


BELGIAN DELICACIES
FROM THE HEART OF EUROPE

PURÉE

LET'S MAKE THINGS PURE FOR YOU.

Belgian fruit and vegetables are truly defined by their purity, by the pure craftsmanship of all actors in the production chain, and by pure passion and respect for quality.



This surely doesn't come as a surprise.

Thanks to its favourable climate and fertile soil, Belgium is a natural breeding ground of fruit and vegetables. Through the centuries—and up to the present day—Belgian growers have become ever more proficient in cultivating top-quality produce.

The Belgian fruit and vegetables specialists, from the heart of Europe.

Belgian suppliers share a predilection for purity—for pure contacts and pure contracts. Ultramodern and unique sale systems make it even easier to bring Belgian delicacies to your market ... facilitated by Belgium's central location, in the very heart of Europe, at the crossroads of Europe's dense transportation network.



“Belgium, Europe's fruit
and vegetable garden”





RESPECT.

WHAT MAKES THE BELGIAN FRUIT AND VEGETABLE SPECIALISTS STAND OUT?

Sure, climate and soil are the perfect ecosystem for our fruit and vegetables. But it's the reliability of the entire production chain that really makes the difference. Growers, cooperatives, suppliers: everyone has the ambition to excel—with respect for everyone's contribution. The sum of all these ambitions? A personal solution for each request.



GROWERS

- Traditional Belgian family businesses
- Dedication and craftsmanship based on years of experience and expertise
- Innovative and entrepreneurial spirit

The majority of Belgian fruit and vegetables are traded via auction houses—which often combine their offers as large, uniform consignments. A far-reaching quality policy guarantees that the customer's requirements are always met.

COOPERATIVES

- Independent intermediate: association of growers
- Uniform quality and production standards over all Belgian auctions
- Unique sales approach: clock auctions and intermediary sales

When the produce is passed on to the exporters, they use their expertise to provide personal service, tailored to your specific requirements. The flexible business environment allows for a quick response to specific trade-related requests.

EXPORTERS

- Belgium is an eminent export country
- Direct contact and solid partnerships
- Trust-based durable relationships
- All set for export: expertise in customs formalities and export administration issues

“The considerable
production volume
assures optimum
continuity in delivery”

We know: it's easy to say that the quality of our produce is impeccable, and that it tastes fantastic. But here in Belgium, we have good reason to say so—thanks to our growers' uncompromising drive for quality and innovation.

INNOVATION IS INDISPENSABLE FOR QUALITY PRODUCE

Research Centres form a unique collaboration platform between universities and growers:

- Fundamental scientific research in field and semi-field trials and dissemination activities
- Best practices and new technologies are implemented at the farms
- Taste and shelf-life research

Specifications for production conditions define mandatory procedures for all growers:

- Integrated Production Method through prevention, monitoring and intervention
- Sanitary working conditions at the growers
- Traceability to parcel level

Continuity guaranteed

For both fruit and vegetables, Belgium reaches high levels of self-sufficiency. This ample production guarantees continuity in deliveries.



Care4Growing: the grower's virtual assistant

In 2020, the agricultural sector launched the **Care4Growing app**. This digital platform unifies all stakeholders in the sector. Growers, suppliers and other partners can plug in to work together — to share information and advice, to align assets and tools. Assisting the grower, so that he can put all his energy into his product.

PRIDE.

TRUST.

All Belgian produce complies with nation-wide systems and specifications for production, quality and control: Flandria and Responsibly Fresh—under the umbrella of a single overarching agency for quality and food safety.

UNIFORMITY IS KEY TO BEING A TRUSTWORTHY TRADE PARTNER



Flandria:

perfect taste and impeccable appearance

Superior quality and food safety are the pillars on which the export policy of the Belgian agricultural sector is based. To maintain the high standards, Belgium created the Flandria label, which guarantees environmentally-aware growing, quality and freshness. The Flandria label is reserved solely for top-quality products with perfect taste and impeccable appearance.

www.flandria.be



Global G.A.P.:

Worldwide Standard for Agricultural Practices

All Belgian fruit and vegetables are Global-G.A.P. (Good Agricultural Practices) certified. Global G.A.P. is a global independent organization that sets food safety standards for the certification of agricultural products. Through this Global G.A.P. certification, producers, suppliers and buyers can count on the high standards that ensure safe and sustainable agriculture.



Responsibly Fresh:

protecting health and environment

The Belgian fruit and vegetable sector strives for a balance between 'people', 'planet' and 'profit'. With 'Responsibly Fresh', the fruit and vegetable sector has made collective efforts towards sustainability. These efforts make an important contribution to the achievement of the Sustainable Development Goals of the UN. Responsibly Fresh was initiated by the cooperatives.

www.responsiblyfresh.eu



In full control of Food Safety

The Federal Agency for the Safety of the Food Chain (FASFC) is Belgium's overarching control agency for food safety. Its mission is to ensure food safety and quality in order to protect the health of consumers, animals and plants—with food safety inspections, integrated controls on food, feed and fertilisers, and prevention and control measures.



FIND YOUR SUPPLIER

*They are passionate experts.
They are proud innovators.
But most of all, the Belgian fruit
and vegetable suppliers
speak your language.*

Personal contact, personal approach

You want to know who you work with, don't you? Well, so do our suppliers. They are well aware that a good relationship forms the basis of a good cooperation. So that's why they fully invest in getting to know you, your market and your requirements.

And let's not forget: they have a direct link with their growers and cooperatives, so you can fully benefit from the entire chain.

Perfectly geared to your demands

Sorting, packaging, finishing: all is perfectly attuned to you and your market. This tailor-made approach is only possible thanks to the close relationship that is established between you and your suppliers. Our motto? 'Customized is standard'— which enables you to swiftly strengthen your market position.

Straight from the heart of Europe

Wherever you are, we're closer than you think. Belgium, in the heart of Europe, has a comprehensive transportation network: road transport for fruit and vegetables in neighbouring countries, and the Port of Antwerp and multiple cargo airports for worldwide fruit and vegetable transport.

Find your supplier at
www.premiumtasteofeurope.com

Simultaneous clock auction

Fruit and vegetables were sold by clock auction for the very first time in 1950. Today, this typical Belgian way of selling still stands — albeit fully digitally — creating a unique selling system in an ultra-modern sales facility.

- Products inspected and classified into uniform quality blocks
- Products from all Belgian auction houses offered for sale via a simultaneous clock auction
- Home-buying system for buyers to actively take part online

In addition to this unique clock system, produce can also be sold via agreements.

PASSION.

VEGETABLES

PURE PRODUCE

Discover the wide range of fresh top-quality vegetables from Belgium.



Tomatoes



Aubergines



Cauliflowers



Courgettes



Leeks



Mushrooms



Peppers



Cucumbers



Lettuce



Endive



Beans



Sprouts



Asparagus



Celery

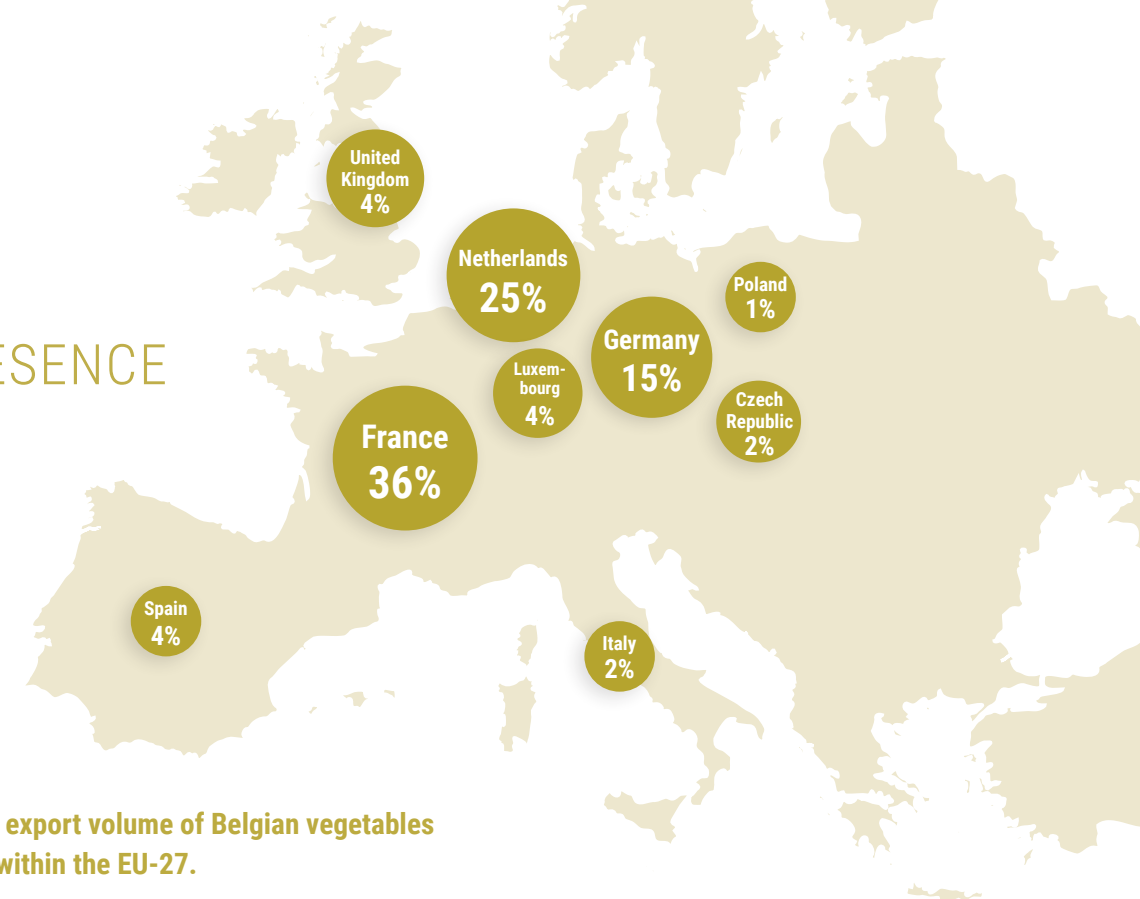


Cabbages



Carrots

GLOBAL PRESENCE



Approx. 93% of the total export volume of Belgian vegetables is destined for markets within the EU-27.

Approx. 7% of the total export volume of Belgian vegetables is destined for other European markets, America, Africa, Middle East and Asia.

DEGREE OF
SELF-SUFFICIENCY

141%

€800,000,000

TOTAL EXPORT
VALUE/YEAR

FRUIT

PURE PRODUCE

Discover the wide range of fresh top-quality fruit from Belgium



DEGREE OF SELF-SUFFICIENCY

Apples

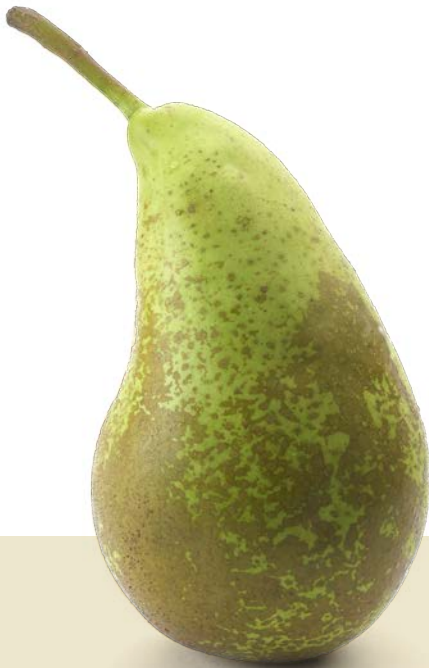
147%

Strawberries

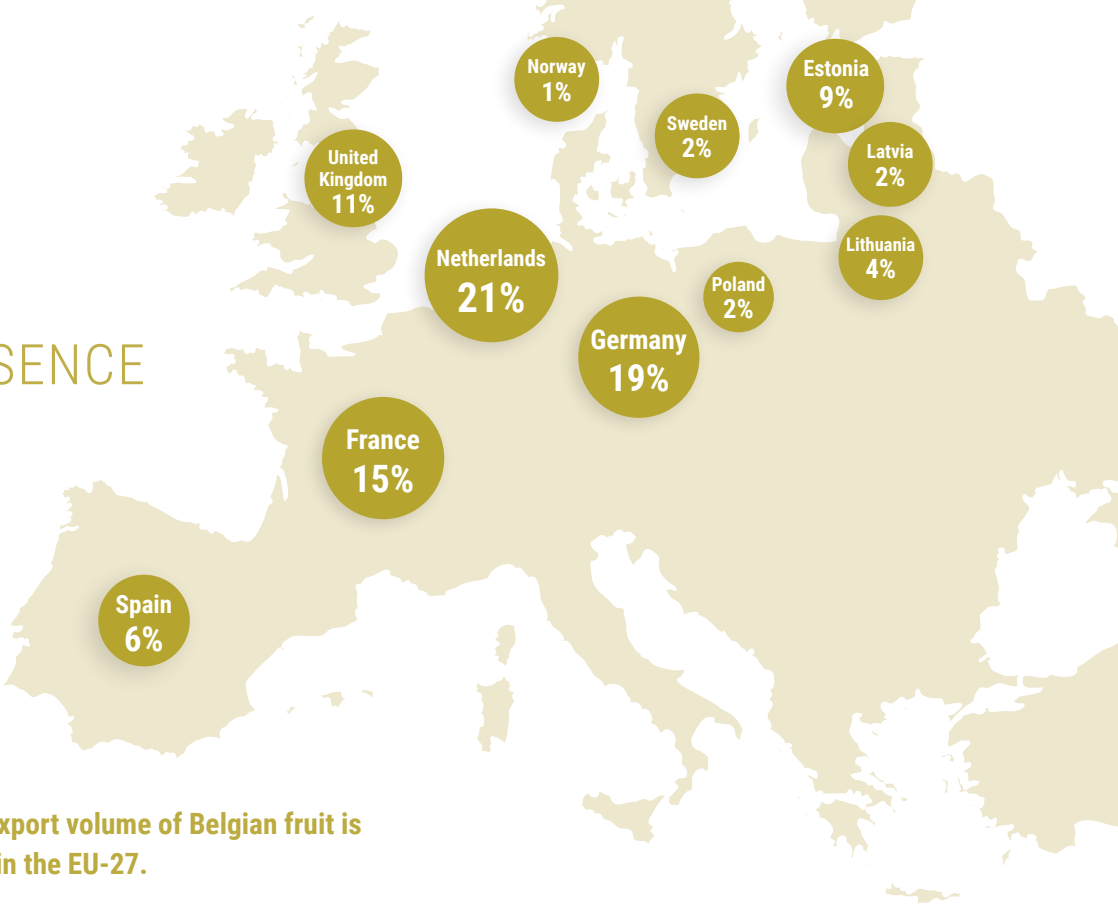
125%

Pears

483%



GLOBAL PRESENCE



Approx. 85% of the total export volume of Belgian fruit is destined for markets within the EU-27.

Approx. 15% of the total export volume of Belgian fruit is destined for other European markets, America, Africa, Middle East and Asia.

PRODUCTION

600,000 ton apples and pears

55,000 ton strawberries and other berries

€500,000,000

TOTAL EXPORT
VALUE/YEAR



For those who embrace freshness. Who welcome quality.
And who simply love all these eminent representatives of
Belgium's delicious fruit and vegetables.



Find your supplier at
www.premiumtasteofeurope.com

