

Citrus fruits from Uruguay for the German market

In the fiercely competitive world market for citrus fruits, Greenyard Fresh Germany has achieved a success: URUD'OR, an association of the three leading suppliers of citrus fruits in Uruguay, will now exclusively supply the company with oranges, lemons and easy peelers in Germany, Austria, Belgium and the Netherlands. As Greenyard stated: The agreement is already in place.

The exclusive agreement with URUD'OR is a milestone for Greenyard, forging a bond with a strategic producer. A Greenyard team is already working closely with growers on-site, ensuring close and continuous quality management before, during and after the season.

Quality Agreements & Customer Specifications

Companies Azucitrus, Agrisur C.A.R.L. and El Repecho together represent about 40 percent of national citrus exports in Uruguay. "URUD'OR stands for top-quality goods, which meet the particularly demanding requirements of the entire German food retail trade in terms of quality agreements and customer specifications."

In addition, the URUD'OR oranges are characterized by their sweetness and a deep colors. "Our customers will benefit once more from our excellent connections to the best producers," says Eddy Jager, Senior Category Director at Greenyard Fresh Germany. Starting in the coming season, the company will buy up more than 15,000 tons of citrus fruits each year, further strengthening its position in the world market for citrus fruits.

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