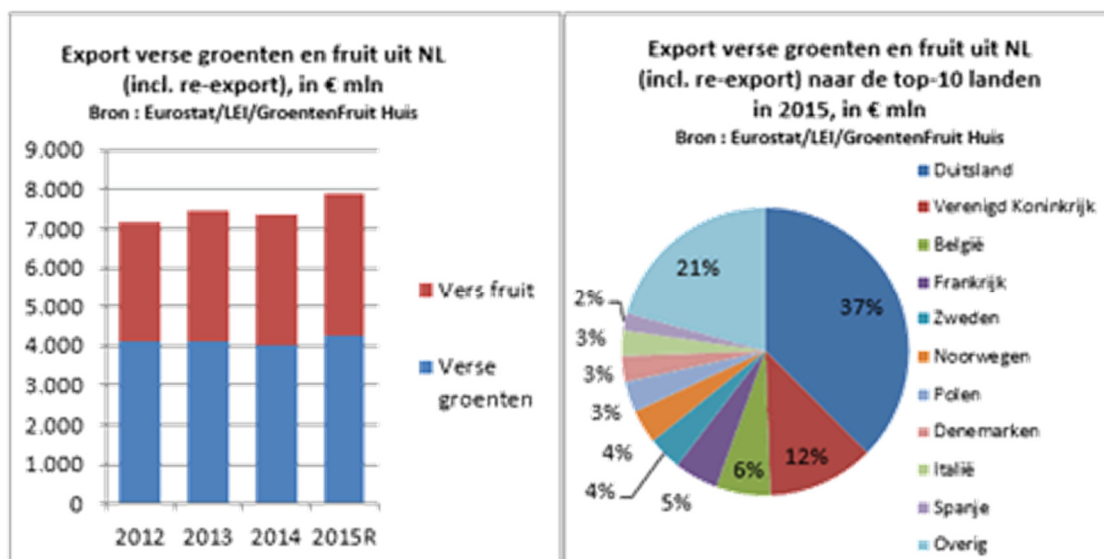
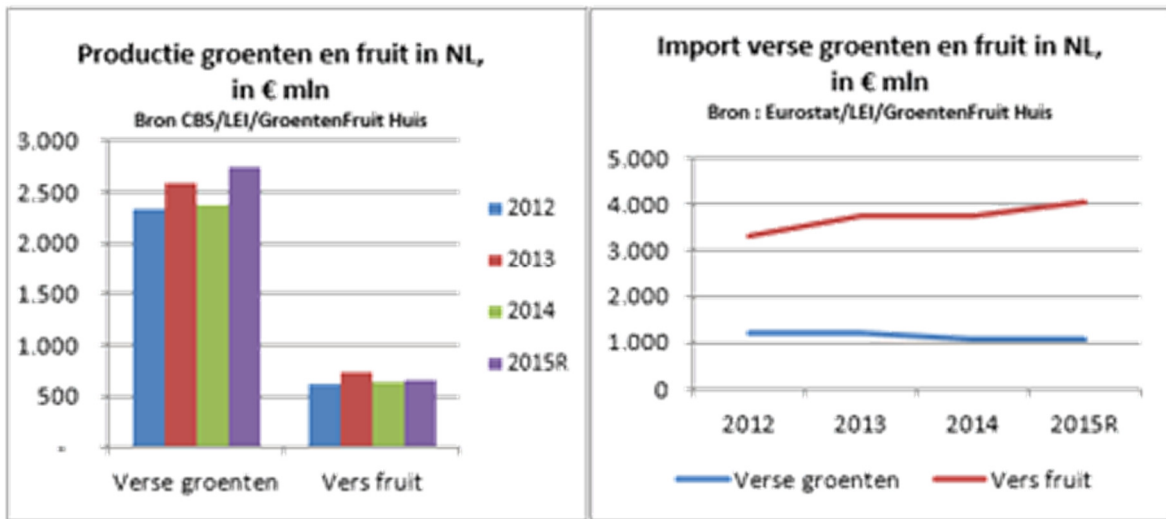


Dutch fruit and veg trade breaks import, export records in 2015

2015 was a special year for the Dutch fruit and vegetable sector. The import value increased by seven percent to 5.1 billion Euro. The production value increased by 13 percent to a total of 3.4 billion Euro. In volume, the export of Dutch fruits and vegetables decreased by 3 percent. Consumers bought three percent less fresh vegetables and a half percent less fresh fruit. For many vegetables the international supply in the spring and summer was lower, due to the climate, resulting in higher prices. Overall a satisfying year.

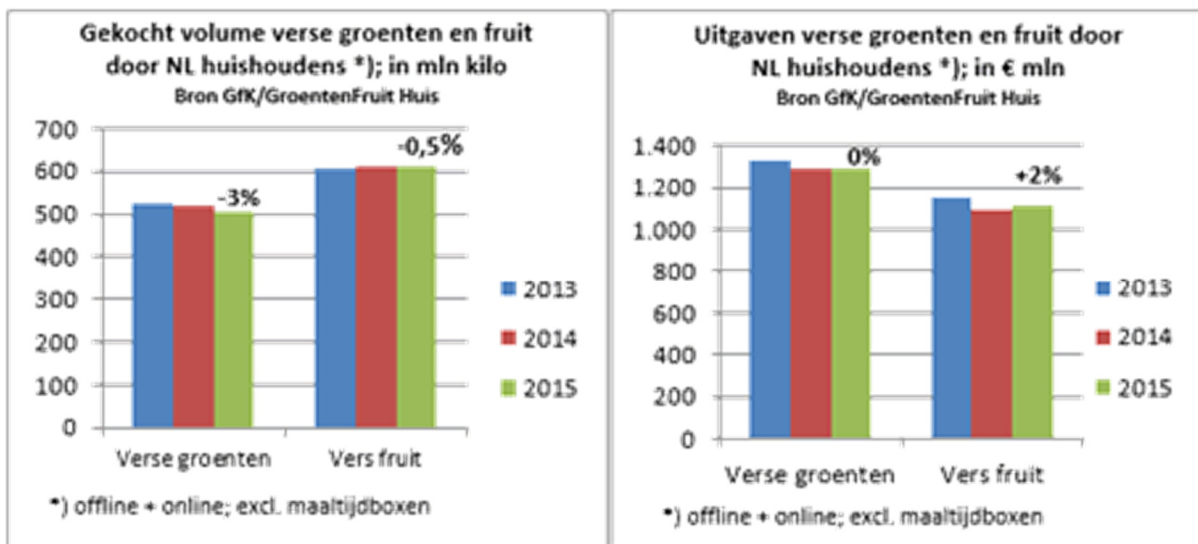


We saw a real shift in the sales markets for Dutch fruit in 2015. After the dropping out of the Russian market halfway through 2014, more Dutch pears were sold in Europe in particular. In vegetables significantly more was exported to Italy and Spain. It was so hit in Spain last summer that the domestic production didn't start until later. This made opportunities for Dutch product. "All in all it shows that a small reduction in the supply can cause a considerable rise in price. An increased consumption could have the same effect. This is positive for the future. We hope that the large amount of attention for fruit and vegetables will eventually turn into a higher consumption," according to Gert Mulder, director of GroentenFruit Huis.



There is no evidence of this year in 2015. In the Netherlands the household purchases of fresh vegetables decreased in volume by 3 percent, those of fruit by 0.5 percent. How big the influence of switching to meal boxes, meal salads and the rise of blurring, cannot yet be shown in figures.

We are seeing global offers that are to contribute to a higher consumption. The societal importance of fruits and vegetables as part of the consumption pattern is also expressly mentioned in the recent Food Letter by the Dutch cabinet. This importance was previously outlined in the brochure 'Groenten en Fruit, gezond voor de Nederlandse economie en samenleving' (Fruit and Veg, healthy for the Dutch economy and society), presented in 2015 at the Groentecongres in Rotterdam.



There is a leading role in import for fruit. The value increased by nine percent to over four billion. The import value of vegetables remained stable at 1.1 billion Euro. The top 5 import countries for fruit and vegetables are : Spain, South Africa, Peru, Chile, Brazil.

At a production level banana, avocado and berries and raspberries are the biggest growers in imported fruit.

Outside of Europe successes were made as far as opening new markets is concerned. China, Vietnam, Panama and Brazil were among those to open their borders to Dutch product. Dutch onions were exported to no less than 120 countries.

Source : <http://www.hortidaily.com/14/01/2016>