

FOOD SERVICE



figures from 2017

THE DUTCH FOOD SERVICE INDUSTRY BOUGHT 13% MORE FRUIT AND VEGETABLES IN VOLUME. BEST-SELLERS ARE VEGETABLE MIXES, SALADS AND TOMATOES.

CONSUMER

- | | |
|------------|---------------|
| 1 APPLE | 1 TOMATO |
| 2 BANANA | 2 ONION |
| 3 ORANGE | 3 CARROT |
| 4 MANDARIN | 4 CUCUMBER |
| 5 PEAR | 5 CAULIFLOWER |

based on volume 2017

MOST COMMONLY EATEN FRESH FRUIT AND VEGETABLES IN THE NETHERLANDS.



CONSUMPTION



Source: RIVM, VCP

ON AVERAGE, WE EAT 139 GRAMS OF VEGETABLES AND 113 GRAMS OF FRUIT. THE RECOMMENDED DAILY INTAKE IS 250 GRAMS OF VEGETABLES AND 200 GRAMS OF FRUIT. THERE IS STILL A LOT TO BE GAINED IN THIS FIELD.

THE CHALLENGE

IF ALL NORTHWESTERN EUROPEANS WOULD EAT THE RECOMMENDED DAILY INTAKE OF FRUIT AND VEGETABLES, THIS WOULD MEAN THE FOLLOWING FOR THE NETHERLANDS ...

ADDITIONAL COMMERCIAL VALUE OF 7,2 BILLION EURO



ADDITIONAL EMPLOYMENT FOR 120.000 PEOPLE



APART FROM BEING A MAJOR PILLAR OF THE DUTCH ECONOMY, FRUIT AND VEGETABLES ARE ALSO ESSENTIAL FOR A HEALTHY LIFESTYLE.



FRESH PRODUCE CENTRE
APRIL 2018
WWW.FRESHPRODUCECENTRE.COM

FRUIT AND VEGETABLES, FOR A HEALTHY DUTCH ECONOMY AND SOCIETY



GLOBAL PLAYER



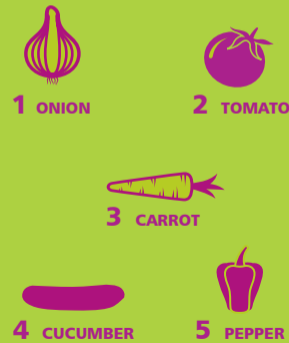
Figures from 2017

TOP 5 IMPORT



Based on volume 2017

TOP 5 PRODUCTION



Based on volume 2017

TOP 10 EXPORT



Figures of 2017 in million euros

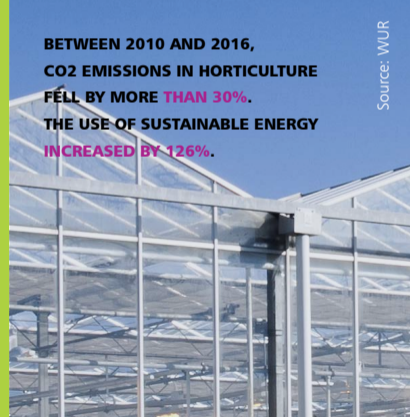
EMPLOYER



IN THE NETHERLANDS, WHOLESALERS IN FRUIT AND VEGETABLES EMPLOY **20.000 PEOPLE.**

SUSTAINABLE ENERGY

BETWEEN 2010 AND 2016, CO2 EMISSIONS IN HORTICULTURE FELL BY MORE THAN 30%. THE USE OF SUSTAINABLE ENERGY INCREASED BY 126%.



Source: WUR