



Vlaanderen  
is landbouw & visserij

# CMO Fruits and Vegetables in Flanders

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# Belgian horticulture? ...

## ► Flanders

- 86 % of f & v farms
- 82 % of cultivated area
- 90 % of f & v production value
  
- mainly intensive horticulture



## problems quoted by our producers:

- the rising costs + low market prices → uncertain sales & income
- weak position of the growers in the chain
- high product quality requirements
- administrative burden
- unstable policy
- diseases and pests, climate
- availability and cost of labor

# Flanders

## ▶ long-time experience with PO's

- 1<sup>st</sup> PO (auction) was founded in 1899? some PO's exist over 50 ....75 years
- some new organisations emerged since 1997 thanks to CMO: Processed vegetables and field crops

## ▶ In EU the 1<sup>st</sup> region

- to recognise PO's (27/3/97), transnational PO's (1997), associations (1998), transnational association (2003)
- benefiting from maximum aid (1997)
- to have a national strategy (1998)

# Flanders

- ▶ **13 POs recognised** 12.000 members, total VMP > 1,2 billion Euro
- ▶ **degree of organisation: 90%**
- ▶ **4 transnational associations of POs (BE-NL-DE- FR)**  
→ Frescoop APO of APO's Flanders Brittany
- ▶ **size of PO's**  
→ the smallest PO in Flanders has 40 members, largest PO in Flanders 4.000  
→ largest VMP (APO) = 608,5 million € , smallest VMP in Flanders= 17,6 million €

# Trends in PO's

- ▶ **POs: from small POs to larger POs (mergers)**
- ▶ **transnational aspect: almost every Belgian PO has foreign members (>1.000 mainly NL, DE, FR)**
- ▶ **further cooperation in associations**
- ▶ **development of new activities**
  - PO's became service providers for their members but also for of wholesalers and exporters
  - investments in shares of companies, creation of joint ventures (larger PO's) companies with activities connected to f&v trade
  - outsourcing activities (smaller PO's)
  - attracting related services or companies on the grounds of the PO or in the neighbourhood (packaging companies, traders, processors, convenience product)

# Evaluation : objectives versus results

<b>goals</b>	<b>result</b>
<b>Concentration of supply and stabilizing producer prices</b>	Concentration very high (90%), PO respected for defending interests of producers
<b>Quality improvement</b>	High level quality, food safety and traceability schemes introduced
<b>Planning production</b>	PO gives guidance and information to growers concerning volumes and varieties
<b>Technical assistance</b>	Extensively used, logistical services well developed (storage, grading, packaging) + research
<b>Promote marketing/sales</b>	Extensively used in Flanders
<b>Environmentally sound techniques</b>	Integrated, organic production and IPM got a boost. Use of “green” energy
<b>Reduction production costs</b>	Advantage of scale is present
<b>Crisis management</b>	Still important Increased use of hail insurance

# CMO as a solution?

- ▶ **Overall balance in Flanders is positive**
- ▶ **A lot of the challenges/concerns of the market are met**
- ▶ **PO bears large responsibility but gets many possibilities to**
  - battle the challenges and adapt to the market requirements
  - create sustainable development for its growers
  - be attractive to growers
- **most producers are happy with their POs because:**
  - payment guarantee + short payment delay
  - supports in quality, traceability, sustainability guidelines
  - supply-oriented concentration
  - economies of scale through joint purchases
  - information channel through the PO

**Thank you for your  
attention !**

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