

# The raspberry is the 'berry' with the highest added value when whole

## Detail Introduction :

The Chilean company Vitafoods has again trusted Tamara Food to optimize its classification process and continue offering top-quality frozen raspberries. Ten years ago, Vitafoods opted for the brand for its production and acquired Tomra's technology. After their positive experience, they have opted for the 5B, an ideal sorter for products that, like frozen raspberries, require delicate handling and great precision in sorting.

Technology is a powerful ally at this time, in which the activities of the food sector have been complicated by mobility restrictions and the complexity of hiring and managing the workforce due to the pandemic.

Chile is one of the largest exporters of frozen berries and raspberries. "Raspberries are the highest value added product when whole. A by-product called crumble is produced, which is of considerably less value when broken. Processing IQF raspberries without damaging them or losing value automatically is a huge advantage for processors. In addition, our technology is flexible, easy to use, and offers high performance," explains the sales director.

The Chilean company Vitafoods is the largest processor of berries in Chile and intends to consolidate its position as the country's largest exporter of frozen fruit. He has chosen a Tamara 5B for grading his frozen raspberries, a segment that is on the rise. As Vitafood's director of operations explains, "consumers, especially during the first wave of the pandemic, were looking for healthy products that also had a long shelf life, such as the IQF raspberry."