

Fruit Logistica: 6 - 8 February 2019

VLAM at Fruit Logistica

Twenty-eight suppliers of Belgian potatoes, fruit, vegetables and fruit trees welcome you to the VLAM booths during Fruit Logistica in Berlin. Together with the federations and auction houses, they will present a very wide range of top-quality products to the fair's visitors. This year, the focus is on the revamped sustainability project 'Responsibly Fresh', that is being revealed on Thursday, 7 February. Meet the Belgian exhibitors at the VLAM booths in hall 6.2, booths B-03 to B-07.

Fresh fruit and vegetables

The 17 fruit and vegetable companies present are in hall 6.2 at booths B-03 to B-06: Bel'Export, Boussier, BP Fruitcraft, Calsa, DBS / DBS Agro, Demargro, De Plecker - Lauwers, Devos Group, Dries Sebrechts Fruit (DSF), Frans Michiels Belgium (FMB), Gemex, Orca, REO Veiling, Rotom, Vanco Belgium, Vergro and Wouters Fruithandel. Visitors can get to know the wide range in the central exhibition of their produce, where both the traditional cornerstones and the novelties will be presented.

Potatoes

Six suppliers of potatoes are looking forward to meeting their customers in Berlin in hall 6.2 at booth B-07: Bart's Potato Company, Binst Breeding & Selection, De Aardappelhoeve, Pomuni, RTL Patat and Warnez.

Fruit trees

There are also five suppliers of fruit trees present at the VLAM booth in hall 6.2, booth B-03 to B-06, to present their products to an international public: ABCz Group, Benelux Fruit Service, Carolus Trees, Depa Fruit and Zouk (Johan Nicolai).

Organic route

Fruit Logistica is also paying additional attention to companies that offer an organic range. A few Belgian exhibitors have registered for the Organic Route: Belgische Fruitveiling (Hall 6.2, A-01); Calsa NV (Hall 6.2, B-06); De Aardappelhoeve (Hall 6.2, B-07) and Warnez NV (Hall 6.2, B-07). VLAM will make the companies with an organic range clearly recognisable at the booth.

Wandering Conference pear

This will be the eighth year that the Conference campaign runs in Germany. Together with the Netherlands, VLAM will promote Conference pears in German retail. Since tasting for yourself is the best way to be convinced of the taste of the Conference pear, VLAM is sending out two promotion ladies to treat visitors to snacks with Conference pears. A wandering Conference pear will join them to entertain the visitors to the fair.

More info: belgianpotatoes.com – belgianfruitsandvegetables.com – belgianplants.com

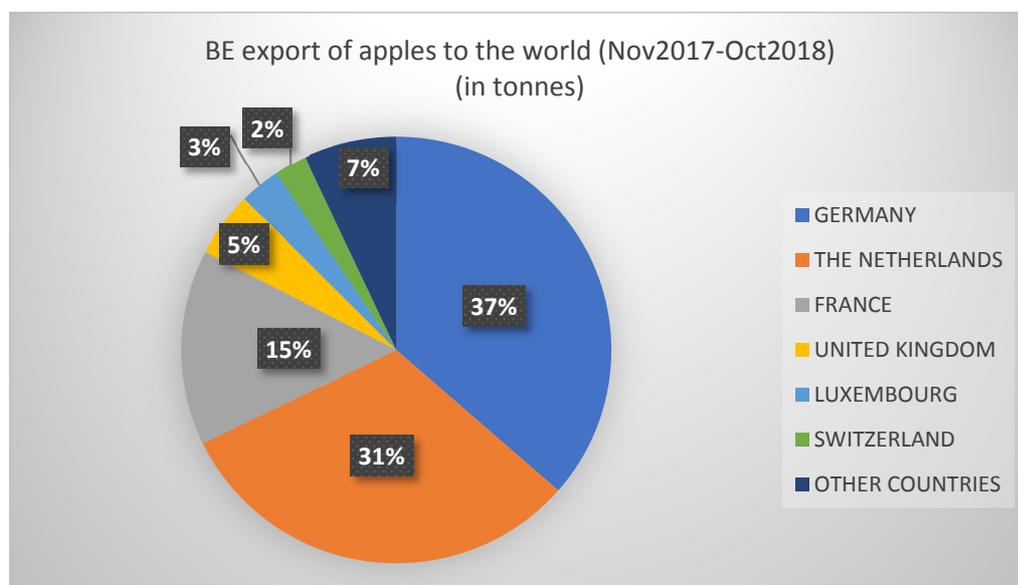
Contact: export@vlam.be

Facts and figures | Belgium

FRESH FRUIT

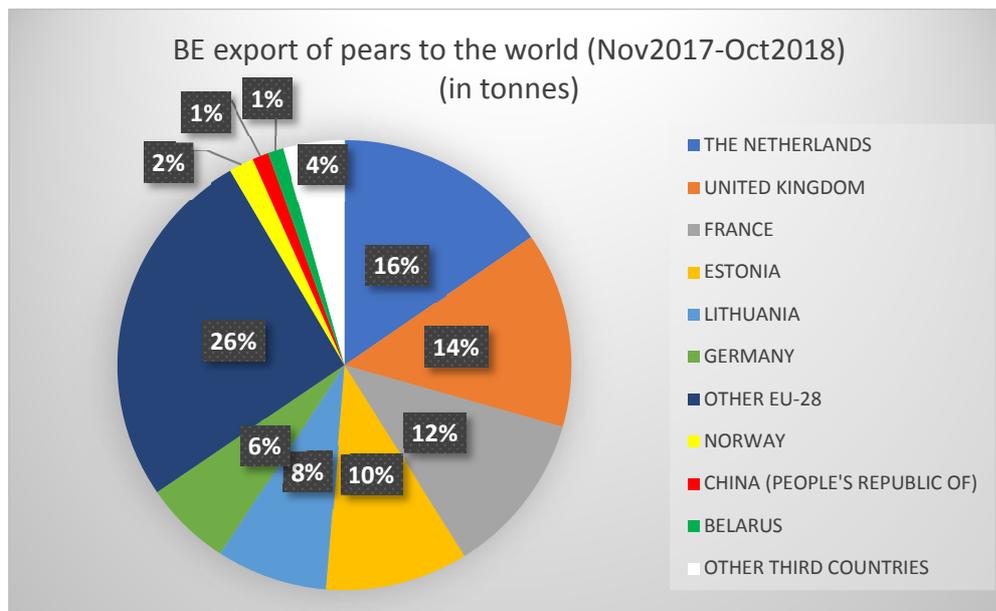
- According to estimates, in the 2018/2019 season, **Belgium produced 273,950 tonnes of apples and 369,506 tonnes of pears**. This is once again an increase after the difficult season of 2017/2018 as a result of the severe frost that hit Belgium in spring.
- In 2017, **47,500 tonnes of strawberries were produced**, an increase of 5% compared to 2016.
- In 2018, **the export of apples** decreased which is perhaps due to the large stocks of apples still on the market this year after the record harvest.

Our **neighbouring countries** remained the **most important export destinations** for apples. Germany represented a share of 37% in the period November 2017 - October 2018. The Netherlands follows with a 31% share and France completes the top three with a 15% share. Our turnover in third countries increased slightly in 2018 with above all more turnover in Switzerland, Vietnam and Singapore.



Source: Eurostat, processed by VLAM

- **The export of pears** seems to be a little lower overall in 2018. What is noticeable is the broad spread of export markets; the export of Belgian pears to a number of countries is showing a positive export trend. Thus, according to the initial figures for 2018 (up to the end of October), the volume of export to the United Kingdom increased sharply. This puts the UK in second place with an export share of 14%, after frontrunner the Netherlands (15%). France represents a share of 12% which makes it the third most important market for Belgian pears, albeit with a decrease compared to 2017. The Eastern European countries, above all Estonia, continue to do well in 2018. And we can also see nicely increased export volumes for Germany. A good result after years of campaigns for our Conference pears. Outside the EU-28, the main markets are Norway, China, Belarus and Switzerland. Our export of pears to above all the latter rose sharply in 2018.

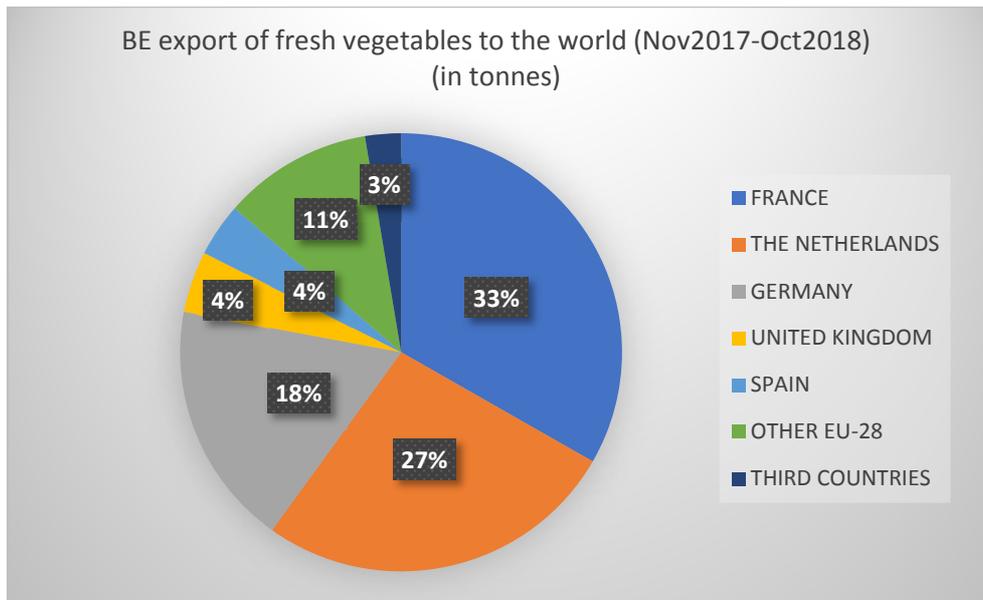


Belgium has a large number of different export countries for pears.
Source: Eurostat, processed by VLAM

- **The export of Belgian strawberries** has fallen slightly. The Netherlands is our main market (27%), followed by France (18%) and the United Kingdom (17%). Germany, our 4th largest export destination, experienced a sharp increase in 2017 but this does not seem to be continuing in 2018. The Scandinavian markets of Sweden, Norway and Finland complete the list of our main markets.

FRESH VEGETABLES

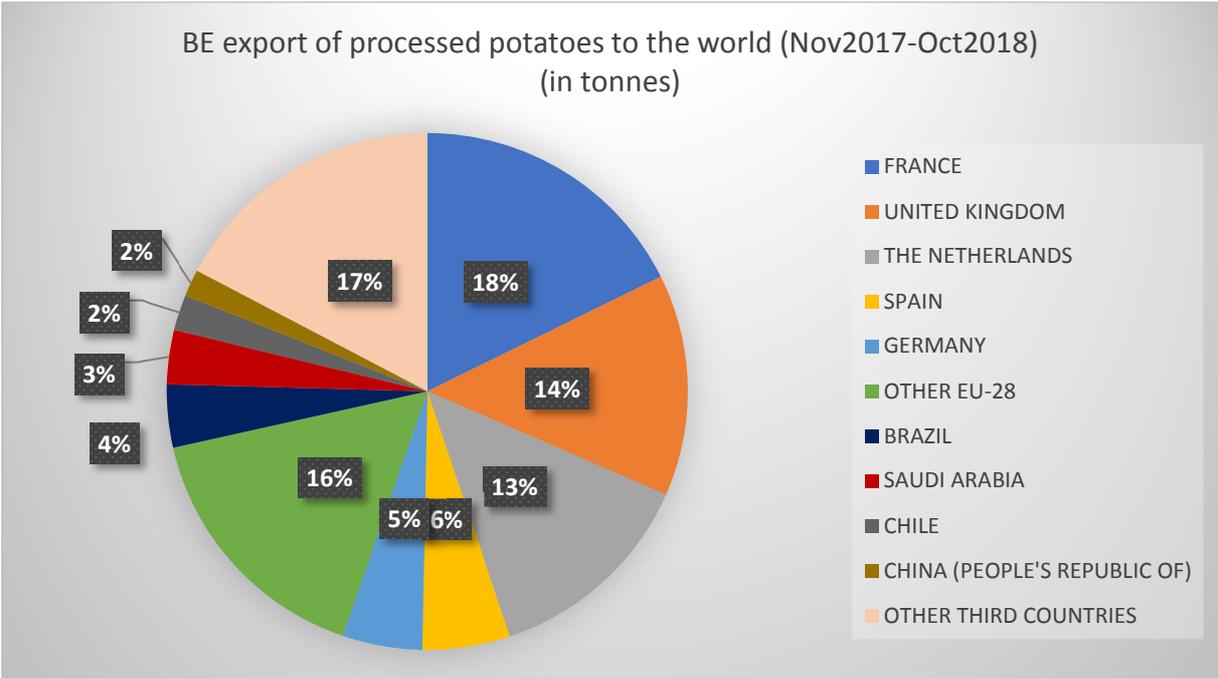
- In 2017, the Belgian horticulturalists produced a total of **828,217 tonnes of vegetables** for the fresh market, an increase of 6.5% compared to 2016. **Tomatoes** (255,960 tonnes) are the absolute number one. Leeks (113,750 tonnes), that experienced a sharp increase in production in 2017, carrots (93,000 tonnes), Belgian endives (also known as chicory, 36,900 tonnes), white cabbage (33,750 tonnes), butterhead lettuce (33,600 tonnes), sweet peppers (27,600 tonnes) and cucumbers (25,530 tonnes) are the other cornerstones of Belgium vegetable production.
- The Belgian **export of fresh vegetables** rose sharply in 2017 (+12%) but this trend did not continue in 2018. Our **neighbouring countries** are by far the most important destinations for fresh vegetables: the French market has been in first place for years with an export share of 33% for the period November 2017 - October 2018, followed by the Netherlands (27%) and Germany (18%).
The Belgian export of vegetables to third countries remains limited with a share of 3%. A number of African markets and the United States and Canada are the main destinations.



Source: Eurostat, processed by VLAM

POTATOES & POTATO PREPARATIONS

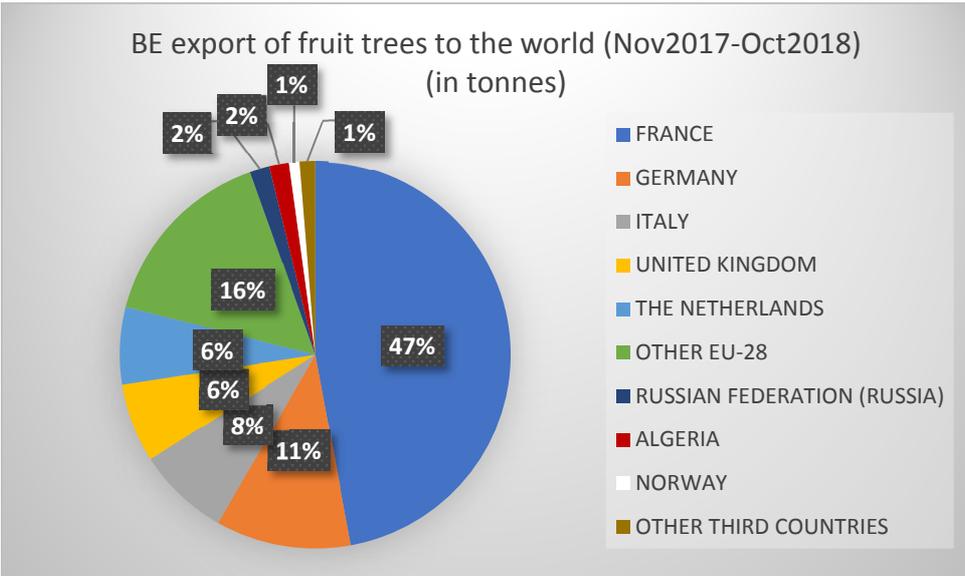
- According to the provisional results, in 2018 Belgian potato producers **produced over 3.5 million tonnes of potatoes.**
- The Belgian **export of fresh potatoes** rose in 2018. **The Netherlands** is the **biggest market** by a large margin, with a **share of 75%** in the period November 2017 - October 2018. What's more, the Netherlands' share of Belgian export increased even further in 2018. France (17%) and Germany (3%) follow a long way behind.
- **Belgian potato preparations** continue to maintain their status and are in great demand all over the world. Since 2014, export has gone beyond **the mark of 2 million tonnes** and the upward trend simply continues. Until the end of October 2018, the Belgian companies already achieved an increase of 13% compared to the same period last year. The neighbouring EU countries are the main clients, with France (18%), the United Kingdom (14%) and the Netherlands (13%) leading the way. **Outside the EU**, Belgian potato preparations are increasingly popular. Up to the end of October 2018, the third countries achieved a 28% share of the total export, which once again meant an increase of 5% compared to a similar period the year before.



Source: Eurostat, processed by VLAM

FRUIT TREES

- In 2016, the production value of fruit trees was around **EUR 26 million**. Fruit trees thus represent a 7.5% share of the Belgian production of all tree nursery products.
- France is the largest **buyer** of fruit trees, with an export share of 47% for the period November 2017- October 2018. Germany follows with 11%, with Italy (8%) in its wake, that in 2018 imported a remarkably larger amount. The United Kingdom and the Netherlands complete the top five.
- Countries outside the EU-28 also appreciate Belgian fruit trees. For example, Russia, Algeria and Norway are ever-growing markets.



Source: Eurostat, processed by VLAM

News from the sector

Greenhouse horticulture increasingly important at the REO Auction

The Belgian REO Auction remains an important hub in the supply of fresh, locally grown, quality fruit and vegetables; offering a range of over 60 products in total. In 2018, 226,700 tonnes of fruit and vegetables were sold at the REO Auction, which resulted in a record turnover of EUR 185 million. The rise of greenhouse horticulture is noteworthy, as is the reconversion of the greenhouse horticulture in West Flanders to fruit vegetables that is continuing.

Four times more cucumbers

The REO Auction plays an increasingly important role in the trade in greenhouse horticultural produce, with tomatoes and cucumbers leading the way. Thanks to focussing on quality and service, the REO Auction and its cucumber growers are increasingly succeeding in making a difference with this product. In 2018, the REO Auction sold 38.7 million Belgian cucumbers, which is no less than a fourfold increase in the past ten years. That makes West Flanders the largest Belgian production region for cucumbers. This year, the REO Auction expects a similar supply to that of 2018.

Tomatoes at number one

With a supply of almost 40 million kg and a turnover of EUR 33.3 million, the tomato became the most important product at the REO Auction in 2018. Last year, tomatoes achieved 18% of the global annual turnover of the REO Auction. In 2019, the REO Auction expects to sell the tomatoes produced on 30 to 35 ha. A further increase in the acreage looks likely for 2020. When marketing its growing supply of tomatoes, the REO Auction continues to focus on product segmentation combined with creating added value. As a result, the REO Auction can actively better gear its supply of tomatoes to individual specific market requirements of each client group.

Open air

With its rich palette of open-air vegetables and fairly even distribution of this produce throughout the four seasons, the REO Auction remains trendsetting in selling open-air vegetables for the fresh market, making it possible to purchase large quantities of open-air vegetables at the REO Auction all year round. With a supply of 54 million kg and a turnover of EUR 28.8 million, in 2018 leeks were the second most important product at the REO Auction, after tomatoes.

Hall 6.2, no. B-06 - www.reo-veiling.be

'Wall of Innovations' by BelOrta

The BelOrta booth at Fruit Logistica has in the meantime become a regular in hall 6.2 at A-04. The Auction presents over 50 different types of fruit and vegetables, supplemented with a selection from the organic range of produce. BelOrta's *Wall of Innovations* furthermore gives visitors unique insight into the innovations that will hit the market in 2019. Product specialists will be happy to help visitors find their way around the broad range on offer.

Hall 6.2, no. A-04 - www.belorta.be

Club varieties of the Belgian Fruit Auction (Belgische Fruitveiling - BFV)

In addition to maintain good relations with its clients, the BFV also wants to open up new horizons and introduce clients to the BFV club varieties. The following top products are in the spotlight at Fruit Logistica:

Apples: Joly Red, Jonaplus, Redlove and Morgana®

Pears: Sweet Sensation, Red Conference®, Bel'Ami® and Pink Surprise®

Thanks to this wider range of apples and pears, supplemented with the existing range of standard varieties of apples and pears, the BFV can offer a very extensive range to the international trade. The strong TRUVAL quality system furthermore creates a recognisable and exclusive offer for the fruit trade.

Hall 6.2, no. A-01 - www.bfv.be