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**La Dona Fruit Ships First-ever Air-Freighted Pineapple from Panama to Dubai**

*Artisan, Plant-Ripened Fruit by Air Freight Provides Unequaled Pineapple Experience*

**{Dubai, UAE, November 8, 2019 -}** La Dona Fruit marked an important milestone this week with the first-ever delivery of pineapple via air freight from Panama to Dubai, extending the reach of its increasingly popular Air Pineapple. Continuing its global brand development, La Dona is now supplying to such luxury establishments as the famous Burj al Arab and Nikki Beach, as well as the UAE’s largest online retailer, Kibsons.

Beginning on Monday, November 11, La Dona’s high-color, high-Brix level varieties of pineapple will be available through online retailer Kibsons International. By delivering produce directly to customers via their online service, Kibsons’ model is “ideal for providing La Dona’s ultra-premium pineapples to fruit-lovers in Dubai,” said Dax Cooke, Head of Global Sales and Development for La Dona.

Cooke stated, “Over the last five months, our distribution network has grown tremendously, and by opening the UAE market, we have entered our third continent. Our logistical capability from Panama allows us to deliver plant-ripened fruit just three days post-harvest, making us the first and only Panamanian air-freighted pineapple available in the Middle East. With Kibson providing high-speed distribution via its home delivery service, customers will feel as if our pineapples were sourced locally.”

Cooke went on to say, “Panama City has many direct international flights, which is great for market access. Our farm in Panama is very close to the airport, and shorter transport times allow us to leave pineapple on the plant for an extended period of time, resulting in an incredibly sweet, richly colored fruit. Not only that, but the weather conditions in the region allow us to export high-color fruit year-round, which is something many of our competitors simply can’t do.”

These factors allow La Dona Fruit to supply Panama’s first air-freighted pineapple in Dubai. High-end, luxury establishments such as the Burj al Arab and Nikki Beach have requested shipments, and Kibsons will be providing La Dona pineapples starting Monday, November 11.

For additional information on this and related trends in agribusiness, please visit ladonafruit.com or farmfolio.net

**About:** Founded in 1977 on a one-hectare farm in Panama, the journey of Edna Vergara and La Dona is a story of innovation and perseverance. For her vision and leadership in the realm of Panamanian agriculture, Edna Vergara was granted the Agricultural Person of the Year award in 2007. Partnering with agribusiness management firm Farmfolio in 2018, La Dona has grown from a small family farm to a thriving export business - but has never lost sight of the values of its founder, Edna Vergara.

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