



Dutch Produce Association



DPA

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2. The European fruit and vegetables sector in upheaval

The coming ten years

- Complexity will increase
- Continuing up-scaling involving all parties in the chain
- A lot of small/single producers will disappear
- Sector will become more professional/entrepreneurial
- International partnerships
- Europeanisation of the sector
- Food providers are coming up
- Agriculture part of food sector
- More EU-legislation and standardisation

Food providers

- International/European food providers will source produce from producer groups in various countries
- Food providers supply produce, packaging, stock management, logistics, transport, marketing and other services
- Standardisation and certification will play a vital role

How to anticipate



How to anticipate (1)

- Don't fight a lost battle
- Try to organise growers in producer groups
- Try to use all the EU funds available
- Be part of an international network
- Try to get scale in partnerships
- Smaller companies: specialise yourself
- Specialisation can be in: product, region, target group, market etc.
But make a choice!

How to anticipate (2)

- See what is happening in the rest of the world
- Stay optimistic and be sure that the fruit and vegetable sector has a completely different face 20 years from now
- The real entrepreneur will survive and the number of employees in the sector will stay the same