



Company profile

From Kenyan farms to Middle Eastern tables, we deliver freshness with trust.



www.zekefresh.com
+971567760011
Info@zekefresh.com

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Who We Are

We are a United Arab Emirates agribusiness company dedicated to importing and exporting safe, traceable and high-quality farm produce. We collaborate with smallholder farmers across the East Africa region and exporters to bring premium fruits, vegetables, herbs, Halal Meats and tubers to the international markets. By linking farmers to global buyers, we not only ensure fair returns for their hard work but also reduce post-harvest losses and contribute to long-term food security



Our Vision

To partner with both governmental and non-governmental entities in achieving food security and sustainability across communities and markets.



Our Mission

To facilitate safe and efficient trade of fruits, vegetables, herbs, tubers, and meats to the Middle East, transforming global trade by ensuring secure, sustainable and profitable partnerships that uplift farmers and satisfy discerning Buyers. We aim to empower smallholder farmers and cooperatives, ensuring their produce reaches global markets with reliability and trust.



Our Values

Integrity

Honesty and transparency in every transaction.

Excellence

Commitment to delivering premium products and services.



Sustainability

Building resilient food systems for future generations.

Our Produce

Zeke specializes in sourcing and wholesaling high-quality, fresh produce and meats primarily from Kenyan Farmers and exporters, targeting the Middle East markets. Our product line emphasizes premium, export-grade produce that meets international standards such as Global GAP certification, ensuring freshness, sustainability, and traceability. We focus on perishable goods with high demand in the Middle East, offering competitive pricing.



Fruits

Zeke offers a selection of tropical fruits known for their vibrant flavors, nutritional value, and export popularity. These fruits are harvested at peak ripeness and shipped via reefer containers to maintain quality.

Avocado

(Hass and Fuerte Varieties)

Description	Creamy, nutrient-rich avocados with a buttery texture; ideal for salads, guacamole, and health-focused menus
Sourcing	From high-altitude farms in Kenya & Tanzania; seasonal availability February to September.
Packaging	4kg box



Mango

(Kent and Tommy Atkins Varieties)

Description	Sweet, juicy mangoes with firm flesh; perfect for fresh consumption, juices, or processing.
Sourcing	From coastal and eastern Kenyan regions; main season September–March.
Packaging	4kg box



Passion Fruit

Description	Tangy, aromatic fruits with juicy pulp; used in beverages, desserts, and as a flavor enhancer
Sourcing	From highland areas in Kenya, available year-round with peaks in July–September.
Packaging	Plastic crates or punnets (2–4 kg); humidity-controlled shipping to prevent wrinkling.



Pineapple

(MD2 Variety)

Description	Sweet, golden pineapples with low acidity; suitable for fresh slices, canning, or juicing
Sourcing	From Thika and coastal farms; peak harvest June–August.
Packaging	10kg box.



Vegetables

Our vegetable offerings focus on premium, export-oriented varieties that are crisp, flavorful, and compliant with stringent MIDDLE EAST import regulations (e.g., phytosanitary standards).

Fine Beans

(Extra Fine and Fine Grades)

Description	Slender, tender green beans; ideal for steaming, salads, or stir-fries.
Sourcing	From irrigated farms in Naivasha and Mount Kenya regions; available year-round.
Packaging	Prepacked bags (250g–1kg) or bulk crates; vacuum-sealed for extended freshness.



Baby Corns

Description	Miniature corn cobs harvested young; mild flavor, great for salads, pickles, or garnishes
Sourcing	From fertile valleys in Western Kenya; year-round availability with irrigation.
Packaging	Canned or fresh in punnets (500g–2kg); refrigerated transport to avoid maturation.



Snow Peas

Description	Flat, edible-pod peas with sweet crunch; commonly used in Asian-inspired dishes or as a snack.
Sourcing	From cool climate areas like Limuru, seasonal peaks in cooler months.
Packaging	Flow pack trays or loose in boxes (5–10 kg); cold storage to preserve crispness.



Herbs

Zeke provides a range of aromatic herbs, grown hydroponically or in open fields for maximum freshness and potency. These are ideal for culinary, medicinal, or ornamental uses.

Thyme

Description	Tangy, aromatic fruits with juicy pulp; used in beverages, desserts, and as a flavor enhancer
Sourcing	From highland areas in Kenya, available year-round with peaks in July–September.
Packaging	Plastic crates or punnets (2–4 kg); humidity-controlled shipping to prevent wrinkling.



Rosemary

Description	Earthy, lemony herb; used in soups, marinades, and teas.
Sourcing	From arid-tolerant farms in Eastern Kenya.
Packaging	Sprigs in protective sleeves.



Tarragon

Description	Anise-like taste; ideal for sauces and vinegars.
Sourcing	Specialty herb growers in Central Kenya.
Packaging	Small bunches or frozen.



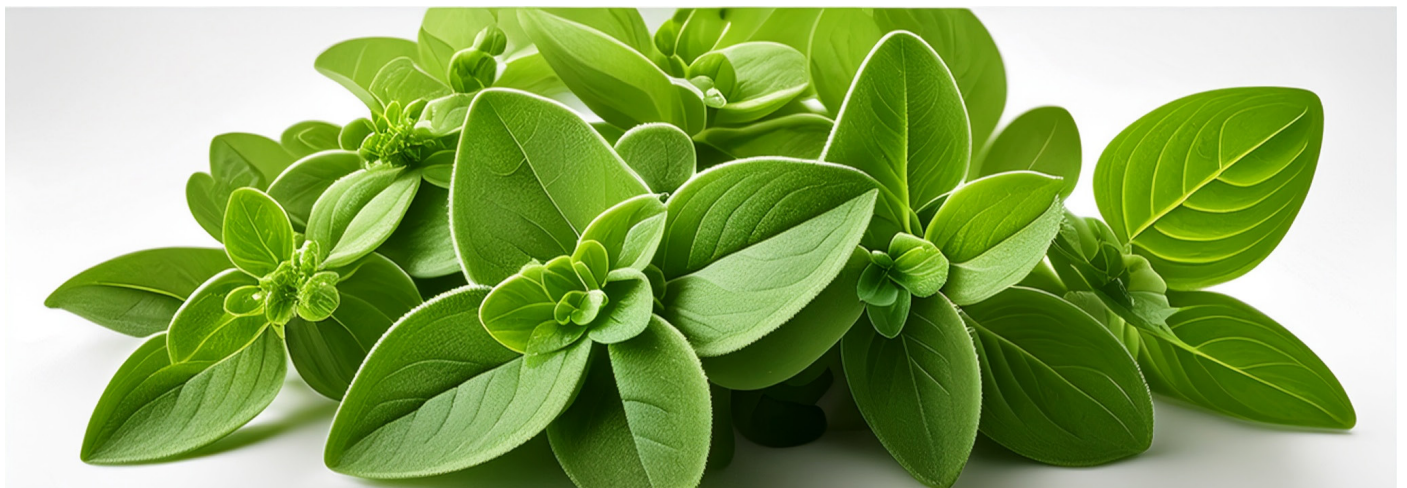
Chives

Description	Mild onion flavor; great for garnishes and dips.
Sourcing	From cool, moist farms.
Packaging	Chopped or whole in tubes.



Oregano

Description	Bold, pungent herb; key in pizzas and Greek dishes.
Sourcing	Sun-loving fields in Kenya.
Packaging	Dried flakes or fresh leaves



Lemon Grass

Description	Citrusy stalks; used in Asian curries and teas.
Sourcing	Tropical farms in Coastal Kenya
Packaging	Stalks bundled or minced.



Basil

Description	Fragrant leaves with peppery-sweet flavor; essential for Italian and Mediterranean cuisines.
Sourcing	Greenhouse farms in the Nairobi outskirts; year-round.
Packaging	Bunched or chopped in clamshells (50–200g); humidity-controlled to prevent wilting.



Tubers

Focused on nutritious, versatile root crops that store well and appeal to health-conscious markets.

Sweet Potatoes

Description	Sweet, starchy tubers; baked, fried, or mashed
Sourcing	From volcanic soil farms in Western Kenya; harvest peaks in dry seasons
Packaging	Mesh bags 5–20 kg or 5–10kg graded boxes.



Meat

Our meat offerings prioritize halal-certified, grass-fed options to align with the MIDDLE EAST market preferences.

Goat Meat

(Chevon) Halal Compliant

Description	: Lean, flavorful cuts (e.g., legs, ribs, stew meat); low-fat alternative to beef.
Sourcing	From pastoralist communities in Northern and Eastern Kenya; slaughtered in certified facilities.
Packaging	Vacuum-sealed portions (5–10 kg) or whole carcasses; frozen or chilled shipping.



Services

Zeke provides end-to-end support for exporters in the UAE market—acting as trusted local representatives, verifying buyers, recovering debts, and ensuring smooth customs clearance. We market produce to verified buyers, deliver real-time market intelligence, and open doors to strategic capital and partnerships across high-impact sectors. With Zeke, exporters gain a reliable partner that protects value, builds trust, and drives growth.



Local Representation in the United Arab Emirates

Description	Act as the exporters' on-ground representative in Dubai, handling negotiations, site visits, and oversight of transactions to ensure compliance and prevent scams.
Benefits	Provides a physical presence in the UAE, deterring fraud by adding accountability and reducing the need for exporters to travel or deal directly with buyers.
How It Works	We represent the exporter in meetings, inspect buyer facilities, and monitor deal progress.



Debt Recovery Assistance

Description	Support exporters in resolving disputes with UAE buyers, including Debt recovery efforts and payment plans.
Benefits	Helps recover lost funds from past scams, as seen in cases where partial payments were retrieved through intervention.
How It Works	Use our network to negotiate settlements or involve authorities like Dubai Police, Trade Unions, and Local authorities.



Due Diligence and Buyer Verification

Description	Conduct thorough background checks on potential UAE buyers, including verifying business registrations, trade histories, and references to identify legitimate importers and avoid known scammers
Benefits	Reduces the risk of dealing with fraudulent parties, which has led to millions in losses for Kenyan exporters
How It Works	Zeke uses databases, trade associations, and on-ground networks in Dubai to provide a verification report before any deal proceeds.



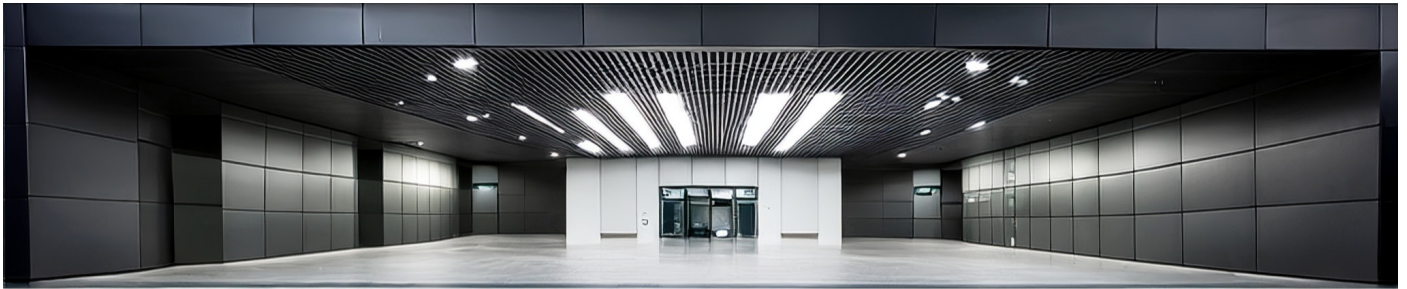
Marketing on Behalf of Exporters

Description	Promote Kenyan fruits and vegetables (e.g., avocados, mangoes, or green beans) to verified UAE buyers through our established channels, including trade shows, online platforms, and B2B networks in Dubai.
Benefits	Exporters gain access to a broader, safer market without direct exposure to unvetted importers, capitalizing on the UAE's high demand for imported produce.
How It Works	We create customized marketing materials, list Produce on our wholesale platform, and facilitate introductions to reliable buyers.



Customs Clearance and Goods Handling

Description	Manage the clearing of goods through Dubai customs, including documentation, inspections, and compliance with import regulations for fruits and vegetables.
Benefits	Streamlines logistics, reduces delays, and ensures goods are handled properly to avoid spoilage or rejection, which can exacerbate scam-related losses
How It Works	Coordinate with certified clearing agents in Dubai ports, handle paperwork like phytosanitary certificates, and track shipments in real-time.



Market Intelligence and Advisory Services

Description	Provide reports on the UAE market trends, pricing, demand forecasts, and alerts on emerging scams or blacklisted importers.
Benefits	Empowers exporters with data to make informed decisions, avoiding high-risk deals.
How It Works	Deliver monthly newsletters or custom consultations based on real-time data from our UAE contacts.



Strategic Access to Capital & Partnerships

Zeke Fresh now offers curated financing pathways for entrepreneurs and project owners operating in high-impact sectors:

Thematic Focus Areas

- Ethical Gold Mining
- Commodity Trading
- Public-Private Partnerships (PPP)
- Social Housing
- Real Estate Development
- EPC & BOT Infrastructure Projects

What We Offer

- Access to international investor networks
- Support with project packaging and presentation
- Strategic introductions to government and corporate stakeholders
- Guidance on regulatory alignment & compliance
- Co-development opportunities with Zeke Fresh and its partners

Who It's For

- Entrepreneurs seeking capital for scalable ventures
- Startups with disruptive models in infrastructure or trade
- Project owners ready to engage with institutional investors
- Investor relations professionals looking to expand their portfolio

This service is more than funding—it's about credibility, connection, and catalytic growth. Zeke Fresh is proud to serve as a bridge between visionary founders and the global capital they need to thrive.



Office location:

Compass Building, Al Shohada Road,
Ras Al Khaimah, United Arab Emirates.

Office telephone/WhatsApp line:

+971567760011

Email address:

Info@zekefresh.com

Website

www.zekefresh.com

