



Class 1 fruit &
locally grown
vegetables

KEYSTONE FRUITERS

CORPORATE

PROFILE 2025





Vision.

To become a leading importer/exporter, marketer and distributor of class 1 fresh produce for the Global Market

Mission.

To successfully source the best quality fresh fruit, vegetables and processed farm products to satisfy needs of high end global markets

WHO ARE WE...

Keystone Fruiterers is a provider of class 1 fresh fruit and homegrown vegetable products. We specialise in importing/exporting, marketing and distributing various produce, from apples to watermelon, asparagus to zucchini.

Our innovative approach combines specialist expertise in effective produce sourcing (import/export), logistics and marketing – ensuring timely responsiveness to fresh produce market needs by our customers, and a guaranteed customer satisfaction.



MARKETS

- Niche retail
- Hospitality
- Restaurants & Eateries
- Chain supermarkets
- Institutions
- Wholesalers

**FOOD
LOVER'S
MARKET**

PS
PARIAH STATE
WINE & COCKTAIL BAR
HARARE - ZIMBABWE

Simbisa Brands
LIMITED

TSEBO



Pick n Pay

KAVA
market

Brontë
The Garden Hotel

CUSTOMERS LOVE OUR...

► Focus on quality

We provide healthy, top-grade fresh produce:
Class A fruit imports and garden fresh vegetables

► Reliability in order fulfillment

Our orders are reliably and predictably fulfilled, in order to contribute to our customers' supply obligations

► Innovation

Not only do we produce quality products; we also help to expertly and innovatively market them, to keep customers coming for more

► Impeccable service

We delight in making our service quick, memorable, and frustration-free, always

► Safety & environmental awareness

We are committed to meet and exceed environment and industry safe standards





OUR OFFERING



Apples, Avocado, Banana, Berries (assorted), Cherries, Coconut, Dragon Fruit, Grapefruit, Granadilla, Grapes, Kiwi, Kumquats, Lemon, Limes, Mango, Melon (Garlia/Winter), Naartjie, Nectarines, Oranges, Paw paw, Pears, Pine apples, Plums, Pomelo, Prunes, Sharon fruit, Strawberry, Watermelon



Asparagus, Baby corn, Baby marrow, Baby vegetables & sprouts, Beetroot, Brinjals, Broccoli, Butternut, cabbage, Carrots, Cauliflower, Cherry tomatoes, Chillies, Cucumber, Green beans, Garlic, Ginger, Gemsquash, Herbs, Lettuces, Mushrooms, Onion, Peas, Peppers, Potato, Tomatoes

CAPACITY

Keystone Fruiterers imports up to 150 tonnes of Class A, on-demand fruit per month to service its customers. With a grower network of about 300 growers, it distributes on average 100 tonnes of locally grown vegetables to various outlets and commercial kitchens.

QC & COMPLIANCE

Keystone Fruiterers implements a robust Quality Assurance and Quality Control (QA/QC) programme for safe handling of fresh produce.

All of the company's sites comply with the strict Zimbabwe Horticulture – Good Agriculture Practices (GAP) as stipulated by the Standards Association of Zimbabwe (211/SDI) as well as international standards, supplying fresh products to transnational brands/franchises and Global GAP approved food processors/packers and exporters.





KEYSTONE FRUITERERS

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