



European
Commission

GEMÜSERING

Cooperation when competing in a big importing market

Gemüsering

Partner by nature.

Who we are

- Group of companies with 60 subsidiaries, more than 100 partnergrowers, turnover approx. 1,5 billion Euros within the group
- National and international own production sites
- Some subsidiaries are Joint Ventures with growers
- Around 3,000 employees within the group
- Local for local specialist
- Strategic partnership with growers
- Longterm cooperations with cooperatives





Gemuesering – Partner by nature

Cooperation with Growers



- Provides solutions for different types of producers
- Own production helps understanding the challenges of our growers & partners
- International market overview
- Coordination all year round
- Fast decisions and support, f. e. with sales, variety and seed selection/purchasing, quality management, financing, administration ...



Partner by nature.

Producers goals for F&V production

- Collaboration on an equal footing
- Sustainable prices
- Efficient supply chain
- Commercialisation security
- Labour security / Mechanization
- Investment security / De-bureaucratization
- Comprehensible quality criteria adapted to the situation





Challenges in a price sensitive market

- Importance of price vs. importance of other Aspects
- Regionality vs. Availability
- Price vs. Quantities sold

Challenges

Investment requirements of the growers

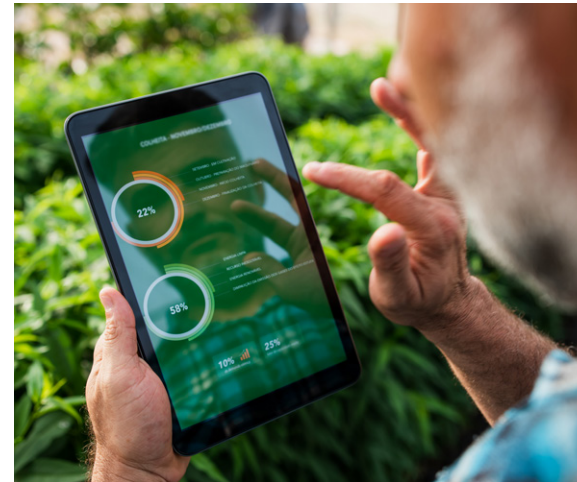
Efficiency



Mechanization /
Automatization
field and packaging



Digitalization
and education



Capitalization
> Pressure to grow



Sustainability / New
forms of agriculture

Regionality

→ Subsidies for production, certification and regional marketing



What is needed to unite many producers in a strong sales organisation?

- It's about organising sales and supply chain efficiently
- Achieving best price and selling all production marketable
- Advantage of bundling through cooperative / private organisations (reducing competition) vs. direct sales of growers



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A full-page photograph of two men walking through a vast, green vegetable field. The man on the left is wearing a dark green polo shirt and blue jeans, while the man on the right is wearing a light blue button-down shirt and blue jeans. They are both smiling and looking towards each other. The field is filled with rows of low-growing green plants, likely leafy vegetables, stretching into the distance under a clear blue sky with some light clouds. A line of trees is visible on the horizon.

Partner by nature.