**Fruit Logistica 2018: 7 - 9 february**

New products in the spotlight on the VLAM stand

*29 suppliers of Belgian potatoes, fruit, vegetables and fruit trees are all eager to welcome you to the VLAM stands at Fruit Logistica in Berlin. In conjunction with the producers’ federations and auctions, they will showcase a wide range of top quality products. With red pears, sweet potatoes and a wide range of winter tomatoes, the Belgian firms are responding to the new market demands. Meet them in Hall 6.2 at stands B-03, B-04, B-05, B-06 and B-07.*

As one of the participants from the beginning, VLAM will again be present at Fruit Logistica in Berlin this year with a large number of exhibitors – 29 in total. At the VLAM stands, visitors will be able to meet suppliers of fresh vegetables and fruit, potatoes and fruit trees.

**Fresh fruits and vegetables**There are 17 fresh fruit and vegetable companies present in hall 6.2, stands B-03, B-05 and B-06: [Bel'Export](http://www.belexport.com/), [Boussier/Belfrutex](http://www.boussier.be/), [Calsa/Weiss](http://www.calsa.be/index.php?lang=en), [DBS/DBS Agro](http://www.dbs-nv.be/dbs/), [De Plecker-Lauwers,](http://www.depleckerlauwers.be/) [Demargro](http://www.demargro.be/), [Devos Group](http://www.devosgroup.be/en/home/), [Dries Sebrechts Fruit (DSF)](http://www.dsf.be/), [Frans Michiels Belgium (FMB)](http://www.fmb.be/), [Gemex](http://www.gemex.be), [Nicolaï Fruit](http://www.nicolaifruit.be/pages/nicolai_fruit.aspx), [Orca](http://www.pacbelimex.com/?lang=en), REO Veiling, Rotom, [Vanco Belgium](http://www.vanco.be/), [Vergro](http://www.vergro.com/default.asp?l=en) and [Wouters](http://www.woutersfruit.be/) Fruithandel.

**Potatoes**Eight potato suppliers are also looking forward to meeting their customers in hall 6.2, stand B-07: Bart's Potato Company, Binst Breeding & Selection, Dauchy, De Aardappelhoeve, Pomuni, RTL Patat and Warnez.

**Fruit trees**In addition, there are five Belgian fruit tree growers presenting their products to an international audience at the VLAM stand (B.04) in hall 6.2: ABCz Group, Benelux Fruit Service, Carolus, Depa Fruit and Zouk.

**VLAM will provide Conference snacks**

Part of the VLAM stand will be completely devoted to the Conference pear campaign, which is now in its seventh year. The best way to convince visitors of the flavour of the Conference pear is to let them taste it for themselves. Therefore, VLAM is sending two promoters out to offer visitors snacks prepared with Conference pears. A walking Conference pear will certainly not escape the attention of fair visitors and will invite them to try the Conference pear.

*VLAM vzw  
Koning Albert II-laan 35 box 50 1030 Brussels  
T +32 2 552 80 11- F +32 2 552 80 01*[www.freshfrombelgium.com](http://www.freshfrombelgium.com) – [vlam@vlam.be](mailto:vlam@vlam.be)

Facts and figures | Belgium

**Fresh fruit**

* In the 2016/2017 season, **Belgium produced** **233,716 tons of apples and 321,560 tons of pears**, a drop of 22% and 13% respectively compared to 2015/2016. This drop is mainly due to the severe storm with hail at the end of June 2016. Since July 2012, Belgian pear production has been larger than apple production.   
  In 2017, **strawberry production** came to **47,500 tons**, an increase of 5% compared to 2016.
* **Apple exports** dropped in the period October 2016 to September 2017 (-15%) compared to the same period a year previously. This drop is mainly due to the wet weather conditions during flowering, and also to a hailstorm, which meant that a large proportion of the production was destined for the processing industry.

Our **neighbouring countries** continue to be the **key export destinations** for apples. In the period October 2016 to September 2017, Germany represented 27% of exports, closely followed by France with 26%, with the Netherlands coming a close third with 22%. These were followed by the UK (7%), India (6%) and Spain (3%). Since the Russian boycott, India has been the largest consumer of Belgian apples outside the EU.

*Source: Eurostat and corrections by VLAM* / MAT Q2 = period October year 1 – September year 2

* In the period October 2016 to September 2017, **pear exports** saw a decline of 8%, largely due to the impact of a severe hailstorm in June. Our neighbour the Netherlands is the biggest customer, with an uptake of 15% of our export volume, followed by France (13%) and the United Kingdom (10%). Germany comes in eighth place but its share is growing year on year, partly because of the push for Conference pears in the German retail market. East European countries such as Lithuania, Latvia, Estonia, the Czech Republic and Poland are still amongst the top ten export destinations for Belgian pears.

*Source: Eurostat and corrections by VLAM*

* **Strawberry exports** rose slightly by 4% in comparison to the previous year in the period October 2016 to September 2017. In 2017, the Netherlands was the most important market (24%), followed by France (18%) and the United Kingdom (17%), which also appreciates Belgian autumn production. Germany made a jump in 2017, climbing to a share of 11%. Belgian strawberries also remain extremely popular in Sweden, which represents a stable export share of 10%.

**Fresh vegetables**

* In 2016, Belgian growers produced a total of **777,832 tons of vegetables** for the fresh market, a rise of 1% in comparison to 2015.

**Tomatoes** (259,535 tons) are the undisputed number one. Leeks (96,000 tons), carrots (93,000 tons), Belgian endive (39,330 tons), lettuce (33,500 tons), sweet peppers (27,048 tons) white cabbage (24,000 tons) and cucumbers (23,580 tons) are the other mainstays of Belgian vegetable production.

* Belgian **exports of fresh vegetables** grew 2% in the period October 2016 to September 2017 in comparison to the previous year. The **neighbouring countries** are by far the most important destinations for fresh vegetables: the French market consolidated its leading position and in 2017 represented an export share of 38%, followed by the Netherlands (24%) and Germany (19%).

*Source: Eurostat and corrections by VLAM*

**Potatoes & potato preparations**

* In 2016, Belgian potato growers **produced** almost **3.4 million tons of potatoes.**
* **The Netherlands** is by far **the most important customer** for **fresh Belgian potatoes**, with a **share of 68%** in the period October 2016 to September 2017. It is followed at some distance by France (24%) and Germany (2%).
* **Belgian potato preparations** are also highly valued in overseas markets. Since 2014, **the 2 million ton mark** of exports has been exceeded. In the period October 2016 to September 2017, Belgian companies achieved a rise of 7% in comparison to the same period last year. The neighbouring EU countries are the main customers, with France (19%), the Netherlands (16%) and the United Kingdom (14%) in the lead. Belgian potatoes are also becoming increasingly popular **outside the EU**. In the period October 2016 to September 2017, non-EU countries already represented a 24% share of total exports.

*Source: Eurostat and corrections by VLAM*

**Fruit trees**

* The production value of fruit trees was around **21 million euros** in2015. Fruit trees thus represent 6.4% of all Belgian tree nursery production.
* The biggest **customer** for fruit trees is France, which took 51% of Belgian export volume in the period October 2016 to September 2017. Then came Germany with 10%, followed by the United Kingdom (8%), the Netherlands (6%), Poland (5%) and Italy (4%).
* Other countries value Belgian fruit trees too. Russia and Switzerland are the key export destinations outside the EU.

*Source: Eurostat and corrections by VLAM*

News from the Belgian sector

Tomato growing under lights is on the rise

Tomatoes are so firmly embedded in daily eating habits that consumers ask for them all year round. The versatility of tomatoes and the wide range available explain their popularity. In order to meet the growing demand for tomatoes outside the traditional season, Belgian tomato producers are stepping up growing under lights.

At BelOrta, the total area taken up by tomatoes grown under lights has increased from 36 to 46 ha. There are seven Flandria products available in the ‘winter range’: Prince, Princess, Prunella, Elite, Baron, Ministar & Cherrystar. The Hoogstraten cooperative now has 60 ha of Specialties and Flandria-Princess in production in growing under lights, which represents a third of its total tomato acreage. At REO Veiling, growing under lights now also represents 30% of the acreage.

[*www.reo.be*](http://www.reo.be) *–* [*www.hoogstraten.*](http://www.hoogstraten.)*eu –* [*www.belorta.be*](http://www.belorta.be)

# Belgische Fruitveiling focuses on club varieties

The Belgische Fruitveiling (BFV) is at the top of the Belgian fruit market with a market share of 70%. Around 80% of the products are exported. Moreover, BFV is the largest supplier of Conference pears in the world. During Fruit Logistica, BFV wants to introduce visitors to the BFV club varieties:

* The **Joly Red:** a sweet, round, dark red apple that broadens the range and the export possibilities.
* The red pear **Sweet Sensation**.
* The **Jonaplus:** with which the BFV wishes to reposition the Jonagold in order to offer customers a uniform product all year round in terms of quality, colour and flavour.
* The culinary highlight, the **Redlove** apple. This unique apple with its attractive red flesh is perfectly suited for use in the kitchen, the catering industry and the juice industry.
* And BFV is proud to present the latest additions to the pear range:
  + The **Red** **Conference®**, a red coloured Conference mutant with the same DNA as the Conference pear. All the positive points of the Conference – such as its frost-resistance, its constantly good and higher production, its storage capacity and its delicious flavour – are shared by the **Red** **Conference®.**
  + The **Bel’Ami®**, a smooth pear that is a hybrid of Conference and Doyenné.
  + The **Pink Surprise®**, a bi-colour pear with pink flesh.
* The **Kizuri®**, the latest apple sensation at BFV: its key characteristics are its crisp, juicy texture and its aromatic flavour. The bright red blush covering most of its skin makes it truly stand out. With its exceptional flavour and fantastic storage life, this apple is sure to be a hit with consumers.

Thanks to this new range of apples and pears, in combination with the existing range of standard apple and pear varieties, the BFV can offer a very wide range to both the national and the international trade. The strong TRUVAL quality system also creates a recognisable and exclusive offering for the fruit trade.

*More information:* [*www.bfv.be*](http://www.bfv.be) *-* *Hal 6.2 nr. A-01*

Filip Lowette, Director ▪ +32 475 27 92 59 ▪ [filip.lowette@bfv.be](mailto:filip.lowette@bfv.be)

Marc Evrard, Commercial Director ▪ +32 477 23 17 46 ▪ [marc.evrard@bfv.be](mailto:marc.evrard@bfv.be)

RED QUEEN’S FORELLE PEAR FROM DEVOS GROUP

Since 2009, the Devos Group has been growing and exporting a very exclusive blushed pear. Queen’s Forelle is a new fresh green pear with a strong red blush. It has a taste which is sweet and very aromatic, and its flesh is crispy and juicy. Queen’s Forelle is at its peak when it is crunchy, and it is tasty right after purchase. Queen’s Forelle is also a great ingredient in a wide variety of dishes: it is a firm, strong pear that doesn’t fall apart during cooking. Queen’s Forelle is a new variety under development and is temporarily available from October to March.

[www.devosgroup.com](http://www.devosgroup.com/)

Brassica conference in Bruges

On 4 and 5 September, Bruges will be the meeting place for the entire brassica sector during the ‘Brassicas, crops with a future’ conference. This event is being organised by LAVA, Boerenbond, the Flemish Government (Agriculture Department), Inagro, Ingro, TAC and the research stations Proefstation Sint-Katelijne-Waver and PC Groenteteelt.

**4 September**

General meeting at the Provinciehuis Boeverbos in Bruges

* Opening by Minister J. Schauvliege
* Brassica production in Europe and America
* Packaging, production and technical innovations
* Networking opportunities
* Conference dinner

**5 September**

Guided coach trips to production sites for the fresh market and industry

[www.brassica2018.com](http://www.brassica2018.com)

Gemex now also has QS certification

Since 1989, the family firm Gemex has specialised in the export of fruit and vegetables, chiefly to Germany. Over the past few years, Gemex has further professionalised its quality policy. In 2016, it achieved IFS Cash and Carry certification at the new location, and in 2017 it successfully passed its first QS audit. ACF, their expanding transport company, works according to IFS Logistics standards and this certificate was also obtained in 2017. Thanks to their continuous quality improvements, Gemex can respond to their customers’ demands and serve them even better.

*Gemex c.v.  
Rummenweg 176, B-3540 Herk-de-Stad  
T +32 13 55 33 26, F +32 13 55 23 36*[*www.gemex.be*](http://www.gemex.be)*,* [*gemex@gemex.be*](mailto:gemex@gemex.be)

Warnez follows potato trends

Warnez is closely following the trends in the potato sector and aims to respond to changing market demands with customised products and packaging. With its own ‘Get Potatoed’ range, it wants to help retailers to re-assess the category and follow the trends. Attractive 1kg packaging and a tray for sweet potatoes are two examples of this.

**New 1kg packaging**  
Consumers are buying potatoes in ever-smaller packages. With the motto ‘delicious potatoes deserve great packaging’, Warnez had already introduced the 'grab&go' 1kg stand-up pouch. This product has proved to be a success, so Warnez is continuing its focus on selling it.  
 **Sweet potato less exotic**  
The sweet potato is increasingly moving away from the ‘exotic’ category and into the mainstream potato category. To respond to the increasing demand and to make the sweet potato more visible, in addition to loose sweet potatoes, Warnez is now offering packaging that will fit on the potato shelf.

[*www.warnezpotatoes.be*](http://www.warnezpotatoes.be)