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NRGene establishes Supree, a Food-Tech Company developing Self-Drying Fruits and Vegetables

31 January 2024 | News

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Israeli AgTechÂ firm, NRGene Technologies Ltd. has introduce Supree (Supree-Zanim), its newly established FoodTech subsidiary, specializes in innovative fruit and vegetable varieties that naturally self-dry on the vine while maintaining nutritional value and flavor.

Supree is an Israeli food-tech company specializing in the production of self-drying fruits and vegetables. Leveraging NRGene's genomics and AI technology, Supree aims to bring new naturally dried fruits and vegetables to the market, enriching food with tasty, healthy, and long shelf-life products. For more information, visit the company's website:

Supree's first product line is a unique semi-dried tomato varieties that stand out for their delicious taste, high nutritional value and one year frozen shelf-life. The uniqueness of these varieties is in their skin's structure that is filled with microcracks which enables natural moisture evaporation.Â This natural drying process preserves the rich taste, vibrant color, vitamins, and antioxidants, resulting in a superfood that loses about 80% of its original weight when ripe, intensifying flavor and nutritional concentration.

Emerging Competator in B2B marketing

Presently, Supree is targeting premium B2B markets inÂ Israel,Â Europe, and theÂ Middle East, including restaurants, hotels, catering companies, and food manufacturers. Leading chefs, such as Chef Ran Shmueli from the Claro restaurant,Â Tel Aviv, have tried Supree's semi-dried tomatoes.

The potential market size for Supree's tomatoes is estimated to reach USD 1.5 billion by 2030. Supree anticipates that its semi-dried tomatoes will create a new category within the USD 16 billion market for dried tomatoes. Additionally, the tomatoes may serve as a substitute product for the USD 10.2 billion dried fruit market, the USD 4.4 billion frozen fruit market, and the USD 60 billion superfood market. Our projections consider the market shares of these segments and take into account market education and penetration rates.

Elevating sustainability and cost efficiency, Supree's tomato varieties enable optimal seasonal growth, eliminating the need for artificial heating or cooling. Immediate post-harvest drying, packaging, and freezing significantly reduce fruit loss along the supply chain. In addition, mechanical harvesting is planned and is expected to bring substantial savings in labor cost, ultimately reducing tomato prices.

To facilitate the production and processing of the first product, Supree has signed a partnership agreement with Tzabar Tech, which strengthens the agricultural foundation and promotes technological innovation in agrifood-tech. Together, the companies will establish a joint venture, with Tzabar Tech providing its expertise in farming and trading of agricultural produce to support the unique growing and post-harvesting processes of the tomatoes.

Tzabar Tech's CEO, Gilad Mintz, stated, "The collaboration between Tzabar Tech and Supree presents an excellent opportunity to integrate innovative growth technologies, while allowing farmers to improve work processes and achieve more profitable yields."