



MEXICAN COFFEE



CONTENT

About us

Our **Mission**

Our **Vision**

Our **Values**

Coffee **Characteristics**

Melon **Edaphic Conditions and Climate**

Coffee **Varieties**

Coffee **Uses**

Coffee **Benefits**

Coffee **Trade and Export**

Coffee **Pallet Configuration**

Fruit **Supply Seasons**

Agricultural **Certifications**

About Our **Clients**

International **Quality Standards**

Our **Team**

International **Offices**

National and International **Sales**

Contact **Details**





Stories that matter.

DMASS Business is the leading company in production and commercialization of completely organic farm produce. A 100% Mexican enterprise that has become one of the most important benchmarks of garden produce both in the Mexican and international markets.

We have more than 17 years of experience backing us up, but our clients, from North America and Europe to Middle East, are our biggest strength and guarantee our professionalism.

In addition of having more than 200 acres of top quality crops, we also have more than 24 certifications as important as SAGARPA's organic product seal, and others like SENASICA, Bioagricert, Global GAP, amongst others.

We grow the best varieties of avocado, mango, banana, watermelon, papaya, pineapple, melon, lychee, lemon, jackfruit, coffee and sugar, all seasonal farm produce that are always delivered guaranteeing their freshness and top quality.

OUR MISSION

Being a leader company in the production and commercialization of organic farm produce in national and international markets.

We aim to distinguish ourselves for the superior quality of our products and the satisfaction of our clients, building a strong long term relationship with them.



OUR VISION

Increase our leadership in the commercialization of our farm produce, providing a quality service with continuous improvement, expanding our commercial relationships and guaranteeing the satisfaction of your clients.





OUR PRINCIPLES

1 TRUST

We recognize and believe our clients and work team act in good faith.

2 LOYALTY

Committed to serving our clients at all times.

3 PROFESSIONALISM

Achieving it through discipline, trust, and the desire to learn and progress.

4 INNOVATION

Using technological tools that allow us to fully develop our company.

5 TRANSPARENCY

Always acting consistently providing clear and timely information.





COFFEE CHARACTERISTICS

Scientific name: *Coffea arabica* L.

Coffee or *coffea* is the name of a genus of flowering shrubs or small trees of the Rubiaceae Family, its seeds, and the beverage that's prepared with them. There's more than 30 species of coffee but 3 stand out: *Coffea arabica*, *Coffea canephora* and *Coffea liberica*.

MEXICAN COFFEE

Light body and low acidity, plus a nutty flavor is often how Mexican coffee is described. The finest coffee from Mexico has an acidic snap, a delicate body, and a very pleasant dryness – like that of a fine white wine.



MEXICAN COFFEE

COFFEE CHARACTERISTICS

Coffee trees are shrubs or small trees, recognizable for their simple opposed leaves with frequently well developed stipules, they can get 13 to 19 feet high. A mature bush has shiny, green, egg-shaped leaves that are kept for three to five years.

It's flowers are small, white, tubular and fragrant. They last only a few days and 6 or 7 months after the flowers bloom, coffee's fruit is developed.

The fruit is a drupe with two nuts and sugary flesh. It starts light green and evolves to red. That's why it's called "cherry", "grape", or "rum cherry".

Coffee seed contains a complex mixture of chemical components.

COFFEE SEED

Exterior cover called pericarp.

Pulp.

A gelatinous, sugary substance called mucilage.

Hard hull called parchment or shell.

Thinner hull called silver skin.

The bean, the seed of the fruit that, once toasted and grounded, is used for the production of the coffee beverage.

- 1 - Center cut
- 2 - Bean (endosperm)
- 3- Silver skin (epidermis)
- 4 - Parchment coat (endocarp)
- 5 - Pectin layer
- 6 - Pulp (mesocarp)
- 7 - Outer Skin (pericarp)



MEXICAN COFFE

COFFEE EDAPHIC CONDITIONS AND CLIMATE

It requires warm weather and more than 50% humidity to thrive. Grows between tropics in altitudes from 1,00 to 1,300 metres above sea level, needs a lot of indirect light. Temperatures from 59° to 57°F and fertile soils with organic matter in its base formed by layers of leaves with a lot of moisture and good drainage are ideal to grow it. The rains influence the ripening of the fruit so one can get green and ripe fruits in the same bush.

PLANTATION ESTABLISHMENT

It is recommended to use coffea varieties that produce more fruits with smaller plants that can be harvested using less labor. They should be planted with a distance of 1.9m in the rows and 0.9m between them. These distances can increase in lower, warmer and more humid areas and be reduced in higher and colder areas.

It is not convenient to replant because most replanted specimens never grow well nor provide a good harvest, mostly because of the old coffee plantation shadow and nematode infestations.

For human consumption an extract is prepared using hot water with the toasted coffee beans grounded roughly. There's decaffeinated options for those who are sensitive to caffeine, and there's the soluble or instant varieties, important products in the coffee industry.



TYPES OF **COFFEE** PRODUCED IN **MEXICO**

Types of coffee produced in Mexico

There are two varieties of grain that are grown in our country, Arabica and Robusto. Of the first type, in Mexico around 120 varieties are grown, of which the following stand out:

Creole, Bourbon, Caturra, Catimor, Maragogipe

Bourbon is the one that is grown mainly in Chiapas. It is characterized by its resistance and adaptation to different types of height, which is why it is grown in greater quantities than the Criollo. On the other hand, the Caturra comes from a mutation of the Bourbon plant and is considered of high quality. The remaining two are hybrid varieties that were born from mutations and that offer unique flavors.



Arábica



robusta



libérica



COFFEE USES



Para consumo humano se prepara un extracto mezclando agua caliente con el café tostado y molido de forma tosca. Existe el descafeinado para quienes son sensibles a la cafeína, y el soluble o instantáneo, producto importante de la industria cafetalera.

Types of Grinding and Roasting



4.55 MILLION
green coffee
60kg bags
MEXICO 2020
PRODUCTION

MEXICO
CONSUMED
2.8
POUNDS OF COFFEE
PER CAPITA PER YEAR



MEXICAN COFFE

COFFEE TRADE AND EXPORT

En 2019, Chiapas aportó 40.9 % de la producción nacional, seguido de Veracruz con 24.2 %, Puebla con 16.0 % y Guerrero con 9.4 %.

Coffee is a strategic crop in México, its production employs more than 500,000 producers from 14 states and 480 municipalities.

2.8 pounds of coffee per capita are consumed presently per year and the complete national requirements are satisfied with production within the territory.



Coffee strategic crop in Mexico
EMPLOYS more than
500,000
PRODUCERS
from 14 states and 480 municipalities.



MEXICAN COFFE

COFFEE TRADE AND EXPORT

Although coffee is not originally from Mexico, it has been cultivated and produced since the end of the 18th century and little by little it became a key product of the country's economic development. The first to adopt the cultivation of coffee were the indigenous people, using various cultivation techniques and extreme care that endow the bean with quality.

As of today, three out of every 100 tons of green coffee are Mexican, being the eleventh producing country. There are 12 states specializing in this product, or at least, they are the most prominent:

PRODUCTION PLACES IN MEXICO

Chiapas, Oaxaca, Veracruz, Puebla, Guerrero, Hidalgo, San Luis Potosí, Nayarit, Jalisco, Tabasco, Colima, Querétaro

EXPORTS



53.85%

of Mexican coffee exportations,
is destined to the United States
of America

MAJOR COFFEE PRODUCERS



Chiapas



40.9%

of the Mexico production.



Veracruz



24.2%

of the Mexico production.



Puebla



16%

of the Mexico production.



Guerrero



9.4%

of the Mexico production.

Nayarit

Jalisco

Colima

Guerrero

Oaxaca

San Luis Potosí

Querétaro

Hidalgo

Veracruz

Puebla

Tabasco

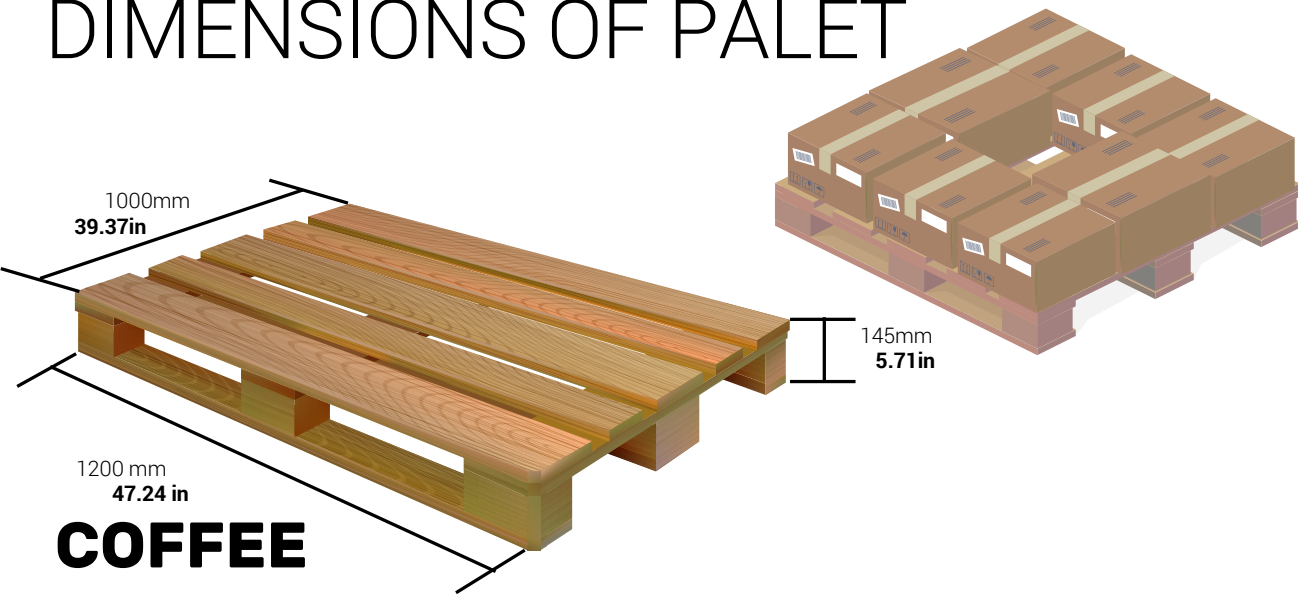
Chiapas



MEXICAN COFFE

COFFEE Pallet Configuration

DIMENSIONS OF PALET



COFFEE
HECTARES

730,011 HECTARES
COFFEE
MEXICO PRODUCTION 2016

The USDA forecasts that for the 2019/20 cycle, green coffee production in Mexico will be 4.55 million 60kg bags, which represents an annual increase of 12.3 percent. An annual increase of 1.9% in 2019/20 is estimated for national consumption, reaching 2.7 million bags.

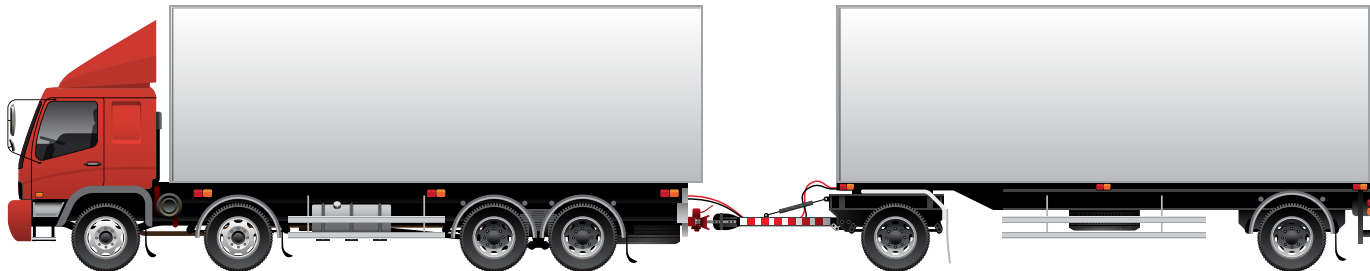
40FT CONTAINER SET UP

TRANSPORT	Trailer truck with refrigerated 48ft box.
# BOXES	1000 Boxes 40lb
# PALLETS	24 pallets















































































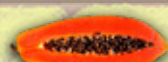














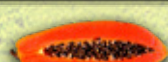












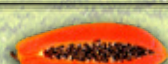







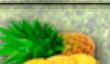



















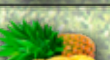





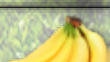


2 FULL 40FT CONTAINERS SET UP

TRANSPORT	Full trailer truck with two 40ft refrigerated containers.
# BOXES	2,800 Boxes 25lb (1,400 per container)
# PALLETS	40 pallets (20 per container)



MEXICAN COFFE

COFFEE SUPPLY SEASONS

FRUIT SEASONS																		
MANGO				LEMON	AVOCADO		PAPAYA	BANANA				JACKFRUIT	LYCHEE	MELON	WATERMELON	PINEAPPLE		
	TOMMY ATKINS	K ENT	HADEN	ATAULFO	PERSIAN LIME	HASS	FUERTE	MARADOL	TAHI	VALERY	CAVENDISH	TABASCO						
JAN																		JAN
FEB																		FEB
MAR																		MAR
APR																		APR
MAY																		MAY
JUN																		JUN
JUL																		JUL
AGO																		AGO
SEP																		SEP
OCT																		OCT
NOV																		NOV
DEC																		DEC



AGRICULTURAL CERTIFICATIONS



U.S. FOOD & DRUG
ADMINISTRATION



MEXICAN COFFE

AGRICULTURAL CERTIFICATIONS

From the signing of the agreement of the **Workplan for the Export of Coffee to the United States of North America**, one of the points that establishes this plan is that any Packing-Exporter must have a certification and a register as a packer, for such effect annually a Verification Unit authorized by SAGARPA, verifies the installations, the controls that are suitable for carrying out the packing tasks according to the specifications that the Plan itself establishes.



POLLUTION RISK REDUCTION SYSTEMS

DMASS BUSINESS S.A. de C.V., with the interest of sending harmless products to the final consumer, has implemented this system to reduce the possibility of contamination.



What is the Pollution Risk Reduction System (SRRC)?

These are the measures and procedures established by SAGARPA voluntarily to ensure that goods of agricultural, livestock, aquaculture and fishing origin are produced and processed under hygienic conditions, and that the dangers of physical contamination are reduced, chemical and microbiological, through the application of good management practices.



Food and Drug Administration

DMASS BUSINESS S.A. de C.V., is registered with the U.S. Food and Drug Administration pursuant to the Federal Food Drug and Cosmetic Act, as amended by the Bioterrorism Act of 2002 and the FDA Food Safety Modernization Act, such registration having been verified as currently effective on the date hereof by Registrar Corp:

U.S. FDA Registration No.:
U.S. Agent for FDA Communications:

12171336342
Registrar Corp
144 Research Orive, Hampton, Virginia, 23666, USA
Telephone: + 1-757-224-0177 •Fax:+ 1-757-224-0179



MEXICAN COFFE

ABOUT OUR CLIENTS



Product of Mexico
McAllen, Tx



MEXICAN COFFE

ABOUT OUR CLIENTS



STATE OF QATAR
MINISTRY OF ENDOWMENTS AND ISLAMIC AFFAIRS
PROJECT PROCUREMENT DIVISION
Al Funduq St., Doha, Qatar P. O. Box 422
PROJECT LINE : 1576/7729548

Our Ref.: SPP/CTC/093 Date: 2/2/2019

Dmass Business
Mexico
Attention: Mr. Joseph Anthony

**ACKNOWLEDGEMENT OF INTEREST ON CONTRACT NUMBER:
MEIA/PPD/97538/X39A/18**

Dear Sir,

We write to confirm the receipt of your documents for the above contract reference

Your document is undergoing the necessary scrutiny in accordance with the customary laid down of this committee.

You should always make reference to the following information in your contract to this office.

Contract Number: MEIA/PPD/97538/X39A/2018
Tender Number: MEIA/PPD/251006/PR/VOL/18
Project Code: MEIA/00QUR/7728/18
Project Category: Priority A
Section: TB-CAC/PPDING-031

You are required to contact the Committee Chairman Abdul Ibrahim if you need any clarification on +97477329548.

Thank you for your co-operation.

Yours faithfully,
Dr. (Mrs) Muslem Sulaiman
Board Secretary

STATE OF QATAR
MINISTRY OF ENDOWMENTS AND ISLAMIC AFFAIRS
PROJECT PROCUREMENT DIVISION
Al Funduq St., Doha, Qatar P. O. Box 422
CERT NO: 9563302

Contract Award Certificate
This is to certify that:

MINISTRY OF ENDOWMENTS AND ISLAMIC AFFAIRS
DOHA - QATAR

Has this day the 18th of February 2019
Awarded A Contract To Supply

20 Containers of Mexican Avocado, Lemon Real

Contract Value:
One Million Two Hundred and Seven Thousand Two Hundred and Eighty United States Dollars Only (US\$1,207,280.00)

under Contract No:
MEIA/PPD/97538/X39A/2018

To
Dmass- Business S. A. DE C.V
A.v 602 Via Tapo A, Texcoco Mz. 33 Lt.30 Col.
Cuchilla del Tesoro, Delegacion Gustavo A. Madero,
CDMX, 07900

[Signature]
Executive Chairman

The State of Qatar is one of our major clients/trading partners of Avocado, Lemon, Mango, Papaya, Pineapple, Lychee and Jackfruit.

Our Contact: **Mr. Kalif Ibrahim**

STATE OF QATAR
MINISTRY OF ENDOWMENTS AND ISLAMIC AFFAIRS
PROJECT PROCUREMENT DIVISION
Al Funduq St., Doha, Qatar P. O. Box 422.

International Purchase Order (IPO)

REQUISITION NO: MEIA/PPD/97538/X39A/18
SUPPLIER NAME: Dmass- Business S. A. DE C.V
SUPPLIER ADDRESS: A.v 602 Via Tapo A, Texcoco Mz. 33 Lt.30 Col. Cuchilla del Tesoro, Delegacion Gustavo A. Madero, CDMX, 07900

DATE OF ISSUE: 18/02/2019
REQUISITION DEPT: PROJECT DEPARTMENT
DELIVERY DESTINATION: PORT OF DOHA
URGENCY RATING: NORMAL

BUDGET NO: COST CENTRE OR JOB NO: SPECIAL DELIVERY/PACKING INSTRUCTION: DATE: 18/02/2019

S/N	DESCRIPTION	UNIT PRICE	QTY	AMOUNT
01.	Mexican Avocado, lemon real	US\$60,364.00	20 Containers	US\$1,207,280.00
	HS CODE: 08044001			
TERMS: 100% payment by Bank Telegraphic Transfer				
APPROVED				
TOTAL				US\$1,207,280.00

TEST REQUIRED: MANUFACTURER'S PREMISES DELIVERY POINT: ☐ YES ☒ NO

MEANS OF TRANSPORTATION: ☒ SEA ☐ ROAD ☐ AIR ☐ RAIL

PURCHASING DEPARTMENT APPROVED FOR: *[Signature]*
QUOTATION MORE INFORMATION: ☐ YES ☒ NO
SIGN HEAD OF PURCHASING DEPT: *[Signature]*

SPONSORED BY: *[Signature]*
APPROVED: *[Signature]*
EXECUTIVE CHAIRMAN
18/02/2019

ICPO. NO 3289
SUPPLIER: *[Signature]*
Address: A.v 602 Via Tapo A, Texcoco Mz. 33 Lt.30 Col. Cuchilla del Tesoro, Delegacion Gustavo A. Madero, CDMX, 07900

This order will only be considered as valid provided no amendment/changes have been signed in conformity of acceptance of the purchase conditions (see attached)



MEXICAN COFFE

INTERNATIONAL QUALITY STANDARDS

IN HANDLING PERISHABLE PRODUCTS

In DMASS Business we follow the highest international quality regulations to handle perishable products.

More than looking for clients, we aim to build partnerships, that's why our main goal is to create long term alliances delivering quality products.

The perishable produce requires an adequate refrigeration, freezing or deep-freezing process, to avoid the growth of microorganism.

This process, best known as 'cold chain', is a series of tasks and processes (storage, distribution, packaging, transport, loading and a loading) with controlled humidity and temperature.

We have partnered with experts like DICEX Integral Trade and AMS Logistics Movers to ensure the products arrive to their destinations in perfect state.



MEXICAN COFFE

OUR TEAM



**LIC. OSVALDO YARIK ALEGRÍA
MILLÁN**

PRESIDENTE Dmass BUSINESS



Valeria Castañeda Flóres

RECURSOS HUMANOS

+52 1 55 2592 4086 Ext 603

vc_rh@dmass.com.mx



Dhamaris Geraldine Ramírez Medina

LOGÍSTICA INTERNACIONAL

+52 1 55 2592 4086 Ext 602

dgrm_logistica@dmass.com.mx



Adela Concepción Sepúlveda

CONTABILIDAD

+52 1 55 4120 1719

atencion-clientes@dmass.com.mx



MEXICAN COFFE

NATIONAL OFFICES

ESTADO DE MÉXICO

OFICINA **TECÁMAC**



Lic. Arturo J. Remedios Alarcon Olivares

Director General DMASS Business Tecamac

📍 Paseo del Reloj N.13, Col Hacienda ojo de Agua Tecamac. Estado de México

fundacionarturodealarcon.org

✉️ atencion-a-clientes@dmass.com.mx

BODEGA Y **EMPACADORA** **IXTAPALUCA**

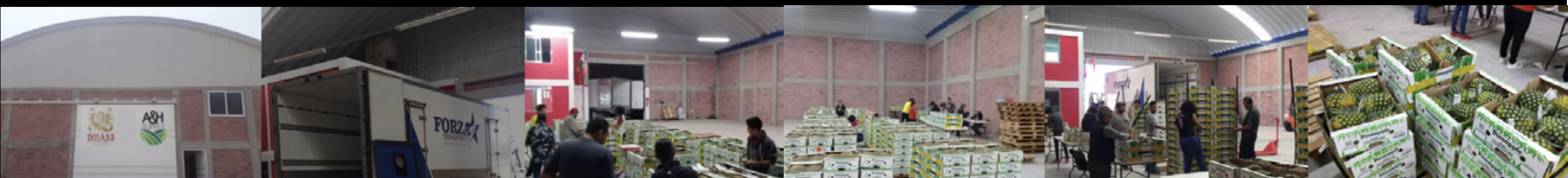


Ricardo Domínguez Hernández

DIRECTOR GENERAL BODEGA Y EMPACADORA IXTAPALUCA

📞 +52 1 55 4120 0373

✉️ atencion-clientes@dmass.com.mx



MEXICAN COFFE

NATIONAL OFFICES

CAMPECHE

PLANTA DE **PRODUCTOS**
CONGELADOS **CAMPECHE**



Brenda Rodríguez Carranza

DIRECTORA GENERAL PLANTA CONGELADOS CAMPECHE

📞 +52 1 55 4120 0373

✉️ atencion-clientes@dmass.com.mx



MEXICAN COFFE

NATIONAL AND INTERNATIONAL SALES



HOLANDA

DMASS
Export
Oficinas en
Netherlands.



CHILE

DMASS
Export
Oficinas en
Chile.



Merelyn Dayana Prado Corona

DMASS BUSINESS NETHERLANDS

+52 1 55 4120 2007

merelyn-netherlands@dmass.com



Leonardo Andres Cerda Pizarro

OFICINAS DMASS EXPORT CHILE

+52 1 55 4120 2007

leonardo-chile@dmass.com



Erik Jacobus Johannes Vallentgoed

DMASS BUSINESS NETHERLANDS

+52 1 55 4120 2007

erik-netherlands@dmass.com



C. Potter Rico

DMASS BUSINESS NETHERLANDS

+52 1 55 4120 2007

atencion-clientes@dmass.com.mx



MEXICAN COFFE

INTERNATIONAL OFFICES

— DMASS BUSINESS —

WE EXPAND
OUR HORIZONTS



OFFICES AND DISTRIBUTION CENTER IN UNITED STATES



MEXICAN COFFE

BANK DATA



Trade

19/ABRIL/2018
7780 SUC. CAMPOS ELISEOS
CAMPOS ELISEOS NUM 295 COL CHAPULTEPEC P
MEXICO, D.F. 00011560

Número de cuenta 65-50672871-4

CLABE: 014180655067287143

TITULAR (CLIENTE): DMASS BUSINESS SA DE CV

Código de Cliente 44896199

DOMICILIO: AV 602 VIA TAPO AV TEXCOCO MANZANA 33 LTE 30, COL.: CUCHILLA DEL TESORO
GUSTAVO A MADERO, CIUDAD DE MEXICO, CP: 00007900
TEL.: 5572613904

RÉGIMEN PARA REALIZAR DISPOSICIONES DE LA CUENTA: INDIVIDUAL

CORPORATE OFFICES

Our corporate headquarters are located in Estado de México, we also have national offices in Chiapas, Monterrey, and Tecámac and international offices in USA, Laredo, Texas.



MEXICAN COFFE



DMASS
—BUSINESS—

OFICINAS CORPORATIVAS

*Paseo de los Frailes, Manzana 50, Lote 31,
Casa A, Unidad Habitacional, San Buenaventura
Ixtapaluca, 56530, México*

CORPORATIVO: +52 1 55 4120 1719

ATENCIÓN A CLIENTE: +52 1 55 4120 0373

Email: atencion-clientes@dmass.com.mx