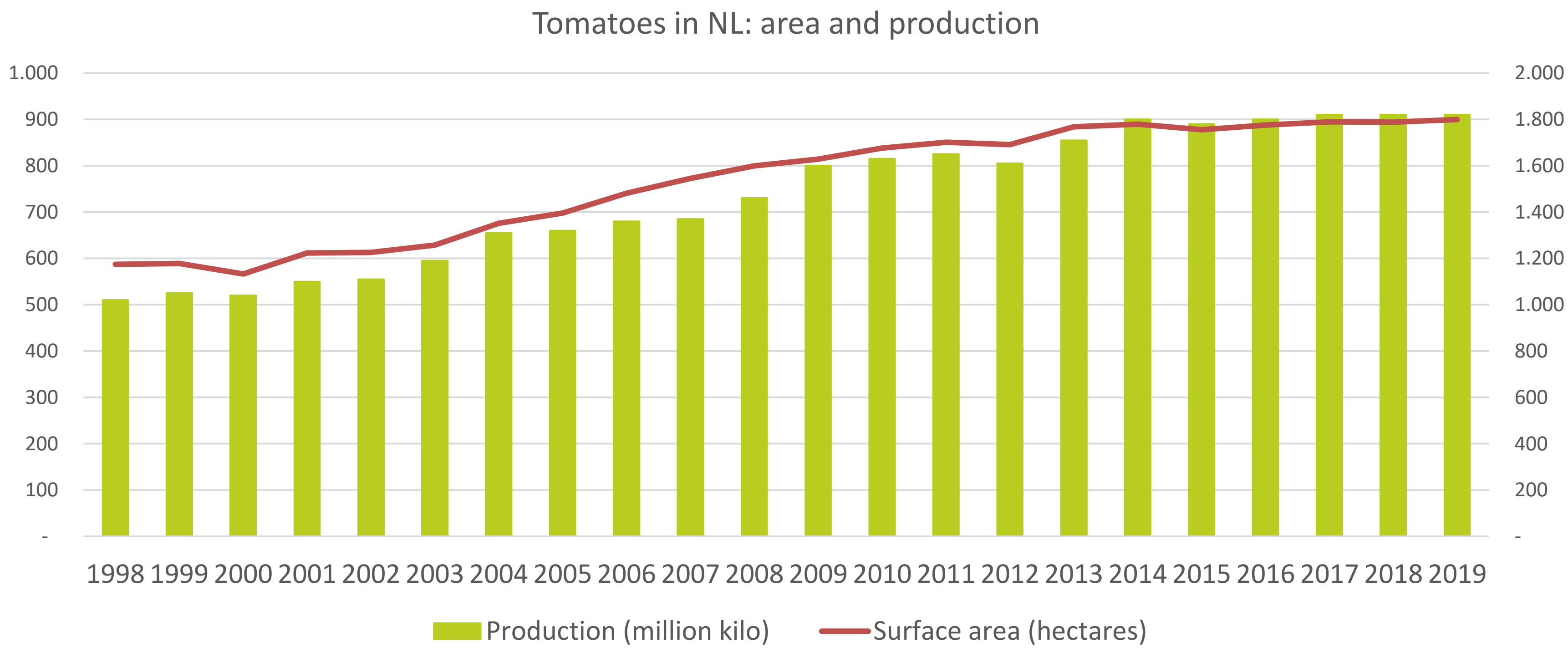
# The Netherlands and tomatoes

Fresh Produce Centre

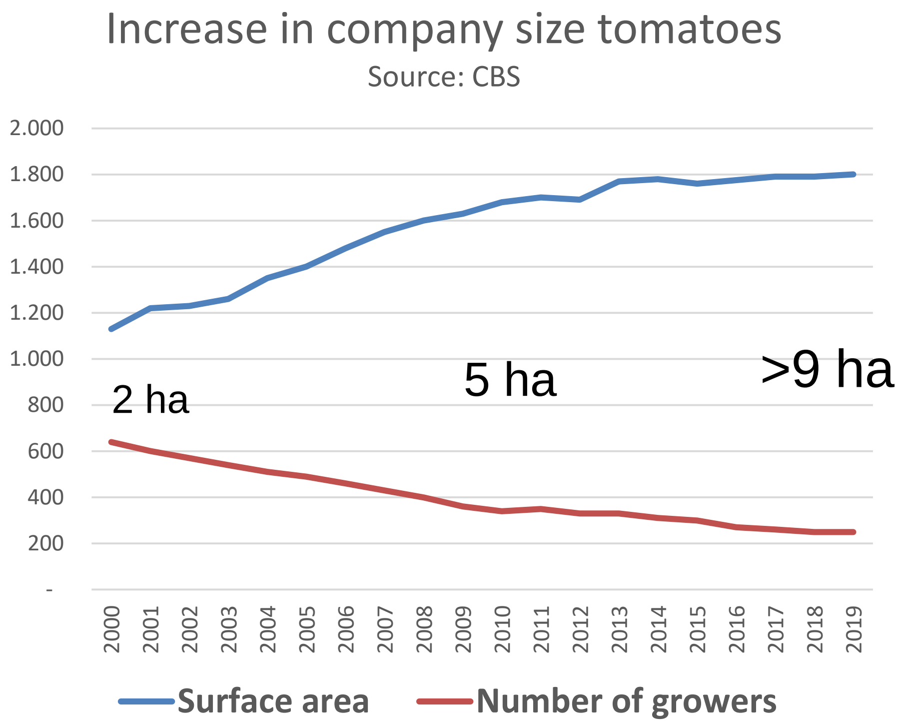
Wim Rodenburg

June 2020

# Stabilization after strong growth 1998-2013!



# Larger companies and less growers

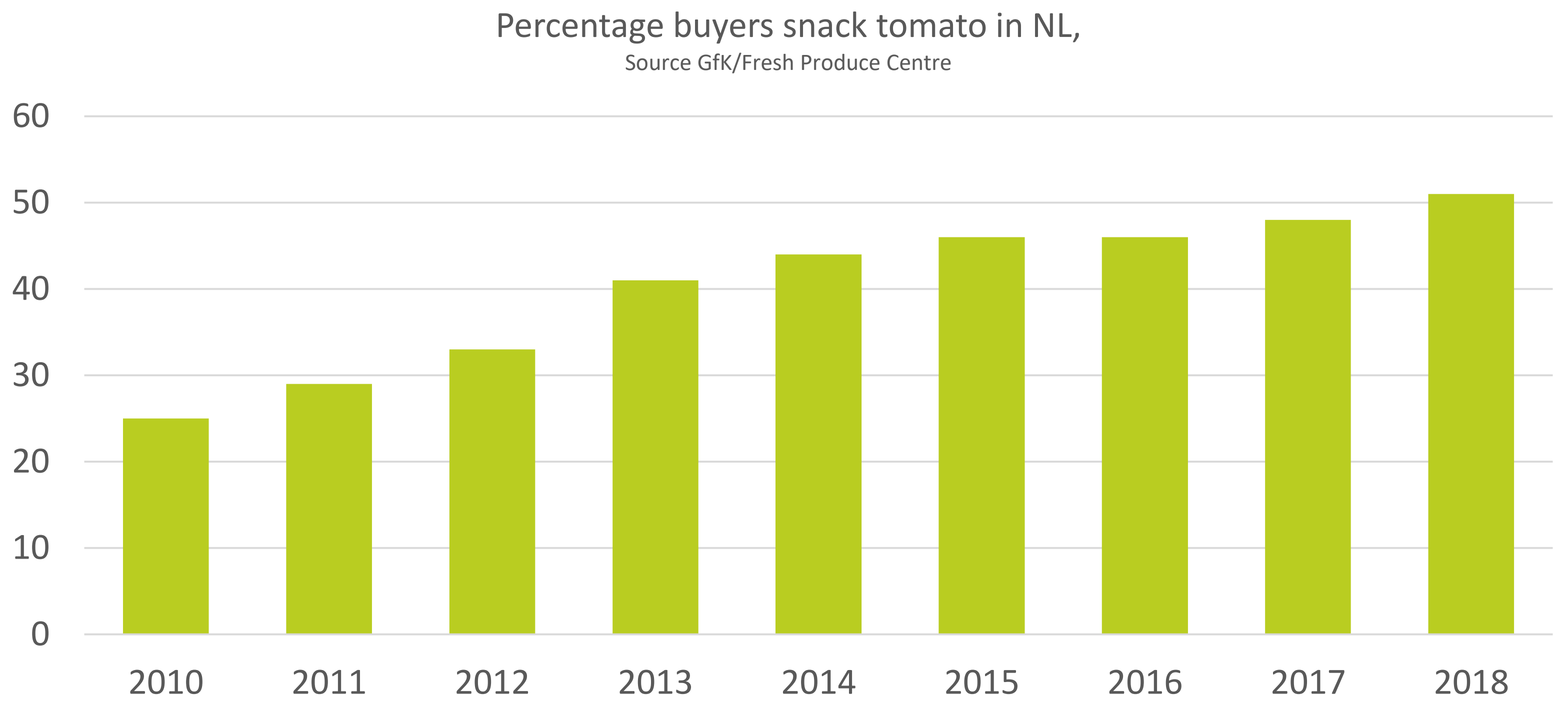



<u>2020:</u>
90% of the total surface at companies with average size 9 hectares or more!

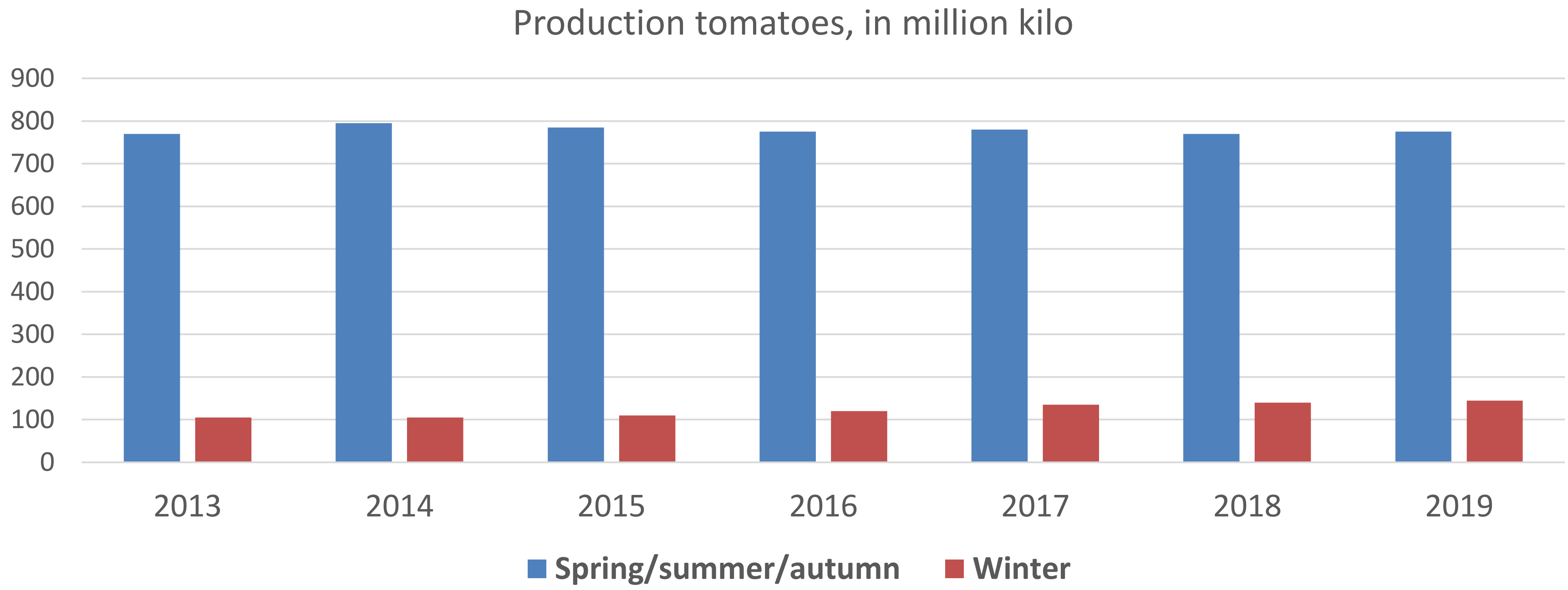
# Wider range of tomatoes and more diverse

- Growth in the segment of smaller tomato types: especially in winter period
- > 600 hectares mini types (loose+vine)
- Classic round tomato now < 10 % of acreage, but in highseason weeks 25 % of the volume !

# Exploding “snack culture” in the Netherlands

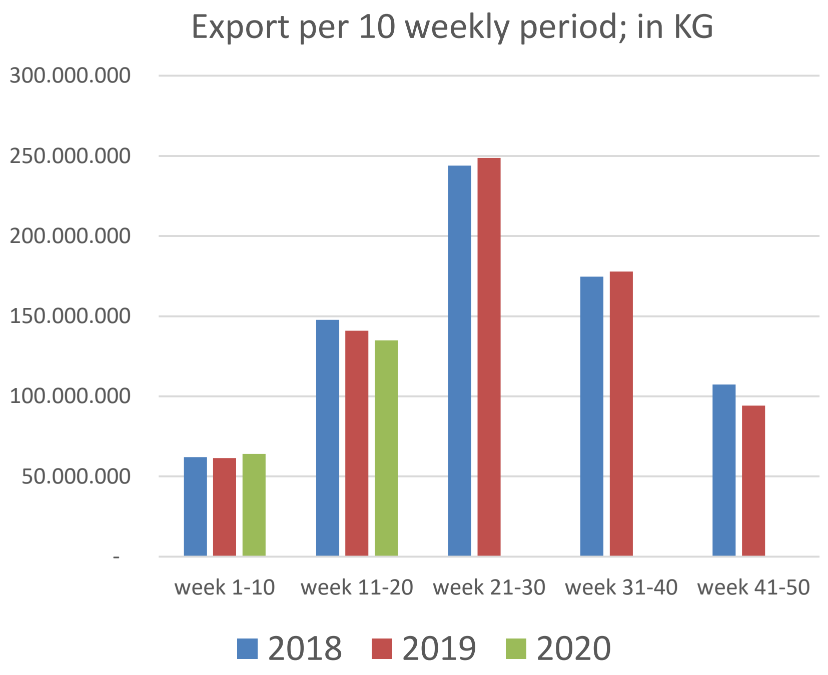


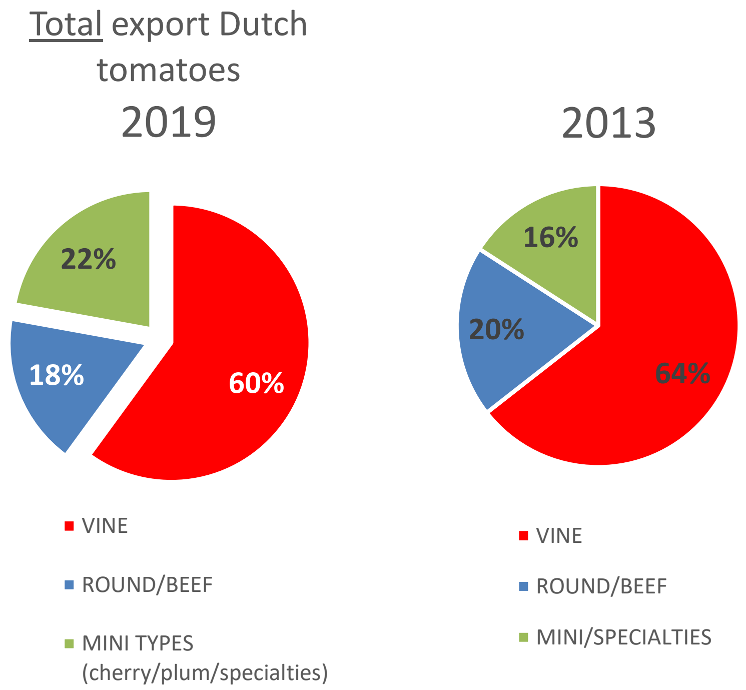
# NL main supplier in traditional period




>800 hectares winterproduction = > 45% total tomato area (estimate),
Plantings in May/June, September/October, December. Stabilization.

# Let’s talk about export of Dutch tomatoes



# 2020, year of Covid19 ……

- **Russian market** is still closed, was major destination in high season NL
- **Out of home** and wholesalemarkets closed (destination classic round tomatoes) **O-o-H market TOMATO NL ~ 10%, GER, UK 15-20 %**
- Export loose tomatoes NL –UK 2019/2020 (week 1-20) **minus 23 %** (total export out of NL minus 8%)
- Retailers asked for prepacked F+V. Classic round tomatoes don't fit anymore. Side effect: **increase of (non) re usabel plastic** ! Greendeal?
- Raise of costs at farm and in packingstation: **lower efficiency**
- **Approach EHEC or Russian ban is most suitable** system at crisis for marketwithdrawls for **all** producers. Regularal withdrawls under CMO aid system is suitable as basis.
- Result week **18-24: ultra low prices in NL** on the spotmarket for classic round tomatoes.This had a big influence in the total EU market.

# Lessons

- Covid 19: O-o-H market versus retailmarket
- UK announced **8 % tariff** on EU tomatoes, (**NOT** on Maroco tomato !!)
- UK can lever the British Pound (conversion rate)
- Phytosanitarian borders / inspections in UK (and intra EU too for export 3th country)
- MRL’s and borderinspection (see Bulgaria situation **<u>today</u>**)
- Temporarily measures should be available in a more early stage and for <u>all</u> farmers

Thank you for your attention!

- Wim Rodenburg
- w.rodenburg@dpa.eu