

Agronomist on world tour

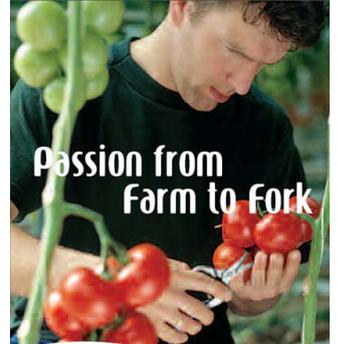


Ben Burgers
The Greenery



The Greenery

- Sourcing & Sales
- Food safety



Sourcing & Sales



Commercial focus

- Offer a safe and broad range of products throughout the year
- Guaranty food-safety highest priority (Control by independent laboratories)
- Optimal logistics with regard to costs and freshness
- Develop stronger cooperation with suppliers and customers
- Innovation: adding value in the fresh produce chain



Sourcing strategy



Aim

Full guarantee deliveries during all seasons and for all customer wishes



Buy worldwide vegetables, fruit and mushrooms direct from our partner growers (organizations): The Greenery has direct contacts worldwide!!



To guarantee year-round delivery The Greenery is sourcing from different regions throughout the year: From Brazil and Chile to Kenya and South-Africa to China



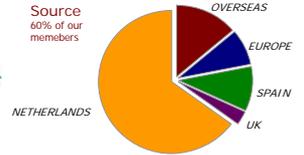
Direct import from partner growers (organizations) because of:

- Direct information and direct influence on cultivation, quality and innovation
- Strong influence on product safety and tracking and tracing
 - Our own quality and food safety department has specific attention for residue free produce and EUREPGAP/ GLOBALGAP
- Maximum control of the whole supply chain
- Long term relationships with our preferred growers



Worldwide sourcing and sales

- Glasshouses Holland
- Outdoor fruit and vegetables
- Mushrooms
- Import Europe and Overseas



- Organics incl. Overseas



- Import Europe and Overseas



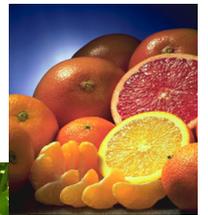
- Convenience produce



Major retail customers



Fresh products from all over the world



The Greenery

- Global import activities out of more than 60 different countries
- Worldwide network of major producers established on each continent
- Year round availability of fresh products



Fruit index

Stone fruit:

- Peaches
- Nectarines
- Cherries
- Plums
- Apricots
- Mangoes
- Avocado



Stone fruit



Peaches
Nectarines
Plums
Cherries



Stone fruit packhouse



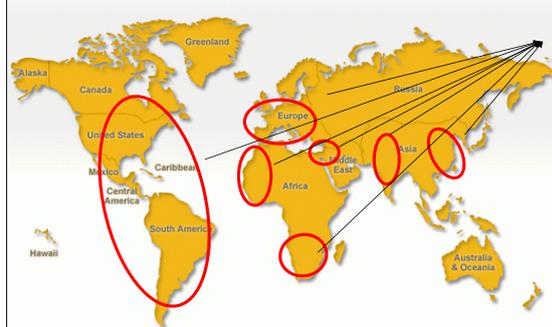
Fruit index

Soft fruits:

- Strawberries
- Raspberries
- Blueberries
- Cranberries
- Currants
- Gooseberries
- Grapes
- Kiwifruits
- Pineapple



Soft fruit



- Strawberries
- Berries species
- Table Grapes
- Pineapples
- Exotics



Soft fruit production



Time schedule grapes

- | | |
|----------------|---------------------|
| • Egypte | May – July |
| • Italy | July – December |
| • Greece | July – November |
| • Brazil | October – November |
| • Brazil (2) | April - May |
| • Namibia | December – February |
| • South Africa | December – April |
| • Chile | January - April |
| • India | February – May |



Fruit index

Pome fruit:

- Apples
- Pears

Citrus fruit

- Oranges
- Limes
- Mandarins
- Grapefruit
- Lemons



Pome fruit



Apples
Pears



Citrus fruit



Oranges
Madarins
Lemons
Limes
Grapefruit
Pomelo's



Pome / citrus production



Fruit index

- Melons:
- Galia
 - Cantaloupe
 - Piel de Sapo
 - Honey Dew
 - Watermelon (seedless)



Melons



- Galia
- Piel de Sapo
- Honey Dew
- Cantaloupe
- Watermelon



Global production



Production in Brazil



- Melons
- Papaya
- Pineapple
- Grapes
- Mangoes
- Citrus
- Apples
- Pears



Foodsafety

- Certifications:
- EUREPGAP → Production
 - HACCP → Production / Packing
 - BRC → Pack house
 - Nature's Choice → Tesco
 - IFS (Germany)
 - ISO etc
 - GFSI → other benchmarked systems



More and more different standards



& **Kaufland**

- Maximaal 1/3 MRL norm
- Maximaal de ARfD per actieve stof

REWE

- Maximaal 70% MRL per actieve stof
- Maximaal ARfD per actieve stof



- Maximaal aantal werkzame stoffen per gewasgroep (3, 4, 5)
- Maximaal 80% som MRL's
- Maximaal 80% som ARfD's

- 70% MRL per stof
- < 100% ARfD per stof
- Maximaal aantal werkzame stoffen in de toekomst verminderen

**KAISER'S
TENGLMANN**

NORMA

- Maximaal 5 werkzame stoffen
- Maximaal 80% som MRL's
- Maximaal 80% som ARfD's



Plus

- Maximaal 70 % som MRL's
- Maximaal 70% som ARfD's
- Maximaal aantal werkzame stoffen per gewasgroep (3, 4, 5)

- Maximaal 70% MRL per actieve stof



Foodsafety

- Pesticide residue problems
- Differences Pesticide Legislations (Codex)
- Laboratory analysis for residue control
- Control of spraying programs
- Distribution agreements



Why the Greenery?

- Worldwide network of producers
- Knowledge of production
- Controlled by own staff of agronomists
- Experience with processing industry
- Strong in "One to One" relations
- Experience with all kind of logistics networks worldwide



We are already on the move for you!



**Thank you for your
attention**

