, Orange)



# MEXICO – USA IRRADIATION PROGRAM APPROVED COMMODITIES / DOSES





400 Gray










GUAVA

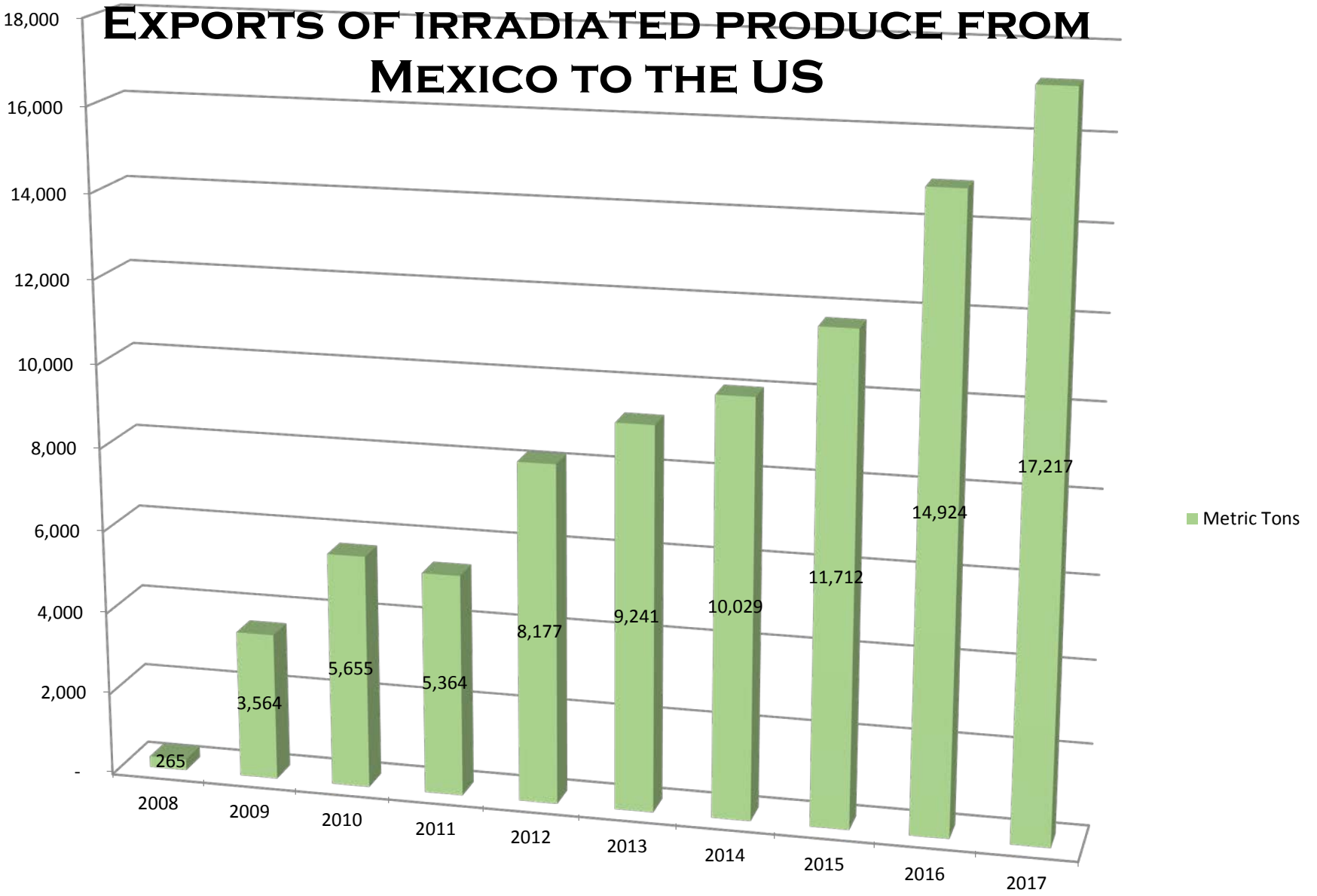
# MEXICO – UNITED STATES IRRADIATION PROGRAM LOGISTICS



-  Gamma Irradiation Plant
-  E-beam Irradiation Plant (coming soon)
-  Frutas Premium packinghouse
-  Spring Valley Fruits

-  Guava
-  Mango
-  Manzano pepper
-  Figs
-  Dragon fruit
-  Citrus
-  Starfruit
-  Pomegranate

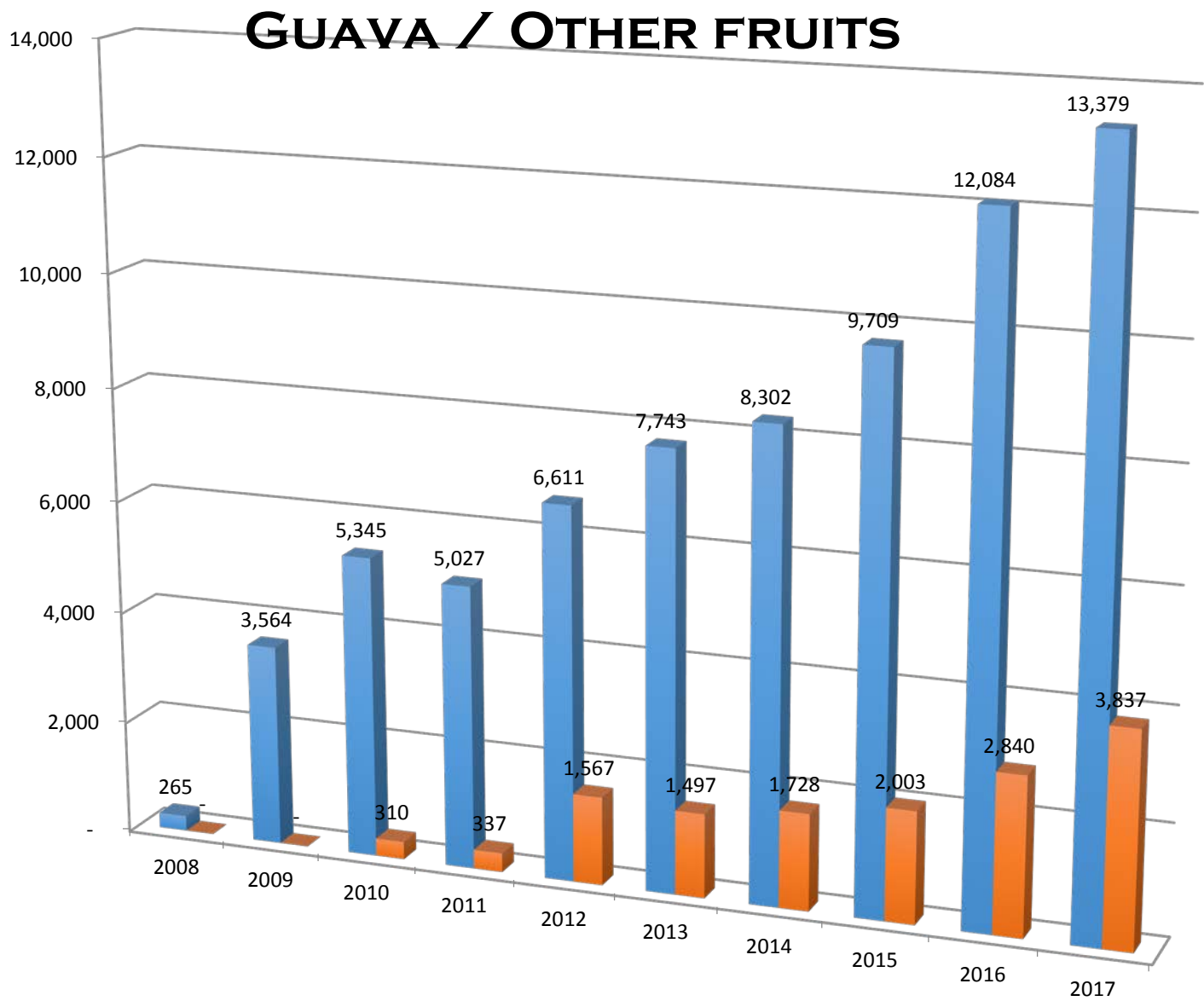
# EXPORTS OF IRRADIATED PRODUCE FROM MEXICO TO THE US





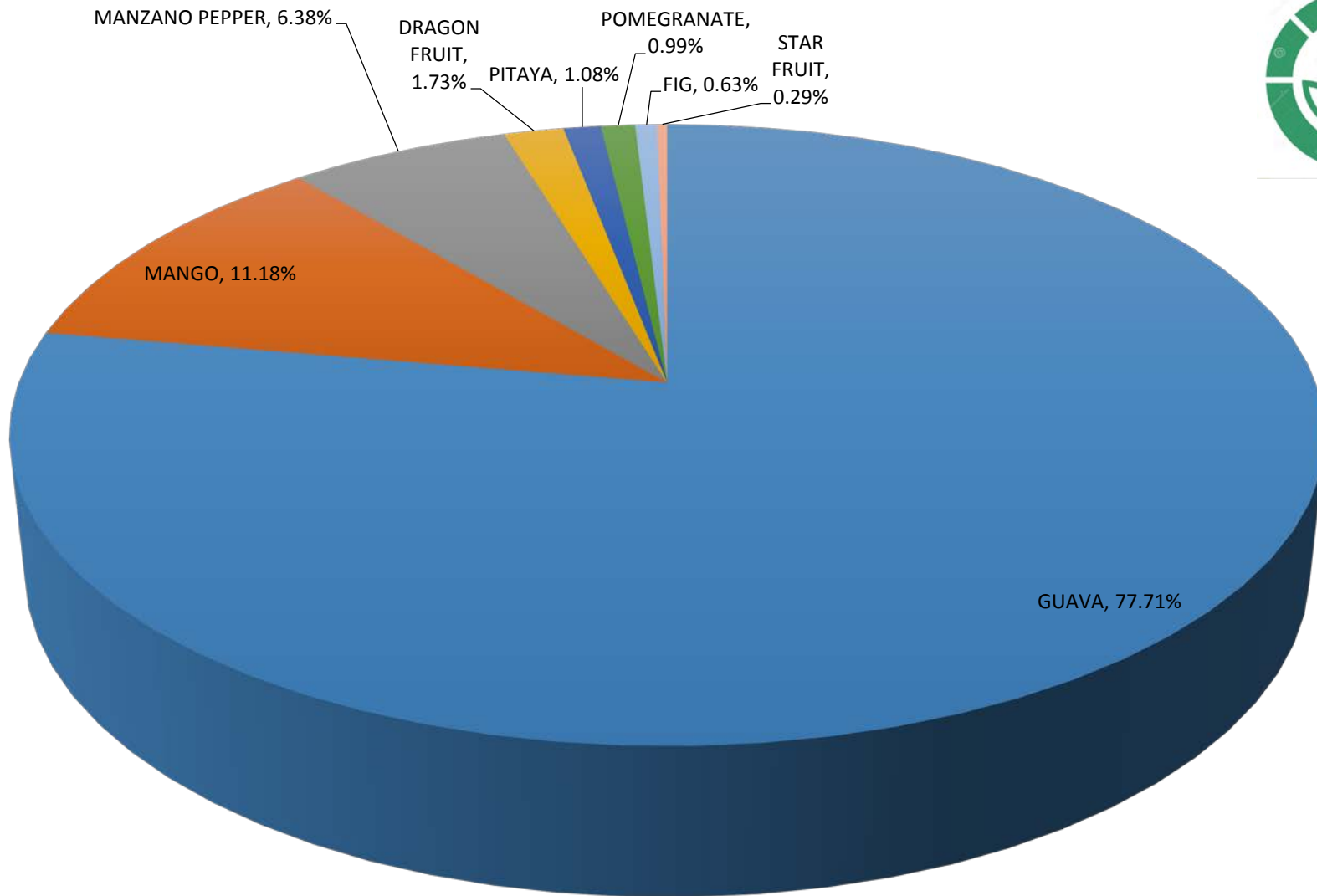


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Guava represents about 78% of total irradiated volume

13,379 Tons = 704 containers (19 tons) = 13.5 per week



2017 Exports from Mexico to the US



# CHALLENGES & OPPORTUNITIES

Consumer acceptance?

Commercialization

Marketing







# IRRADIATED FRUIT

## CONSUMER ACCEPTANCE?

**APPROVED**



**APPROVED**





- New fruit in the market
- Fruit from other countries







- Logistics
- Shelf life









Spring Valley  
*Fruits*

# CHALLENGES & OPPORTUNITIES MARKETING



Any  
Questions?





PREMIUM  
GUAVA

d'akujem

Tak

ধন্যবাদ

kiitos

cảm ơn bạn

תודה

ধন্যবাদ

terima kasih

Asante

Gracias

شكرا

mulțumesc

hvala

धन्यवाद

謝謝

Thank you

Danke

Hvala

ありがとう

Obrigado

Merci

Grazie

谢谢

謝謝

ευχαριστώ

ありがとう

Děkuji

ačiū

Tack

хвала

Sağol

تشکر از شما

Дзякуй

감사합니다

dziękuję

শুভবল্লভ

고마워.

teşekkür ederim

তোমাকে ধন্যবাদ