Vita Optima

QUALITY FRUIT SERVICES

Independent import services for overseas fruit in Europe

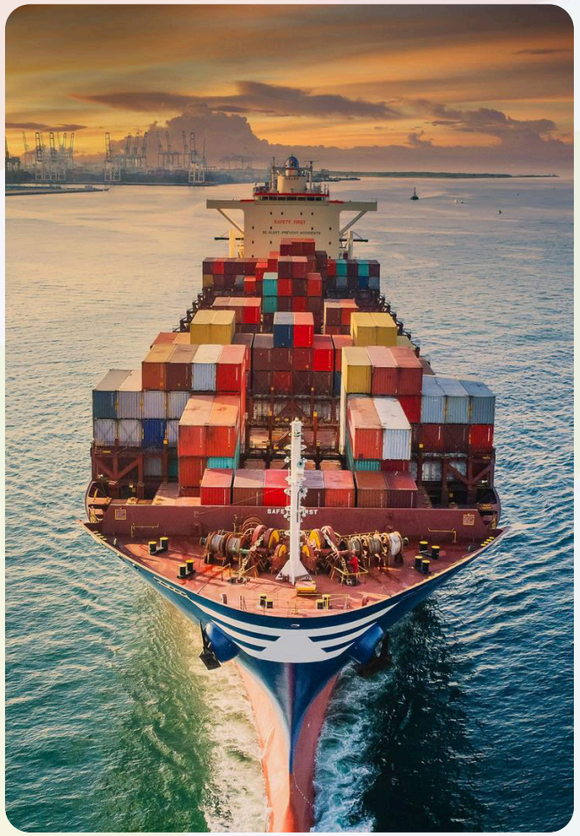
Company presentation 2026

This is Vita Optima B.V.

Vita Optima is an independent import service partner for conventional and organic overseas fruit, located in Bleiswijk near the port of Rotterdam. From port arrival and customs clearance to quality control, storage, packing and distribution, we take care of the complete operational route into Europe.

Import Services | **Organic Services** | **Product Expertise** | **Commercial Consulting** | **Quality & Compliance**









We are a proud partner of PPO Group

PPO Services AG

Import of fresh fruit and vegetables for the Swiss market, Austria and selected customers in Germany.

Mahela Europe AG

Joint venture with Mahela Boerdery in Letsitele, South Africa. Selected EU customers, mainly citrus and exotics in summer.

Mehadrin Central Europe AG

Joint venture with Mehadrin (Israel). Sales of Mehadrin products for Switzerland and selected customers in Austria.

wfs products ag

Specialised in vegetable production for the Swiss market.

Georges Helfer SA

Part of the group since 2017. Imports, ripens and distributes exotic fruit, mainly to Swiss supermarkets.

Perapa AG

Service provider for all PPO Group companies in Basel: repacking, netting and other services.

Peragri AG

Association of PPO's most important partners for a worldwide exchange of information between exporters.

PPO Americas

Sourcing and services in South America, based in Peru.

PPO Foundation

The social engagement of PPO, with its own projects in sourcing regions.
www.ppofoundation.ch

Peragri Alliance España S.L.

Founded in 2023 to enable sales to customers in Spain.

Vita Optima

Partner since January 2021. Independent service partner for fruit imported directly from overseas.

From port arrival to final delivery

Before arrival

- Shipping documentation and data processing
- ETA details shared with the client and QC inspectors
- Container trucking from port to warehouse



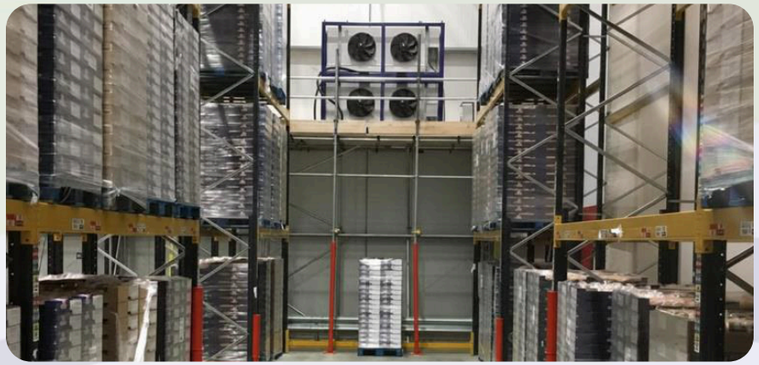
On arrival

- Check on quantity, labels, varieties and cartons
- Independent quality report
- Customs clearance and KCB inspection
- MRL or food safety tests on request
- Storage at the correct temperature



During storage

- Quality re-check after 8 days of storage
- Advice on the next step: repack, load or dispose



Packing

- Deep sorting and visual checks
- Labelling, netting and heatseal
- Flexible and quick in solving ad hoc issues



Loading and distribution

- Final check on labels, quantity and variety
- Transporters load with the client's reference number
- Loading outside opening hours with a door code

Packaging options at Vita Optima

We offer repacking solutions for all types of fresh fruit and vegetables, with packaging options such as netlon, girsac, shakers, flowpack and heatseal. Every option can be tailored to the wishes of our customers and their end buyers. We are happy to work with you on a well-founded proposal.







Packing solutions

Retail-ready packing, labelling and sorting, carried out at our location in Bleiswijk.


Flowpack



Heatseal


Bucket



Netlon



Girsac


Loose


Paper bag


Ready to eat



Labelling


Sorting


Shrink wrap


Foodtainer

Quality management

All incoming stock is checked by an independent quality control company.

D-QUALITY SURVEY BV
INDEPENDENT SURVEYORS

Business partner
Supplier:
Vessel Name:
Container Nr:
Position:

Inspection Date: 26-03-2024
Inspection Place: Bleiswijk
Arrival week: 13
Origin: Peru
Inspection impression: Fair till normal

Boxes damages: No
Pallets rejected: No
Pallets damages: No
Marks correct: Yes

Mark: 9 = excellent, 8 = good, 7 = normal, 6 = acceptable, 5 = problematic, 4 = unacceptable, 3 >= out of specification, 2 >= repack, 1 >= dump/ destroy

Product	Variety	Brand	Category	Datecode	Pallet ID	GGN	Packaging	Count	Size	Weight 1	Weight 2	First appearance	Colour tone	Pressure 1	Pressure 2	Skin defects	Chilling injury	Handling damages	Avg/crtn	Avg/crtn	Mark	Shelf life
Avocados	Hass		I	27022024	161		10kg plastic box	70	28	9777	9770	7	100% green	+13	+13	2.8%	0.0%	1.4%	4.3%	0.0%	7	Normal
Remarks:											Photos	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14									
Avocados	Hass		I	24022024	141		4kg carton box	16	16	3933	3949	7	100% green	+13	+13	2.1%	0.0%	0.0%	2.1%	0.0%	7	Normal
Remarks:											Photos	15, 16, 17, 18, 19, 20, 21, 22, 23, 24									
Avocados	Hass		I	24022024	137		4kg carton box	20	20	3956	3975	7	100% green	+13	+13	1.7%	0.0%	0.0%	1.7%	0.0%	7	Normal
Remarks:											Photos	25, 26, 27, 28, 29, 30, 31, 32, 33, 34									
Avocados	Hass		I	24022024	136		4kg carton box	24	24	3933	3973	7	100% green	+13	+13	1.4%	1.4%	1.4%	4.2%	0.0%	6	Short
Remarks:											Photos	35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45									
Avocados	Hass		I	24022024	139		4kg carton box	12	12	3915	3956	7	100% green	+13	+13	2.8%	0.0%	0.0%	2.8%	0.0%	7	Normal
Remarks:											Photos	46, 47, 48, 49, 50, 51, 52, 53, 54, 55									
-		Generic	I				4kg carton box									0.0%	0.0%	0.0%	0.0%	0.0%	-	Normal
Remarks:	Boxes and pallet condition										Photos	56, 57, 58, 59									

The quality status is processed in our warehouse management system.

	PPL IN	AVH026C01ZW10CR	Avoc	Hass CAT1	Zimbabwe	4052852483186	26	LOOSE | 10.00	0	112
	PPL IN	AVH028C01ZW10CR	Avoc	Hass CAT1	Zimbabwe	4052852483186	28	LOOSE | 10.00	0	112
	PPL IN	AVH024C01ZW04DC	Avoc	Hass CAT1	Zimbabwe	4052852483186	24	LOOSE | 4.00	0	264

Example quality check by Vita Optima

On request, Vita Optima carries out its own quality check, with clear storage advice for each batch.

Quality control report

dinsdag 20 augustus 2024

Shipper	Consignee		Vessel name	Container no.
[redacted]	Vita Optima	Sample#001	[redacted]	[redacted]
	0	Sample#002		

Inspection	Stock age	Days in storage	Location
Stock control	12-8-2024	8	Bleiswijk

Sample	Variety	Pack type
#001	HASS	10kg
Product	Calibre	Brand
Avocado	28	[redacted]

Mark: 4 — Storage advice: short / move

Sample	Variety	Pack type
#002	Hass	10kg
Product	Calibre	Brand
Avocado	30	[redacted]

Mark: 3 — Storage advice: short / move

Mark:	Storage advice:
9 = excellent, 8 = good, 7 = normal, 6	Normal = You can keep the fruit for at least 7 days
5 = problematic, 4 = unacceptable	Short = You can keep the fruit 2-5 days
3 >= out of specification, 2 >= repack, 1 >= dump/ destroy	Move = move directly, no shelflife

Vita Optima BV | Klappolder 224 | 2665 MR Bleiswijk Holland | service@vitaoptimabv.com | www.vitaoptimabv.com

sample: #001





Minor remarks
skin damage
softness

Major remarks

recommendation:
normal to bad quality, mix ripeness
storage potential is moving out as quick as possible

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Order picking and distribution

- Fast and accurate order processing
- Secure packaging and labelling
- Reliable distribution to end customers
- Flexible picking solutions for small and bulk orders
- Efficient storage and inventory control
- Scalable service tailored to your business needs







Transport

We offer flexible transport for domestic and international deliveries. Through our network of reliable logistics partners, your goods are transported fast, efficiently and securely.





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Tell us what you need

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Quality claims: please follow our claims procedure and send claims within 24 hours of arrival to your contact person and quality@vitaoptimabv.com

REGISTRATION

Chamber of Commerce (KvK)	72629797
VAT number	NL859180451B01
EORI	NL859180451
GLN	8719333015910
IFS Broker COID	69650
GLOBALG.A.P. CoC	4063651287998