

# CONSUMER

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

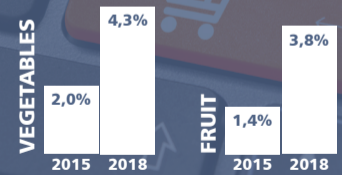


MOST COMMONLY EATEN FRESH FRUIT AND VEGETABLES IN THE NETHERLANDS

# ONLINE

PROPORTION OF FRUIT AND VEGETABLES SOLD ONLINE INCREASES

Source: GfK



# FOOD SERVICE

EATING VEGETABLES OUTDOORS IS ON THE RISE. IN 2018 THE RESTAURANT AND CATERING TRADE BOUGHT 7% MORE FRESH VEGETABLES COMPARED TO 2017.

# TREND

COOKING CONVENIENCE: FRESH FOOD BOXES ARE INCREASINGLY POPULAR!

OVER 1 IN 4 HOUSEHOLDS BUYS FRESH FOOD BOXES



GROWTH 2018

- SOUP PACKAGES +57%
- MEAL PACKAGES +74%

FRUIT AND VEGETABLES GOOD FOR YOU, GOOD FOR SOCIETY



FRESH PRODUCE CENTRE  
JULY 2019  
[WWW.FRESHPRODUCECENTRE.COM](http://WWW.FRESHPRODUCECENTRE.COM)

THE NETHERLANDS: GLOBAL PLAYER IN FRUIT AND VEGETABLES



# GLOBAL PLAYER



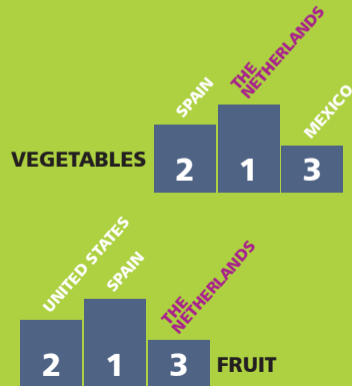
Figures from 2018

# TOP 5 IMPORT



Based on value 2018

# EXPORT CHAMPION



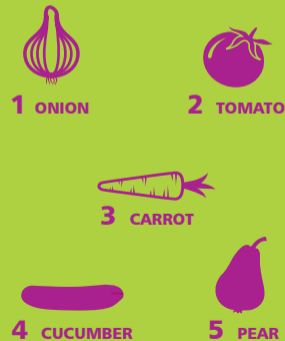
Based on value 2017

# TOP 10 EXPORT



Figures of 2018 in million euros

# TOP 5 PRODUCTION



Based on volume 2018

# SUSTAINABLE CULTIVATION

'ON THE WAY TO PLANETPROOF' IS AN INDEPENDENT QUALITY LABEL FOR INTEGRAL SUSTAINABLE CULTIVATION WITH LESS ENVIRONMENTAL IMPACT.

**INCREASE** IN CULTIVATED AREA IN HECTARES (NL)

VEGETABLES: 6.703 IN 2017 **94%** ↑  
13.027 IN 2018

FRUIT: 588 IN 2017 **267%** ↑  
2.159 IN 2018



Source: SMK