

**Developments fresh tomato market**

**a chain approach**



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# 1. Retail



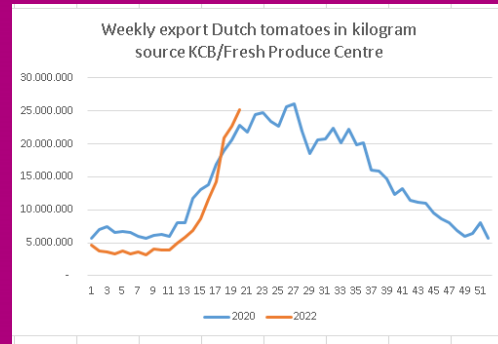
- Retail turnover 2020 and 2021 exceptional, 2022 expected back to normal which is +/-15%.
- NL Retailprice Q1/22 Tomato +25 %
- NL is supplier of NL retail, > 90%. Competition is low.
- Costs of retail increased (DC, staff etc.)
- NL inflation > 10% !
- Reduction of sold volumes, further decrease of consumption F+V expected
- ...

## 2. Supply Chain

- Costs of packaging + 20%
- Costs of wooden pallets +100%
- Diesel (geographical distance of sales, = reduction)
- Shortages of staff – labour
- Energy prices
- ....



# 3. Producers



## NOW

- 2022 average volumes (Q1 -50%, today increasing yields/m2) ????
- High market prices due to lower volume and changed assortment, but..... ????
- Energy/gas 2021:30cts/m3, 2022: 120cts/m3 ????
- Influence of cogeneration, electricity  
prices, contracts, geothermal energy ????
- Reduction of use of light and use of energy:  
smaller pieces of the tomato fruit = lower volume ????
- Not all producers planted their greenhouse, -200 ha winter '21/22 ????
- Varieties: 15 % specials summer, winter further drop ????
- Raising costs of input, fertilizer, labour, ..... ????

## 2022/2023

Lower volume/ bit higher prices (a severe drop of turnover) together with a severe increase of costs:

==> instability/volatility !!