

Apples and Pears in Belgium

Facts and Challenges



PrognosFruit

Alden Biesen – August 8, 2019

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VBT Secretary General



VB



VBT-members Producers' Organizations

BELORTA
redefining fruit & vegetables




HOOGSTRATEN
HOME OF QUALITY



VBT-Producers' Organizations Turnover

2018 Total: € 933.462.499

Vegetables
€ 616.575.263



Fruit
€ 316.887.236

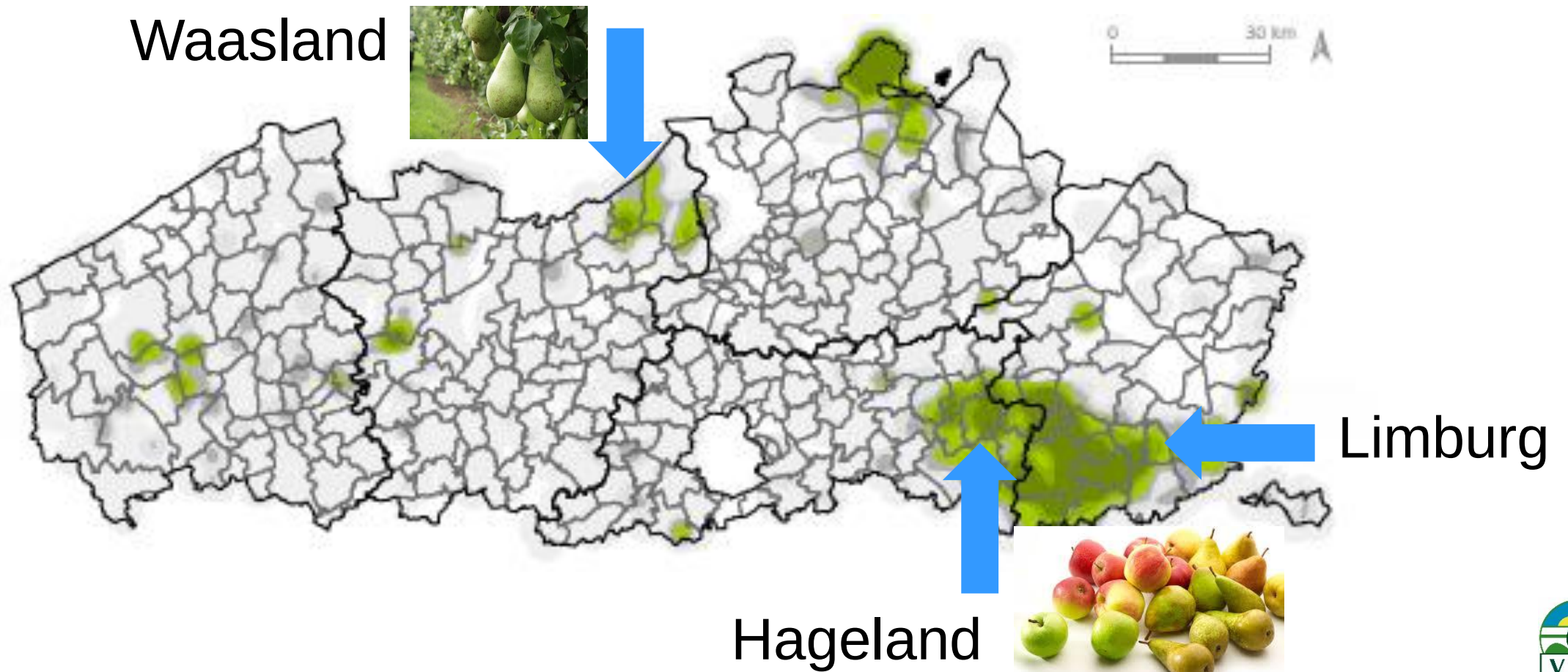


***Ingro: € 96 million (frozen vegetables)**

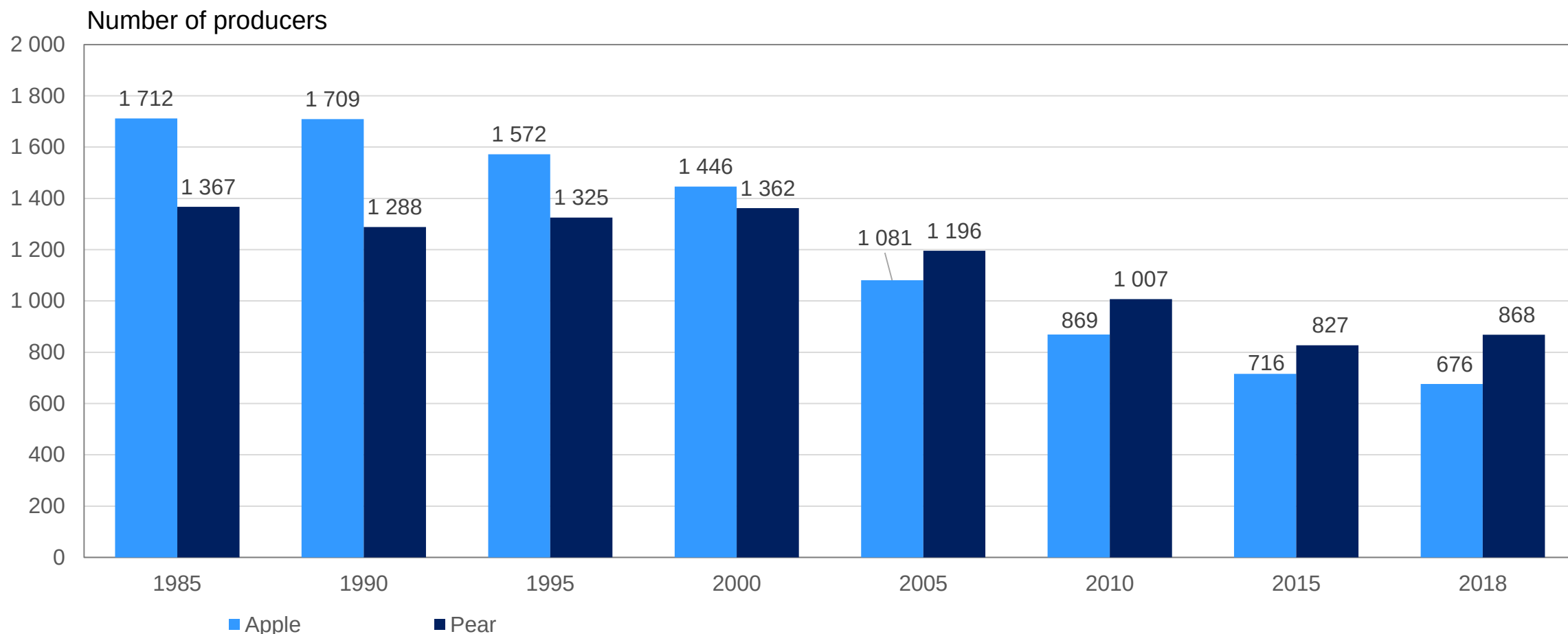
Facts and Figures



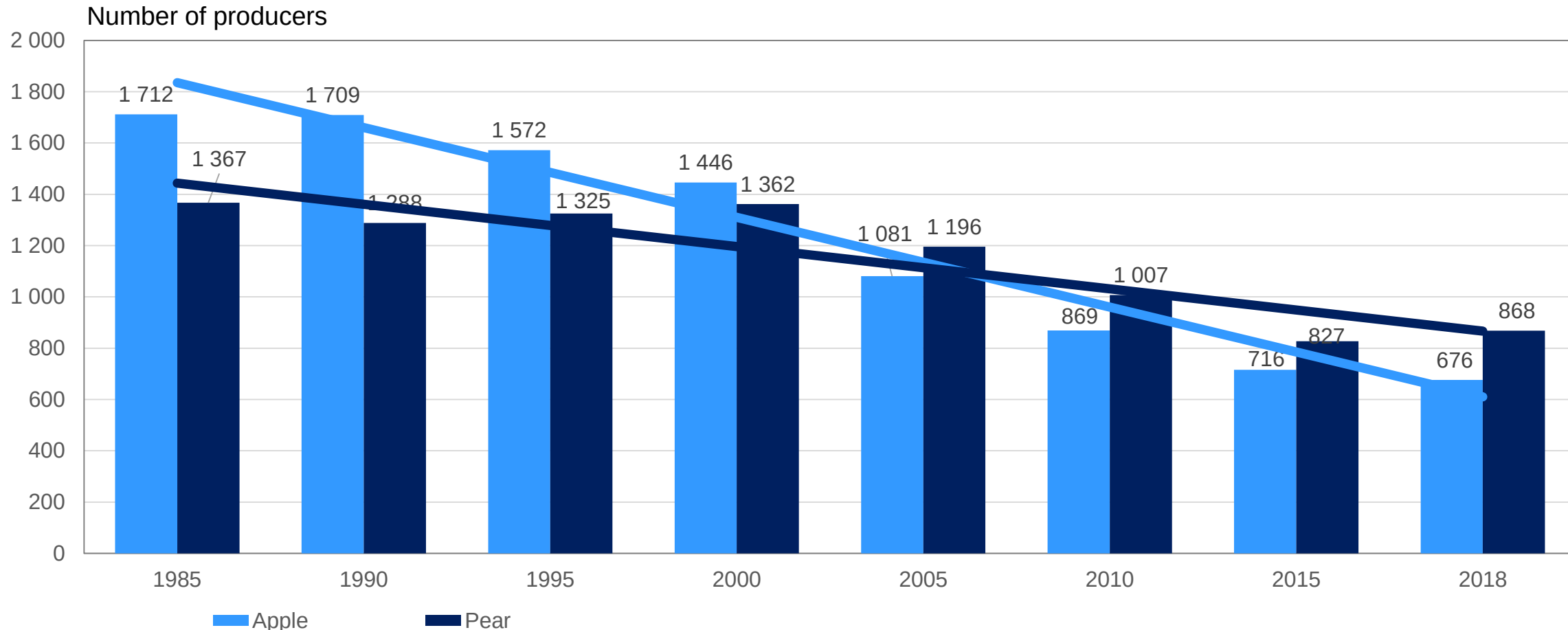
Fruit Growing Areas in Belgium



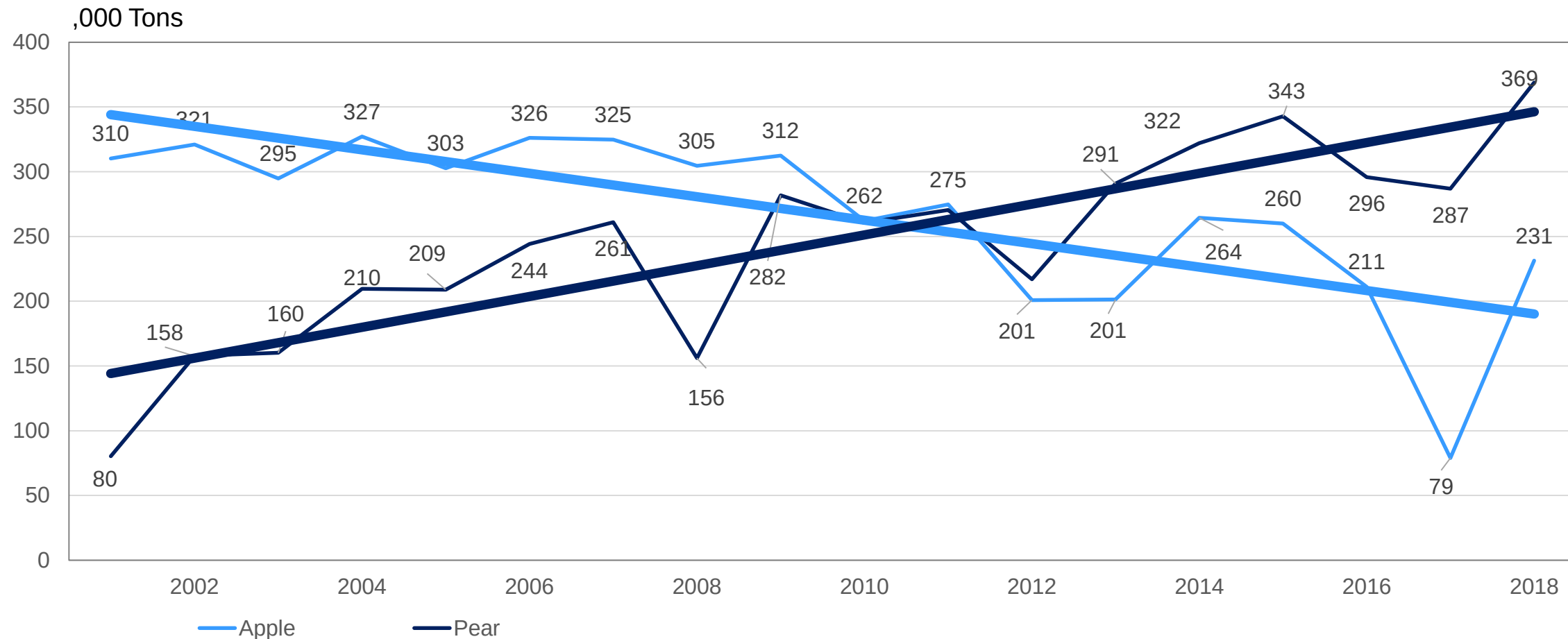
Evolution of the Number of Apple and Pear Producers in Flanders



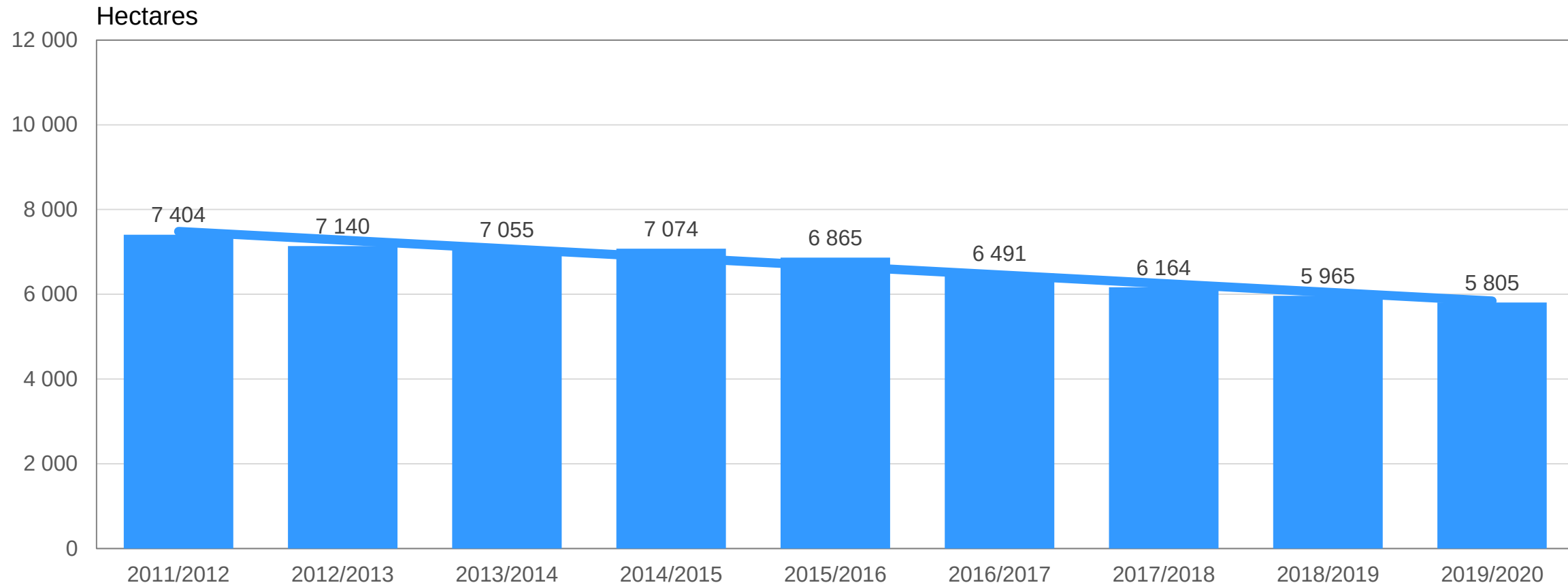
Evolution of the Number of Apple and Pear Producers in Flanders



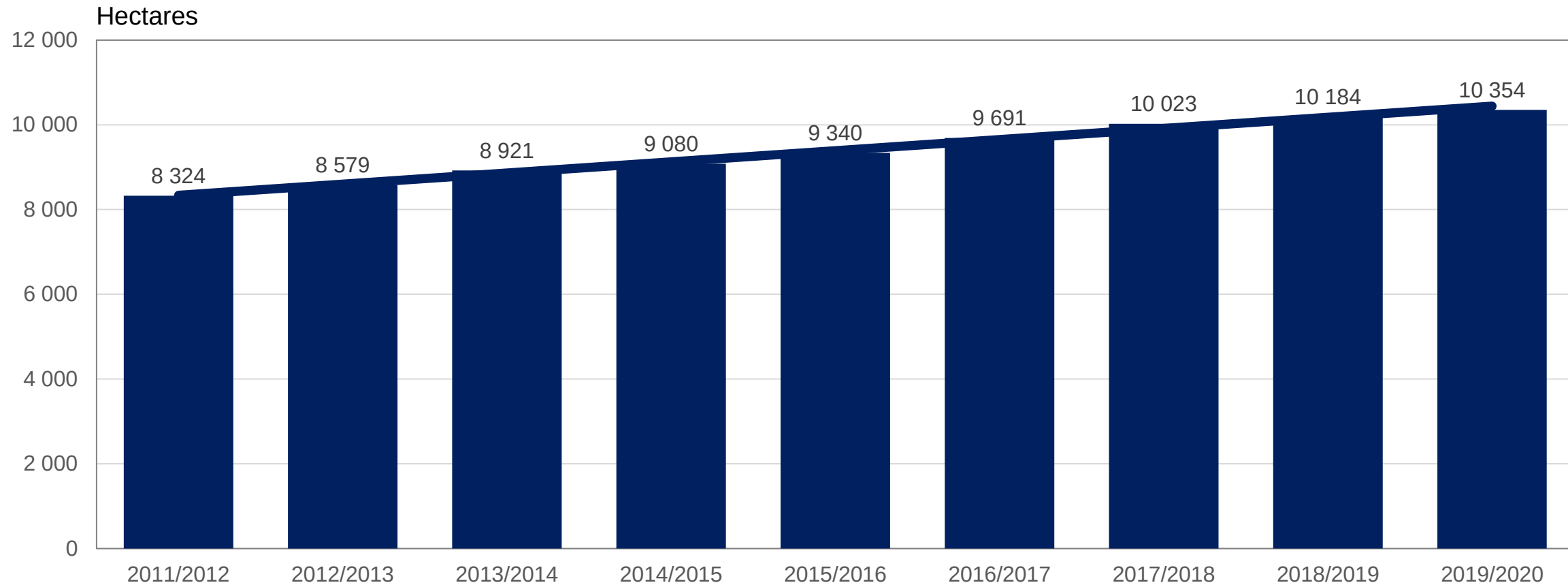
Evolution Apple and Pear Production



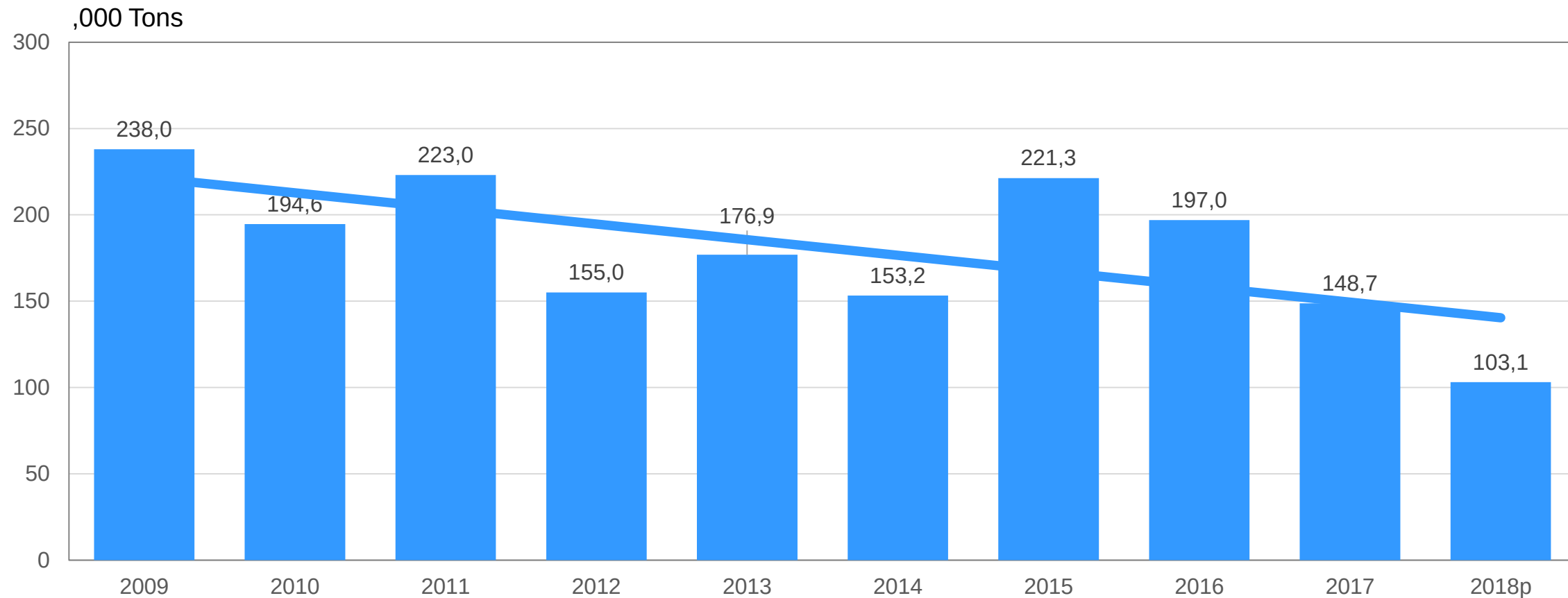
Evolution Apple Acreage



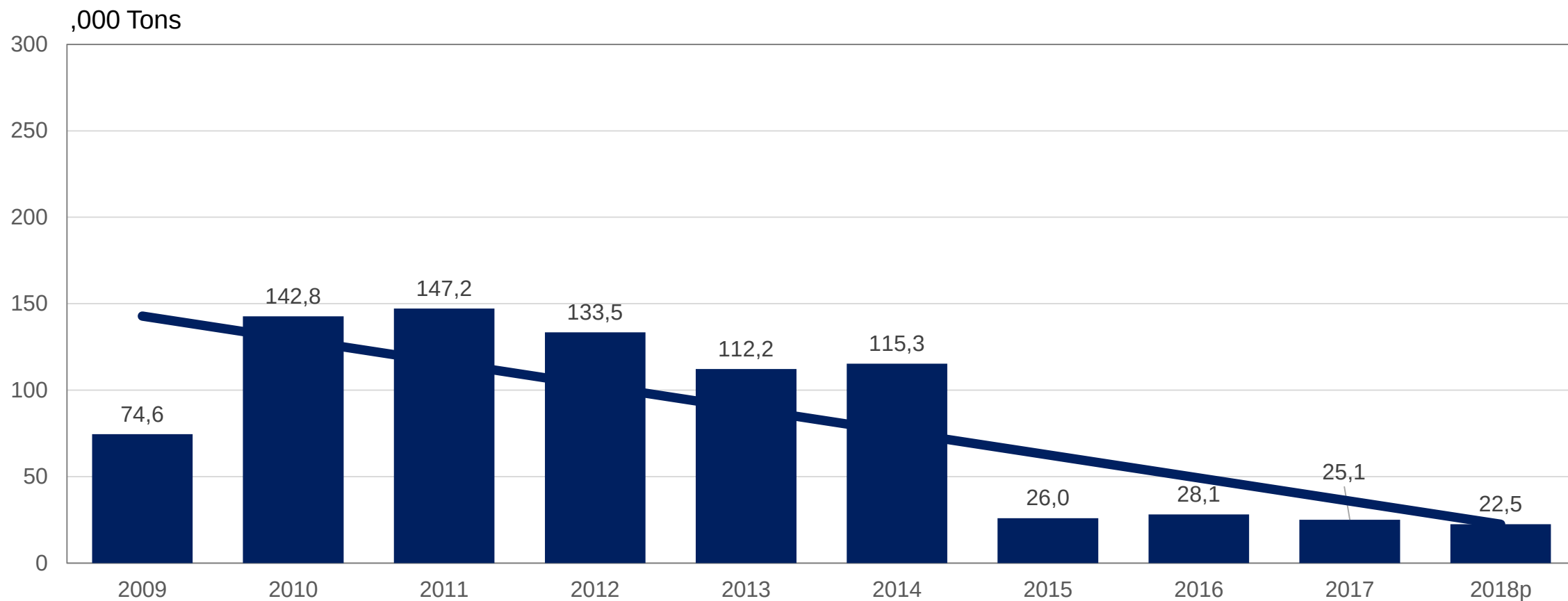
Evolution Pear Acreage



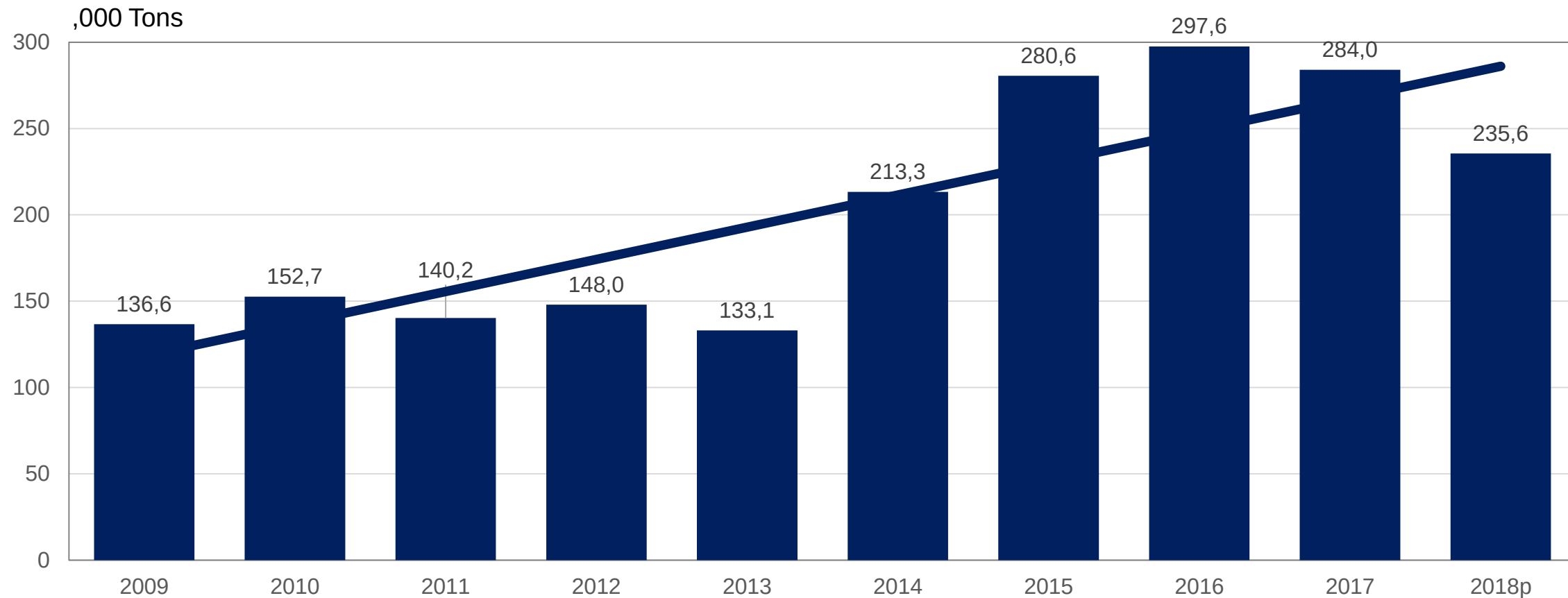
Evolution of Apple Export to EU-28



Evolution of Pear Exports to Third Countries



Evolution of Pear Export to EU-28



New Markets for Belgian Apples and Pears

Apples	Pears
India	Brazil
Indonesia	Canada
Israel	China
Vietnam	India
	Indonesia
	Israel
	Mexico
	Vietnam

Challenges



Major Challenges for Belgian Fruit Growers – 1/8

- Finding and exploring new markets
- To compensate the loss of the Russian market
- International trade agreements must contribute to a level playing field
- Brexit – Belgium is an important supplier of apples and pears to the UK market



Major Challenges for Belgian Fruit Growers – 2/8

- European politics
- The situation where farmers pay the bill for a geopolitical conflict must end as soon as possible
- Compensation for the loss of markets for political reasons must be compensated as long as the conflict lasts
- European financing may not contribute to the distortion of the markets



Major Challenges for Belgian Fruit Growers – 3/8

- Innovation in marketing
- Searching for new varieties of apples and pears adapted to the preference of the modern consumer



- New marketing techniques to deal with new types of commercialisation



Major Challenges for Belgian Fruit Growers – 4/8

- Innovation in technology
 - Precision farming – To get more and better results with less input



- Impartial/neutral research and development



Major Challenges for Belgian Fruit Growers – 5/8

- Strengthening the position of the farmer in the agro-food supply chain
- Crucial role for Producers' Organizations to concentrate supply in the food supply chain
- Cooperatives are the ultimate protection for producers to unfair trading practices



Major Challenges for Belgian Fruit Growers – 6/8

- Quality of the fruit we produce must continue to be a top priority
- Customers/buyers must be able to rely on the quality we promise them



- Quality of fruit depends on the whole supply chain from tree to plate

Major Challenges for Belgian Fruit Growers – 7/8

- Improving risk-management
- We need appropriate insurance products to protect us against disasters (hail, drought, heat, ...)
- Improving incentives for producers to protect them in a sustainable way



Major Challenges for Belgian Fruit Growers – 8/8

- Improving sustainability



THE COOPERATIVE FRUIT AND VEGETABLE SECTOR FURTHER IMPROVES ITS SUSTAINABILITY



Thanks

