





TURKEY

ARMENIA

AZERBAIJAN

TURKMENISTAN

CASPIAN SEA

EAST AZERBAIJAN

ARDABIL

WEST AZERBAIJAN

ZANJAN

GILAN

GOLESTAN

NORTH KHORASAN

MAZANDARAN

ALBORZ

GHAZVIN

TEHRAN

SEMNNAN

RAZAVI KHORASAN

KURDISTAN

HAMADAN

QOM

KERMANSHAH

MARKAZI

ISFAHAN

SOUTH KHORASAN

IRAQ

LORESTAN

ILAM

KHUZESTAN

CHAHARMahal
AND
BAHMANI

KOHLILUYEH
AND
BOYERAHMAD

YAZD

AFGHANISTAN

KUWAIT

SAUDI ARABIA

KERMAN

FARS

BUSHEHR

HORMOZGAN

SISTAN
AND
BALUCHESTAN

PAKISTAN

PERSIAN GULF

QATAR

UNITED ARAB
EMIRATES

OMAN

GULF OF OMAN



zamin



ZERAAT MARTAA YEKTA NAHADEH

The ZERAAT MARTAA YEKTA NAHADEH name is synonymous with the supply of high-quality fresh fruits.

ZERAAT MARTAA YEKTA NAHADEH has developed a comprehensive product range and extensive network to become a global leader in the supply of fresh products.

We have worked hard to become the first choice for the worldwide procurement and supply of fresh fruits. Our commitment to quality, supply and innovation is backed up by our international procurement team.

The ZERAAT MARTAA YEKTA NAHADEH provides specialized services which can be tailored to meet specific customer needs like different payment method and the best way of transportation. The ZERAAT MARTAA YEKTA NAHADEH purpose-built facilities are designed to maximize supply chain efficiencies. Our production teams are trained to deliver professional customer service and high-quality standards.

The values of our company underpin our decision-making and drive our business operations.

These values portray the spirit in which we strive toward achieving our vision and mission.



Celery

Crunch into freshness with our succulent Celery, bursting with juicy flavor and a hint of sweetness. Perfect for snacking, salads, and soups.

- Rich in vitamins and antioxidants, our Celery is a healthy addition to any meal.
 - Use it as a crunchy snack with your favorite dips and spreads.
 - Add it to soups and stews for an extra boost of flavor.
 - Enjoy it raw or cooked, Celery is a versatile ingredient for any dish.
-
- **Seed Names:** Green king
 - **Disease Resistance:** Resistant to Septoria leaf spot, Fusarium wilt, and Apium virus
 - **Storage Conditions:** 0-2°C, 95-100% relative humidity
 - **Year-round Production:** Yes

Troubleshooting Tips

Problem:

Celery plants are not growing tall or have stunted growth.

Solution:

Provide consistent watering and consider adding a balanced fertilizer to the soil.

Problem:

Celery stalks are thin and stringy.

Solution:

Increase the amount of sunlight the plants receive and ensure they are getting enough water.

Problem:

Celery leaves are turning yellow or wilting.

Solution:

Check for signs of nutrient deficiencies or pests. Adjust the watering schedule and ensure the soil is well-draining.

Problem:

Celery plants are bolting (producing flowers) prematurely.

Solution:

Ensure the plants are receiving the correct amount of daylight and that the temperature in the greenhouse is not too high.

BAD



Celery is susceptible to chilling injury, which can cause discoloration.



Celery is prone to bruising and scratching during handling.



Celery can develop blackheart due to low calcium levels.

GOOD



Celery stored and displayed under proper conditions.



Lettuce

“Get your daily dose of greens with our crisp and refreshing Lettuce, grown to perfection for the ultimate salad experience. Choose from a variety of textures and flavors to elevate your meals.

- From crisp Iceberg to delicate Butter Lettuce, we have a variety to suit every taste.
 - Add some crunch to your salads with our fresh and flavorful Lettuce.
 - Use it as a bed for your favorite proteins or as a wrap for a healthy snack.
 - Our Lettuce is carefully harvested to ensure maximum freshness and flavor.”
- **Seed Names:** Raider plus, Everest
 - **Disease Resistance:** Resistant to Downy mildew, Lettuce mosaic virus, and Tip burn
 - **Storage Conditions:** 0-2°C, 95-100% relative humidity
 - **Year-round Production:** Yes

Troubleshooting Tips

Problem:

Lettuce leaves are turning yellow or wilting.

Solution:

Adjust the temperature and humidity levels in the greenhouse. Lettuce prefers cooler temperatures (around 15-21°C) and moderate humidity.

Problem:

Celery stalks are thin and stringy.

Solution:

Increase the amount of sunlight the plants receive and ensure they are getting enough water.

Problem:

Lettuce heads are not forming properly or are loose.

Solution:

Ensure the plants are receiving enough sunlight and that the temperature in the greenhouse is not too high.

Problem:

Lettuce leaves are developing a bitter or off-flavor.

Solution:

Check the soil pH and adjust it to the optimal range for lettuce (around 6.0-7.0). Provide shade or adjust the lighting to prevent the leaves from becoming too exposed.

BAD



Lettuce can develop physiological disorders such as tipburn, can lead to leaf edge necrosis.



Lettuce is easily bruised and damaged during sorting and packing.



Excess nitrogen can exacerbate calcium disorders in lettuce.

GOOD



Lettuce stored and displayed under proper conditions.



Bell Pepper

“Add a pop of color and sweetness to your dishes with our vibrant Bell Peppers, available in a range of hues and heat levels. From snacking to stir-fries, they’re the perfect addition.

- Sweet and slightly smoky, our Bell Peppers are perfect for grilling or roasting.
 - Add them to salads for a burst of color and flavor.
 - Use them as a crunchy snack with your favorite dips and spreads.
 - Our Bell Peppers are carefully selected for maximum flavor and texture.”
-
- **Seed Names:** Avante, Dicaprio, Lorca, PS9927141, PS09979325, Nirvin, Paramo
 - **Disease Resistance:** Resistant to Bacterial spot, Tobacco mosaic virus, and Phytophthora blight
 - **Storage Conditions:** 7-10°C, 90-95% relative humidity
 - **Year-round Production:** Yes

Troubleshooting Tips

Problem:

Shriveling Indication of exposure to strong drafts

Solution:

Store peppers away from areas with drafts or high air circulation

Problem:

Discolouration | Indication of ethylene exposure

Solution:

Store peppers away from ethylene-producing produce and ripening rooms

Problem:

Pitting; Accelerated decay | Indication of chill injury

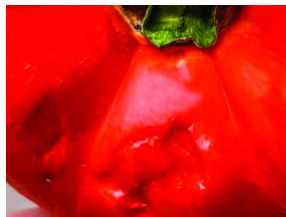
Solution:

Do not store peppers in temperatures below 45°F (7°C)

BAD



Exposure to ethylene and/or improper temperatures can cause discolouration.



Chill injury can cause pitting.



Heat injury and/or exposure to strong drafts can cause shriveling.

GOOD



Exposure stored and displayed under proper conditions.



Tomato

“Savor the taste of sunshine with our plump and juicy Tomatoes, carefully cultivated to bring out the best flavor and texture. Perfect for sauces, salads, and sandwiches.

- Rich in lycopene and vitamins, our Tomatoes are a healthy addition to any meal.
 - Enjoy them fresh or cooked, our Tomatoes are perfect for any recipe.
 - Use them to make homemade sauces and salsas.
 - Our Tomatoes are carefully harvested to ensure maximum flavor and freshness.”
- **Seed Names:** Brivio, SV4129TH, SV4224TH, SV8320TD, Marvel, SV3725TH
 - **Disease Resistance:** Resistant to Fusarium wilt, Verticillium wilt, and Tomato mosaic virus
 - **Storage Conditions:** 12-15°C, 85-90% relative humidity
 - **Year-round Production:** Yes

Troubleshooting Tips

Problem:

Uneven Colour Development | Indication of exposure to high temperatures

Do not store tomatoes in temperatures above 86°F (30°C)

Solution:

Problem:

Bruising | Indication of improper handling

Handle tomatoes with care; do not drop shipping containers on the floor

Solution:

Problem:

Softening; loss of flavor, failure to mature/ripen | Indication of chill injury

Do not store tomatoes in temperatures below 50°F (10°C)

Solution:

Problem:

Decay | Indication of moisture accumulation

Store containers off the floor to keep them from getting damp, maintain moderate air circulation and inspect tomatoes daily during storage

Note: Moisture accumulation on or in storage containers may promote decay

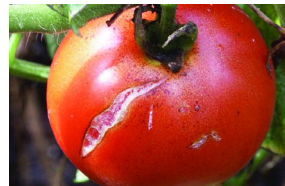
BAD



Chill injury can cause decay, softening and loss of flavour.



Extended exposure to high temperatures can cause uneven colour development.



Premature washing increases the likelihood of decay.

GOOD



Tomatoes stored and displayed under proper conditions



Garlic

“Unlock the flavor potential of your dishes with our aromatic Garlic, carefully harvested to preserve its pungent goodness. A must-have for any kitchen.

- Add depth and richness to your sauces and soups with our flavorful Garlic.
- Use it to marinate meats and vegetables for added flavor.
- Mix it with olive oil and herbs for a tasty dip.
- Our Garlic is carefully selected for maximum flavor and aroma.”

- **Disease Resistance:** Resistant to Botrytis, Fusarium, and Penicillium
- **Storage Conditions:** 0-5°C, 60-70% relative humidity
- **Year-round Production:** No, seasonal (October to May)

Troubleshooting Tips

Problem:

Garlic cloves are not forming properly or are small in size

Solution:

Verify that the soil has the right pH level (around 6.0-7.0) and is rich in nutrients.

Problem:

Garlic leaves are turning yellow or wilting.

Solution:

Check for signs of nutrient deficiencies or pests. Adjust the watering schedule and ensure the soil is well-draining.

Problem:

Garlic plants are not producing bulbs.

Solution:

Ensure the plants are receiving the correct amount of daylight and that the temperature in the greenhouse is not too high.

Problem:

Garlic plants are susceptible to pests or diseases.

Solution:

Inspect the plants regularly and take appropriate measures to control any pests or diseases.

BAD



Garlic can be affected by storage disorders such as sprouting and drying.



Rough handling during sorting and packing can cause bruising and damage to the garlic bulbs.



Nutrient imbalances, can affect the quality and storability of garlic.

GOOD



Garlic stored and displayed under proper conditions.



Eggplant

“Indulge in the rich, meaty flavor of our Eggplant, perfect for grilling, roasting, or sautéing. A versatile ingredient for any culinary creation.

- Use it as a meat substitute in vegan and vegetarian dishes.
 - Add it to pasta sauces for a rich and savory flavor.
 - Grill it and top with your favorite cheeses and herbs.
 - Our Eggplant is carefully selected for maximum flavor and texture.”
- **Seed Names:** Chantale, Denise, Arlene, Belen, SV1574EV
 - **Disease Resistance:** Resistant to Verticillium wilt, Phomopsis blight, and Alternaria leaf spot
 - **Storage Conditions:** 10-12°C, 90-95% relative humidity
 - **Year-round Production:** Yes

Troubleshooting Tips

Problem:

Eggplant fruits are not developing or are misshapen.

Solution:

Ensure the plants are receiving enough water and nutrients, especially during the fruit development stage.

Problem:

Eggplant plants are susceptible to pests or diseases.

Solution:

Inspect the plants regularly and take appropriate measures to control any pests or diseases.

Problem:

Eggplant plants are not producing flowers or fruits.

Solution:

Ensure the soil is well-draining and has the right pH level (around 6.0-6.8).

Problem:

Eggplant fruits are bitter or have an unpleasant taste.

Solution:

Check the soil nutrient levels and adjust as needed. Ensure the plants are receiving consistent water and that the temperature and humidity levels are appropriate.

BAD



Eggplant is susceptible to chilling injury.



Eggplant has a delicate skin that can be easily damaged during sorting and packing.



Nutrient imbalances can affect the structural integrity of eggplant and increase its susceptibility to physical damage.

GOOD



eggplants stored and displayed under proper conditions.



Cabbage

“Discover the crunchy delight of our Cabbage, packed with vitamins and flavor. Use it in slaws, soups, or as a tasty side dish.

- Shred it and add to salads for a crunchy texture.
 - Use it to make homemade sauerkraut and kimchi.
 - Add it to soups and stews for an extra boost of flavor.
 - Our Cabbage is carefully harvested to ensure maximum freshness and flavor.”
-
- **Seed Names:** Green Coronet, Red Rookie, Red Dynasty
 - **Disease Resistance:** Resistant to Black rot, Clubroot, and Fusarium wilt
 - **Storage Conditions:** 0-2°C, 90-95% relative humidity
 - **Year-round Production:** Yes

Troubleshooting Tips

Problem:

Cabbage leaves are turning yellow or wilting.

Solution:

Check for signs of nutrient deficiencies or pests. Adjust the watering schedule and ensure the soil is well-draining.

Problem:

Cabbage plants are susceptible to pests or diseases.

Solution:

Inspect the plants regularly and take appropriate measures to control any pests or diseases.

Problem:

Cabbage heads are splitting or bursting.

Solution:

Ensure the plants are receiving consistent water and that the temperature in the greenhouse is not fluctuating too much.

Problem:

Cabbage heads are not forming properly or are small in size.

Solution:

Ensure the plants are receiving adequate sunlight and that the temperature in the greenhouse is within the optimal range for cabbage growth (around 15-21°C).

BAD



Cabbage can develop physiological disorders such as blackheart.



Rough handling during sorting and packing can cause bruising, cracking, and damage.



Excess nitrogen can exacerbate calcium disorders in cabbage.

GOOD



Cabbage stored and displayed under proper conditions.



Cauliflower

“Experience the versatility of our Cauliflower, a low-calorie, high-flavor addition to any meal. From pizza crusts to vegan ‘steaks’, the possibilities are endless.

- Use it as a low-carb substitute for rice and grains.
 - Add it to soups and stews for an extra boost of flavor.
 - Roast it with olive oil and herbs for a tasty side dish.
 - Our Cauliflower is carefully selected for maximum flavor and texture.”
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- **Seed Names:** Ovindoli, Arizona
 - **Disease Resistance:** Resistant to Downy mildew, Alternaria leaf spot, and Bacterial soft rot
 - **Storage Conditions:** 0-2°C, 95-100% relative humidity
 - **Year-round Production:** Yes

Troubleshooting Tips

Problem:

Cauliflower heads are not forming properly or are small in size.

Solution:

Verify that the soil has the right pH level (around 6.0-7.0) and is rich in nutrients.

Problem:

Cauliflower leaves are turning yellow or wilting.

Solution:

Check for signs of nutrient deficiencies or pests. Adjust the watering schedule and ensure the soil is well-draining.

Problem:

Cauliflower plants are susceptible to pests or diseases.

Solution:

Inspect the plants regularly and take appropriate measures to control any pests or diseases.

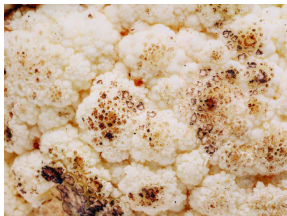
Problem:

Cauliflower heads are discolored or have a bitter taste.

Solution:

Ensure the plants are receiving consistent water and that the temperature in the greenhouse is within the optimal range for cauliflower growth (around 15-21°C).

BAD



Cauliflower is susceptible to physiological disorders such as browning and discoloration.



The delicate florets of cauliflower can be easily damaged during sorting and packing.



Nutrient imbalances can affect the development and quality of cauliflower, increasing its susceptibility to physical damage.

GOOD



cucumbers stored and displayed under proper conditions.



Cucumber

“Beat the heat with our refreshing Cucumbers, perfect for snacking, salads, and sandwiches. A cool and crunchy addition to any meal.

- Slice them thin and add to salads for a refreshing twist.
 - Use them as a crunchy snack with your favorite dips and spreads.
 - Add them to sandwiches for a cool and refreshing flavor.
 - Our Cucumbers are carefully selected for maximum freshness and flavor.”
- **Seed Names:** Momtaz, RS 2 N Nada, Emparator, Impress, Rumina, SV9448CB
 - **Disease Resistance:** Resistant to Powdery mildew, Cucumber mosaic virus, and Downy mildew
 - **Storage Conditions:** 10-12°C, 90-95% relative humidity
 - **Year-round Production:** Yes

Troubleshooting Tips

Problem:

Shriveling | Indication of storing cucumbers in humidity that is too low

Maintain humidity level of 85-95%

Solution:

Problem:

Soft, Sunken Ends | Indication of over-mature product

Be sure to inspect cucumbers carefully upon arrival

Solution:

Problem:

Softening Indication of storage at high temperatures

Store at 50-60°F

Solution:

Problem:

Yellowing Indication of ethylene exposure

Keep cucumbers away from ethylene producing produce and ripening rooms

Solution:

BAD



Placing cucumbers under sprayers can cause moisture build-up and softening.



Moisture under plastic wrap can occur from sprayers/ water damage or chill injury and promotes decay.



Chill injury can cause decay, water-soaked spots and pitting.

GOOD



cucumbers stored and displayed under proper conditions.

AVAILABILITY

PRODUCT	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC
Celery												
Lettuce												
Bell Pepper												
Tomato												
Garlic												
Eggplant												
Cabbage												
Cauliflower												
Cucumber												

OUR VISION

To become Iran's leading global fresh fruit and vegetables company

OUR MISSION

Strive for excellence in quality and provide value to customers in across the globe



