



SET☆RA

Dry Fruits, Nuts & Saffrons



B R O C H U R E

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**QUALITY PRODUCTS,
NATURAL TASTE!**



OVERVIEW

When you crave premium healthy dry fruits from the farms of Afghanistan, Setara should come to mind. Setara Dry Fruits and Nuts Processing takes pride in being an innovative woman owned and led agribusiness in Afghanistan. Our range of products includes different varieties of dry fruits, nuts and spices, such as apricots, black and white mulberries, raisins, walnuts, almonds, pistachios and saffron. These products are handpicked by the farmers, then processed and packaged in our state of the art processing plant in Badam Bagh of Kabul. Setara's products have been specifically curated for an international market, with a special focus on exporting gourmet Afghan dry fruits and nuts worldwide with all necessary certifications.

CEO MESSAGE

Since 2008, when my husband accepted a job in Afghanistan and returned to Kabul after three decades of living abroad, we have been involved in many business ventures in the country.

While supporting our family, we talked about doing something more meaningful, something that would leave a lasting impact in Afghanistan. So, while my husband continued his work in contracting business for the following five years, we worked to develop our plan to learn and explore ideas for the future.

In 2014, our quest started small with Elham (the name of our son) Markets, a chain of dry fruits and nuts outlets in Kabul which taught us a lot about the dry fruits and nuts business and made us realize that no one had done anything to improve this sector. Packaging was simple plastic bags filled by hands, unsanitary and everyone

in the whole industry had the same packaging or sold them loose. They still do this to this today. Elham went from one modest store to five and eventually we open one in Kabul's Mandai Market constantly thinking on how we can improve the dry fruits and nuts business. In 2018 we took our dream a notch higher and established Setara Dry Fruits & Nuts Processing. Setara, Elham's big sister was destined to be a premier purveyor of quality dry fruits and nuts packaged to the international standards and with proper and needed certification, state of the art technology and machinery, trained and mainly female processing staff, and a modern, clean plant.

Today, Setara has earned the respect within the private sector, locally and in the international community, government and chambers of commerce's. Our products are sold in premium Afghan supermarkets and are now being exported globally.

There is a special story about our staff at Badam Bagh who processes our dry fruits and nuts that I want to share. When we started Elham Markets, we used day hire laborers to clean dry fruits for us. We noticed among men we hired, there were women also. So we asked about them and to our dismay and surprise, we found that these women do not have actually a salary when they work. They were given the shells of Almonds and Walnuts when they crack them as their earnings.

They never made money for their hard work. We naturally did not want that so with Setara's processing plant, we hired many of the women who worked in Mandai markets and gave them full time processing jobs, we trained them in all aspect of processing of dry fruits and nuts and we paid them a salary they deserve. As for the shells of Almonds and Walnuts, we give them to our staff during cold seasons so they warm their homes; for free.

The future at Setara seems bright. We intent to provide day care facilities for our

staff, health insurance, literacy training on language and basic computer knowledge and employee stock options once she reaches a level of maturity where we have regular and on-going orders to fulfill. Only then our dreams become reality.







STORY *OF* SETARA

In year 2014, the Arghandiwal's ventured into Afghan dry fruits and nuts market by opening their label, Elham Markets. Elham Markets became a chain of five dry-fruits outlets in various location primarily in Kabul and one flagship store in the region's oldest wholesale market; The Kabul Mandawi Market. This startup and chain of stores helped them understand the dry fruit market of Afghanistan. However, soon they realized that Afghanistan produced the most artisanal and exotic dry-fruits but yet it lacks behind in producing premium quality dry fruits such as value added processes like sorting, grading, shelling, and packaging to the international standards.

Setara was created as a premium brand, associated with Afghan dried fruits and nuts. In 2018, Setara was established at Badam Bagh, Kabul, Afghanistan to process,

clean, sort, shell, grade and package Afghan dry fruits and nuts using state-of-the-art processing equipment imported from the United States, India and China. The company has an all-women Afghan workforce, who is trained and certified workers. Setara follows international standards in plant to make sure cleanliness and quality of our products is always retained. Setara is a bridge between farmers and international market. At Setara, the harvest is collected from the farmers and brought to the plant, where it is processed and packaged further to the premium quality of dry-fruits.

Our products are ISO2200-2005 certified and have been exported to countries including India, Canada and Europe. Our products have been curated specifically for international market, which comes in various packaging like Zip-lock, Pillow Bags, and Gift-Packs and sold in bulk. The core business includes the processing of different varieties of the following items such as Apricots, Walnuts, and Black and White Mulberries, different types of Raisins, Almonds, Pistachios and Saffron.

A background image showing a worker in a white lab coat and hairnet, wearing a face mask, working in a food processing facility. The worker is focused on their task, and the environment appears clean and professional. The text is overlaid on this image.

WHAT WE DO?

We believe in providing our customers a premium, gourmet Afghan dried fruits and nuts. Our products are harvested at its finest quality from the farmers around the Afghanistan. Once, the harvest is brought to plant, it is processed in the ISO2200-2005 certified plant in Badam Bagh, Kabul.

Setara is a women-owned and led team, where all the processing workers are ladies, who are trained workers and are the major threshold to run the plant. Setara empowers these women, and helps them grow into better version of themselves, both professionally and personally. The work culture is productive and friendly, where everyone feels at home.

Once product is sorted and processed, it is packed in pillow bags, Zip-lock bags, and in bulk boxes, ready to be exported to international markets.







SETARA FROM AN IDEA TO LEADING NUTS AND SAFFRON FACTORY

Our aim has always been to improve Afghanistan's dry fruits & nuts processing by helping farmers produce better crop, and then clean, sort, grade, package, and offer its products to both the Afghanistan's markets and also the international markets a series of valuable products ready for the shelves of supermarkets.

We do this by employing state of the art processing machinery, trained staff, certified processes in a clean, and certified, professionally built processing plant in Badam Bagh Kabul Afghanistan.

We are a mainly women owned business and our team in Kabul is consists of mainly female processing plant workers. Our team in Afghanistan has built solid relationships and has signed contracts and MoU with dozens of farmers and farmers' associations to make sure we have sufficient inventory to satisfy our customers' demand for fine quality Afghan Dry Fruits & Nuts.

Our core business includes professionally drying fruits, carefully picked Almonds, Raisins, Walnuts, Apricots, Mulberries and Pistachios to mention a few, clean, sort/grade, and finally package them professionally using Zip Lock and Pillow packaging type and processing.


A top-down view of a white ceramic cup filled with a dark brown liquid, likely tea. To the right, a portion of a blue and white patterned teapot is visible. The background is a light grey surface.

THE WORLD OF

PREMIUM AFGHAN

DRIED FRUITS AND

NUTS



Dry Fruits, Nuts and Saffron are packed with essential nutrients and anti-oxidants that benefit the skin, hair, heart and improves the immune system.



PINENUTS

Pine Nuts grow in the wild of Afghanistan and has huge amount of essential fats. It is one of the rarest forms of nuts, which is high in anti-oxidants and boosts immune health. They can be eaten as healthy snacks or can be essential ingredient of your healthy recipes.

Available in Pillow Bags (500gm), ZipLock(275 gm, 35 gm)



PHYSICAL CHARACTERISTICS	
Criteria	Finding
Color	Naturally brown, without any artificial color
Smell	Naturally nutty aroma without foreign odor
Whole and Broken	Max 5%
Foreign Bodies	Max 0.2%
Flavor	Typically, Nutty
Out of standard	Max 3 %
Mineral Stones, Sand	NONE
Ingredients	Pine Nut
Size Count	600-700 per 100g
Harvesting Time	September to January
Origin	Afghanistan

for more visit
WWW.SETARA.COM

RAISINS



RAISINS

The juicy grapes of Kandahar are dried to form the finest raisins. Raisins are packed with energy and are rich in fiber, vitamins and minerals. They can be eaten as healthy snacks or can be essential ingredient of your healthy recipes.

PHYSICAL CHARACTERISTICS	
Criteria	Finding
Color	Light green to bright green
Smell	Typical
Taste	Sweet, Fruity
Stalk (attached & >4.0mm)	Max 5%
Cap stem	Max10 / 100GR
Moldy Berries	Max 1.5%
Sugared Fruit	Max 1.5%
Damaged Fruit	Max 1.5%
Mineral Stones, Sand	NONE
Origin	Afghanistan

for more visit
WWW.SETARA.COM





MULBERRIES

Mulberries grow in wild of Afghanistan and are dried to enjoy the delicacy throughout the year. They are rich source of Antioxidants and helps in boosting mental health. They can be eaten as healthy snacks or can be essential ingredient of your healthy recipes.



PHYSICAL CHARACTERISTICS	
Criteria	Finding
Color	Light yellow light brown
Smell	Typical of its characteristics. No foreign odors.
Taste	Typical of its natural flavor with no bitterness.
Stalk (attached & >4.0mm)	Max 5% per BOX
Cap stem	No broken berries less than 25% of whole.
Particle size	> 5mm
Light underdeveloped berries	Max 1.5%
Damaged Fruit (Insect or mechanical)	Max 4%
Mineral stones, sand, organic foreign objects.	NONE
Origin	Afghanistan

for more visit
WWW.SETARA.COM



ALMONDS

The almonds of Afghanistan are the finest delicacy, ranking high in superfoods. They are high in protein and in Vitamin E, which boosts in healthy skin and hair. They can be eaten as healthy snacks or can be essential ingredient of your healthy recipes.

PHYSICAL CHARACTERISTICS	
Criteria	Finding
Color	Naturally beige-yellowish, without any artificial color
Smell	Naturally Almond kernel's nutty aroma without foreign odor
Whole and Broken	Whole and Broken
Foreign Bodies	Max 0.2%
Flavor	Typically, Nutty
Bitter Kernels	Max 1.5 %
Mineral Stones, Sand	NONE
Ingredients	Almond Kernel
Size Count	-----
Origin	Afghanistan
Harvesting Time	July to October

for more visit
WWW.SETARA.COM





APRICOTS

After plucking the apricots from trees, they are dried to enjoy the delicacy throughout the year. Grown in Kandahar, Afghanistan, they are a good source of iron and help to fight anemia. They can be eaten as healthy snacks or can be essential ingredient of your healthy recipes.



PHYSICAL CHARACTERISTICS

Criteria	Finding
Color	Light yellow to orange/brown
Smell	Typical
Taste	Sweet, Fruity
Moldy Fruit	Max 1.5%
Sugared Fruit	Max 1.5%
Damaged Fruit	Max 1.5%
Mineral Stones, Sand	NONE

for more visit
WWW.SETARA.COM

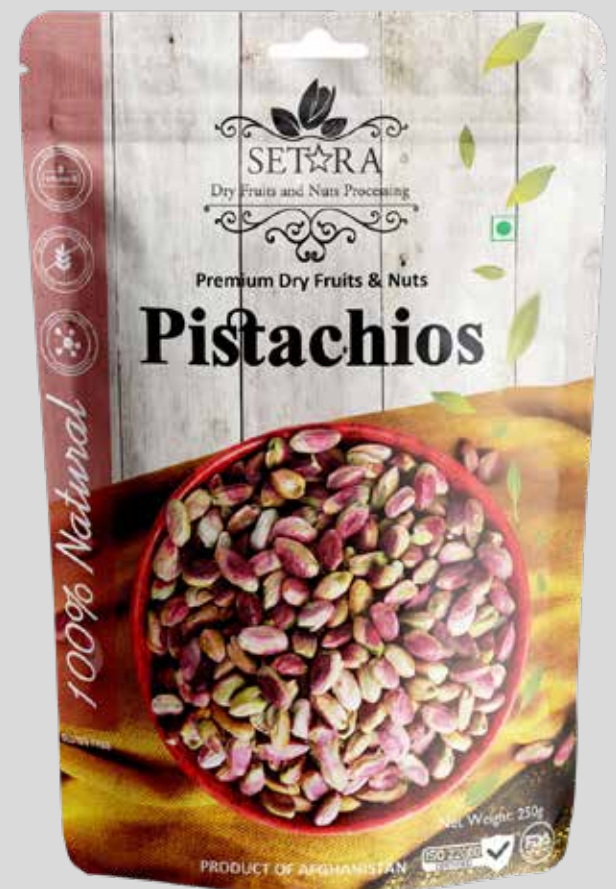


PISTACHIOS

Pistachios from the lands of Afghanistan, are the Non-GMO, plant based source of protein. They are high in antioxidants and helps in lowering your blood pressure and cholesterol. They can be eaten as a healthy snacks or can be essential ingredient of your healthy recipes.

PHYSICAL CHARACTERISTICS	
Criteria	Finding
Color	Naturally from Dark Green to Light Green and Yellow, without any artificial color
Smell	Naturally Pistachio kernel's aroma without foreign odor
Whole and roken	Max 3%
Foreign Bodies	Max 0.2%
Flavor	Original taste
Disabled Berries	Max 1 %
Mineral Stones, Sand	NONE
Ingredients	Pistachio Kernel
Color Grading	A, B, C, D, E, F, G
Harvesting Time	September & October
Origin	Afghanistan

for more visit
WWW.SETARA.COM





WALLNUTS

Walnuts from the farms of Afghanistan are grown naturally to produce healthy nuts, which are rich in antioxidants and are plant-based source of Omega-3s. They also reduce risk of some cancers and aids in weight loss. They can be eaten as healthy snacks or can be essential ingredient of your healthy recipes.



PHYSICAL CHARACTERISTICS	
Criteria	Finding
Color	Naturally light amber, without any artificial color
Smell	Naturally Walnut kernel's nutty aroma without foreign odor
Whole and Broken	Max 5%
Foreign Bodies	Max 0.2%
Flavor	Typically, Nutty
Rancid Kernels	Max 2 %
Mineral Stones, Sand	NONE
Ingredients	Walnut Kernel
Harvesting Time	August to October
Origin	Afghanistan

for more visit
WWW.SETARA.COM



MIXED DRY FRUITS

Dry Fruits, Nuts are packed with essential nutrients and anti-oxidants that benefit the skin, hair, heart and improves the immune system. We have combined Afghanistan's best natural dry fruits & nuts to make a mouth watering trail mix: Almonds, Walnuts, black & green raisins, Pistachios and Mulberries.



PHYSICAL CHARACTERISTICS	
Criteria	Finding
Color	Naturally light amber, without any artificial color
Smell	Naturally Mixed dry fruits nutty aroma without foreign odor
Whole and Broken	Max 5%
Foreign Bodies	Max 0.2%
Flavor	Typically, Nutty
Rancid Kernels	Max 2 %
Mineral Stones, Sand	NONE
Ingredients	Mixed Dried Fruits
Harvesting Time	August to October
Origin	Afghanistan

for more visit
WWW.SETARA.COM



SETARA

Dry Fruits and Nuts Processing



info@setara.af - www.setara.af





SAFFRON

Saffron is one of the most precious spices in the world. The threadlike red stigmas—and the yellow hue they impart—are quite literally the stuff of legend. The saffron is harvested—by hand and grows in Herat, Afghanistan. It is harvested in the mid-morning, when the flowers are still closed in order to protect the delicate stigmas inside. It takes about 1,000 flowers to produce just one ounce of saffron.

The regions of Afghanistan from where we procure the finest harvest for processing the premium Afghan Dried Fruits.





meewa

Premium Dehydrated Fruits

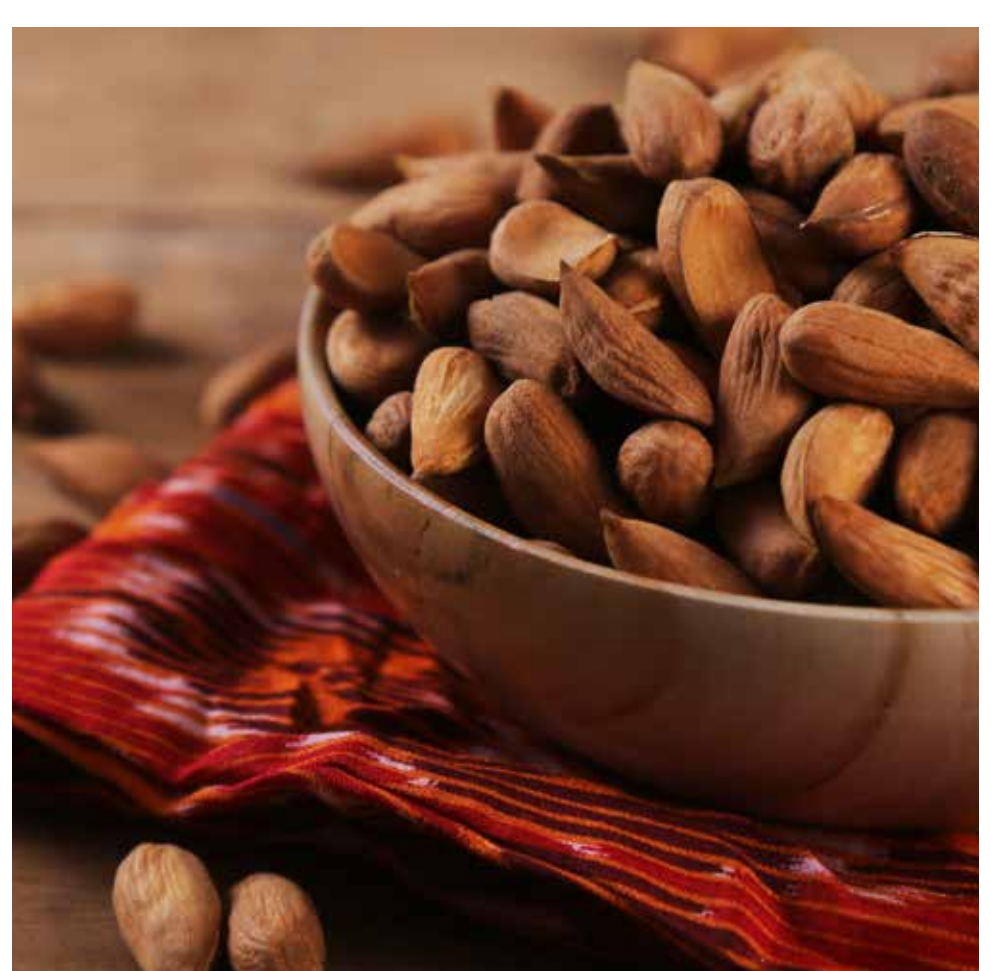
With Love From Afghanistan



A Brand of Setara Dry Fruits, Nuts & Saffrons









ISO/IEC 17021-1 and ISO/TS 22005
FMS 002-01

CERTIFICATE

CERTIFICATE N°: CU864086ISO22000-01.2020
REGISTRATION N°: CU 864086

Field of attention:
Food Safety Management System

Issued to:
Setara Dry Fruits and Nuts Processing Company
Badam Bagh, 21840, Kabul City, Kabul,

AFGHANISTAN

Standard:
ISO 22000:2005

Control Union Inspections (Pvt) Ltd certify that the Management System of the above organization has been audited and found to be in accordance with the requirements of the management system standards mentioned above.

This certificate covers the unit(s) and the scope(s) as mentioned in the authenticated annex of this certificate.

This certificate remains in force until further notice, provided that the above-mentioned client remains in compliance with the requirements as laid down in the contract with Control Union Inspections (Pvt) Ltd. Based on the audits performed, this certificate remains

Valid from 21-01-2020 until 20-01-2023

Date of certification:
21-01-2020

Place and date of issue:
Colombo – 21-01-2020



Name of the Authorized person:
On behalf of the Managing Director

Mr. Sampath Wanniarachchi
Cedifier
Control Union Inspections (Pvt) Ltd.
No.100/8, 3rd Floor, FPA Building,
Narahenpita, Colombo 05,
Sri Lanka

Validity of this certificate may be confirmed at www.controlunion.com

1 of 2

ISO22000CERT.D01
Version: 01.01.14-08-2019

Control Union Inspections (Pvt) Ltd.

Annex to CERTIFICATE N°: CU864086ISO22000-01.2020
REGISTRATION N°: CU 864086

Setara Dry Fruits and Nuts Processing Company
Badam Bagh, 21840, Kabul City, Kabul,

AFGHANISTAN

Following UNIT(S) is (are) covered under the Scope of Certification:

Unit no.	Name of unit	Address	Category	Scope(s)
PRC 101437	Setara Dry Fruits and Nuts Processing Company	Badam Bagh, 21840, Kabul City, Kabul, AFGHANISTAN	CIV	Sorting, Shelling, Grading and Packaging of Almond, Pistachios, Walnut, Pine Nuts, Green-Black Raisin, Mulberries and Apricots.

This certificate including the annex remains property of Control Union Inspections (Pvt) Ltd and can be withdrawn in case of terminations as mentioned in the licensee contract, or in case changes or deviations of the above mentioned data occur. The licensee is obliged to inform Control Union Inspections (Pvt) Ltd immediately of any changes in the above mentioned data. Only an original and signed certificate is valid.

Disclaimer:

Accredited scopes	CIV
Non accredited scopes	Not Applicable


Date of initial certification:
21-01-2020

Date of initial certification expiry:
21-01-2020

Date of re-certification:
NA

Date of re-certification audit:
20-10-2022

Authenticated by


On behalf of the Managing Director
Mr. Sampath Wanniarachchi
Certifier

ISO22000CERT.D01
Version: 01.01.14-08-2019

Control Union Inspections (Pvt) Ltd.

2 of 2



Islamic Republic of Afghanistan
Ministry of Agriculture, Irrigation and Livestock
Herat Directorate of Agriculture Irrigation & Livestock
Department of Saffron Quality Control Lab



Physical, Chemical and Microbiological Specifications of saffron in filaments, cut filaments and powder forms.

C. No	001363	Sampling Date	Dec/21/2020
Sampler	Ahmad Showib	Date of The Results	Jan/6/2021
Name of Company	Setara Dry Fruits, Nuts & Saffrans	Number	1863
Sample Type	Saffron (Sort first)	Export quantity	-
License No	44537	Destination for export	-

No	Description	Specifications Categories			Results	Grade	Final Results	Test Method
		I	II	III				
1	Extraneous matter (mass fraction) % max floral and plant waste.	0.5	3	5	0.19	A	AS 627: 2015 & ISO 3632-2:2010, Clause 8	
2	Foreign matter, max. from non - animals	0.1	0.5	1	0.04	A	AS 627: 2015 & ISO 3632-2 :2010, Clause 9	
3	Total ash (Mass), on dry matter, %max.	6	7	7	5.57	A	AS 627: 2015 ISO 928 & ISO 3632-2:2010, Clause 12	
4	Acid - insoluble ash (mass fraction)	0.5	1	1	0.48	A	AS 627: 2015 & ISO 930 & ISO 3632-2:2010, Clause 13	
5	Soluble extract in cold water.	65	65	65	61.9	A	AS 627: 2015 & ISO 941 & ISO 3632-2:2010, Clause 11	
6	Moisture And Volatile Matter	10	12	12	7.7	A	AS 627:2015 & ISO 3632-2 :2010, Clause 7	
7	Flavour strength (expressed as Picrocrocin)	70	55	40	125.6	A	AS 627: 2015 ISO 3632-2:2010, Clause 14	
8	Arroma strength (expressed as Saffranal)	20-50	20-50	20-50	45	A	AS 627:2015 ISO 3632-2:2010, Clause 14	
9	Colouring strength (expressed as Crocin)	200	180	150	294.5	A	AS 627:2015 ISO 3632-2:2010, Clause 14	
10	Artificial colorants	Absent	Absent	Absent	Absent	Absent	AS 627:2015/ISO 3632-2:2010, Clause 16&17	
11	E.Coli bacteria	Negative	Negative	Negative	Negative	Negative	Negative (Standard No)	
12	Mildew	N<1000	N<1000	N<1000	less than 100	Negative	10 ³ (Standard No :)	
13	Enterococcus	Negative	Negative	Negative	Negative	Negative	Negative (standard No)	
14	Sulfite reducing Clostridia seed production (N<100	N<100	N<100	less than 10	Negative	10 ⁷ (Standard No)	
15	Salmonella	Negative	Negative	Negative	Negative	Negative	Negative (Standard No)	

The above results are confirmed by the sample to the laboratory.



Quality Control Laboratory Ministry Of Agriculture, Irrigation & Livestock
Herat Directorate Of Agriculture Irrigation & Livestock



2020

CERTIFICATE OF REGISTRATION

This certifies that:

Setara Dry Fruits And Nuts Processing
1 Badam Bagh Farm
Kabul, Kabul 00000
Afghanistan

is registered with the U.S. Food and Drug Administration pursuant to the Federal Food Drug and Cosmetic Act, as amended by the Bioterrorism Act of 2002 and the FDA Food Safety Modernization Act, such registration having been verified as currently effective on the date hereof by Registrar Corp.

U.S. FDA Registration No.: **15619239344**
U.S. Agent for FDA **Registrar Corp**
Communications: 144 Research Drive, Hampton, Virginia, 23666, USA
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This certificate affirms that the above stated facility is registered with the U.S. Food and Drug Administration pursuant to the Federal Food Drug and Cosmetic Act, as amended by the Bioterrorism Act of 2002 and the FDA Food Safety Modernization Act, such registration having been verified as effective by Registrar Corp as of the date hereof, and Registrar Corp will confirm that such registration remains effective upon request and presentation of this certificate until December 31, 2020, unless such registration has been terminated after issuance of this certificate. Registrar Corp makes no other representations or warranties, nor does this certificate make any representations or warranties to any person or entity other than the named certificate holder, for whose sole benefit it is issued. Registrar Corp assumes no liability to any person or entity in connection with the foregoing. The U.S. Food and Drug Administration does not issue a certificate of registration, nor does the U.S. Food and Drug Administration recognize a certificate of registration. Registrar Corp is not affiliated with the U.S. Food and Drug Administration.

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David Lemar
Executive Director
Registrar Corp
Dated: August 4, 2020
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