



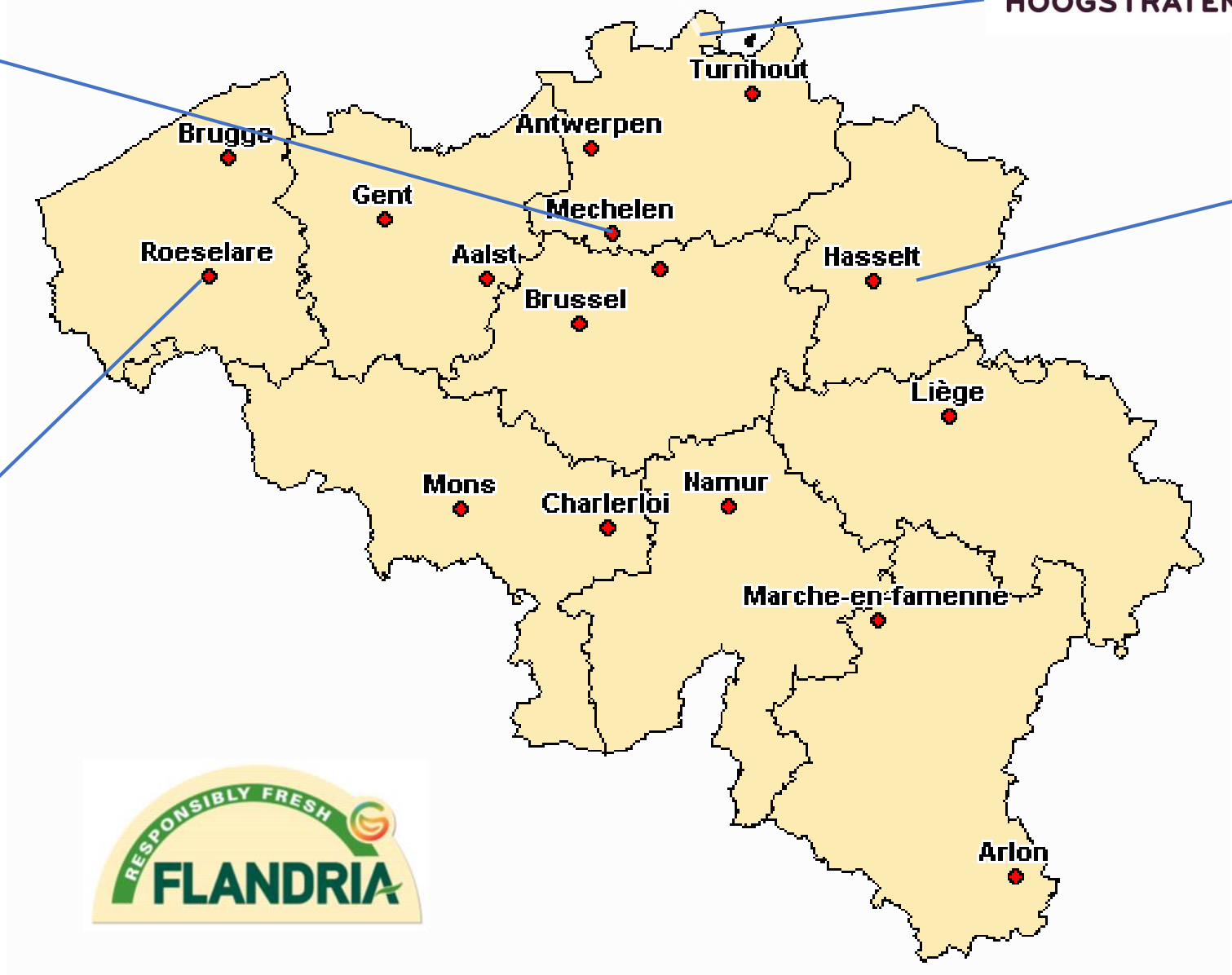
# Tomato production in Belgium

Raf De Blaiser, Antwerp, April 13, 2016

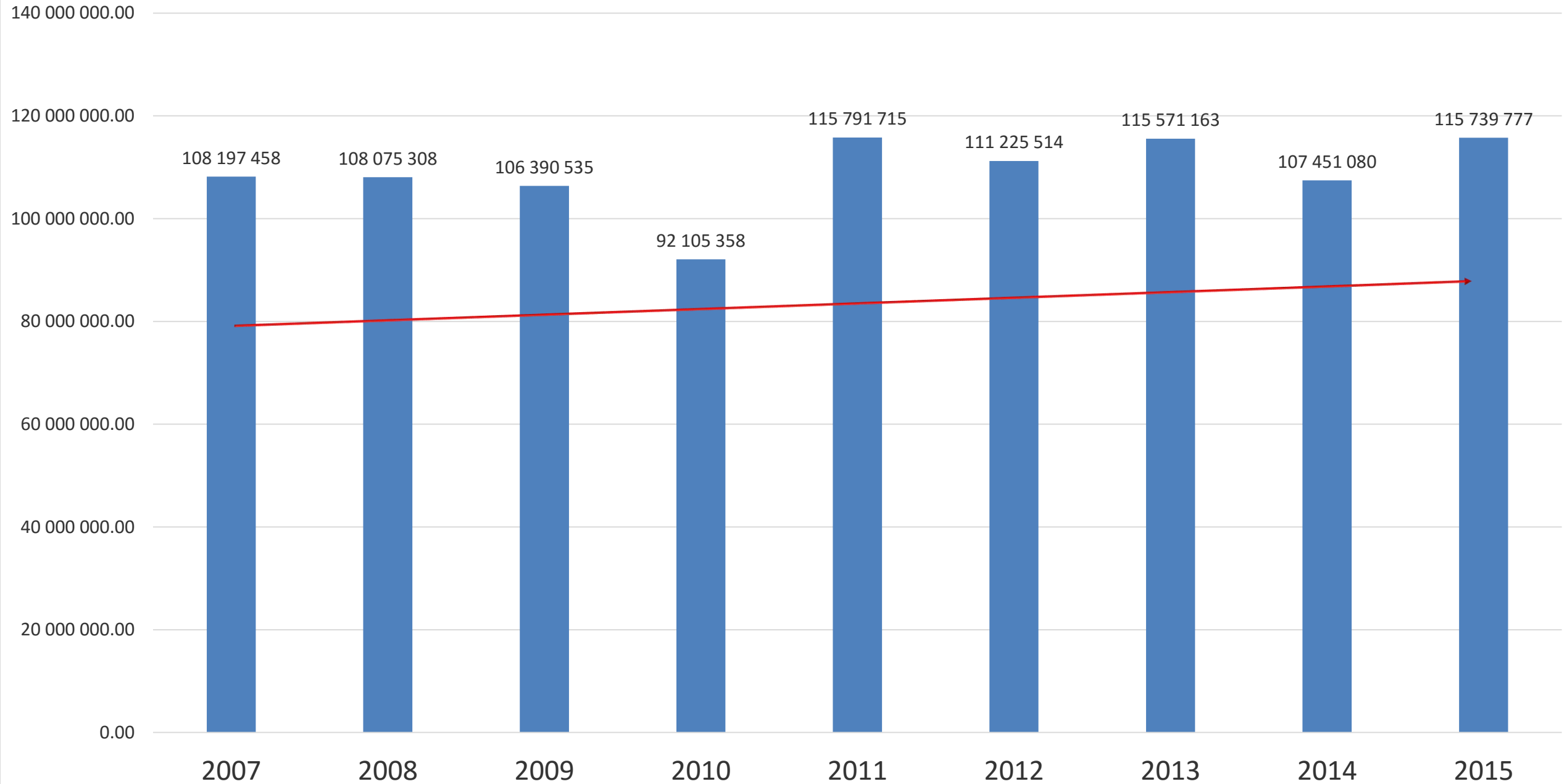


# Briefly ... some facts and figures

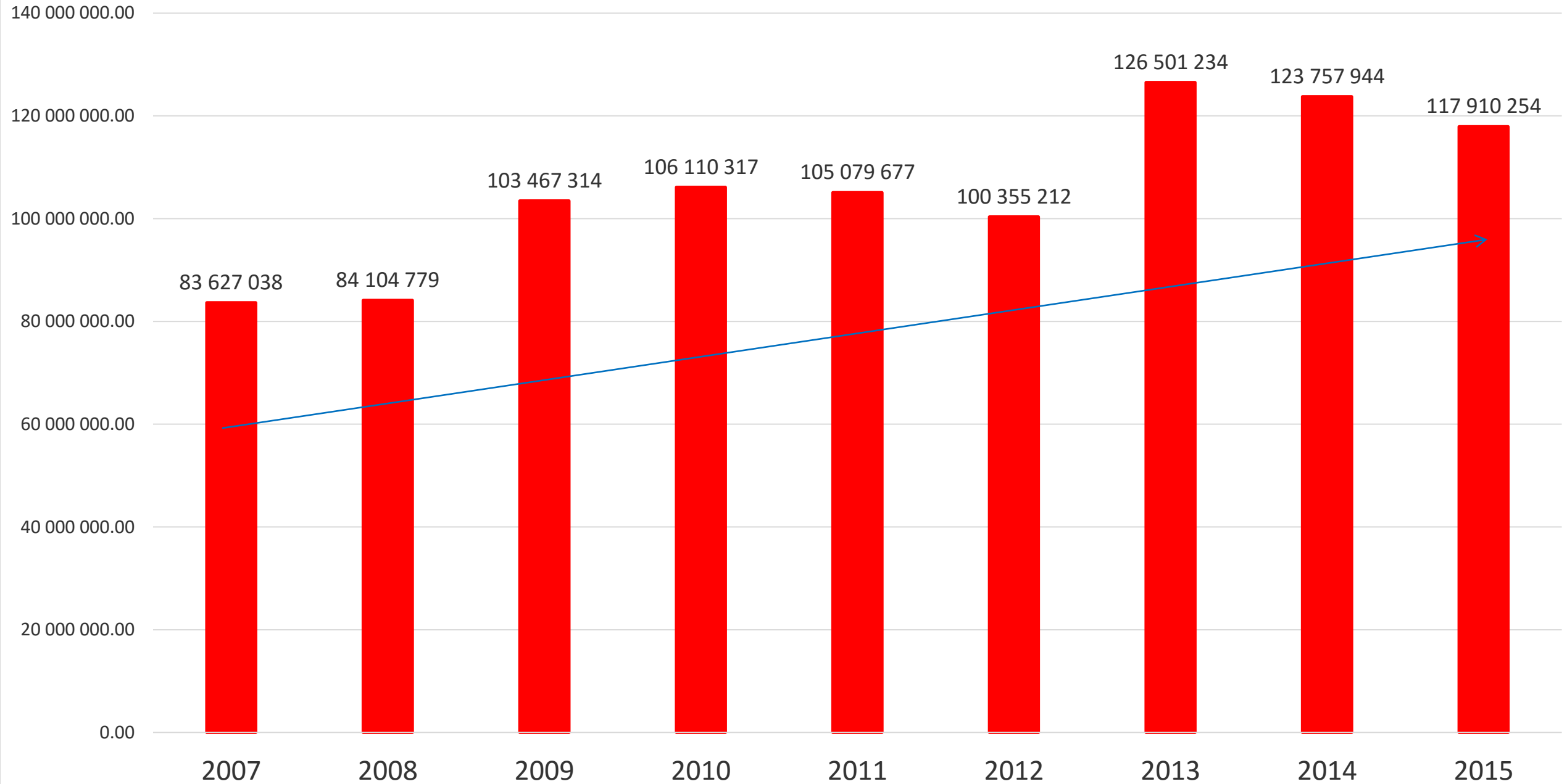
- ✓ +/- 500 ha
- ✓ 250 growers
- ✓ 100% glasshouse production
- ✓ Total Volume (2015)
  - ✓ 246.000.000 kg (Loose, Vine, Plum)
  - ✓ 22.000.000 kg (specialties)
- ✓ Situated in Flanders
- ✓ 95% via Producer Organizations
- ✓ Common brand: FLANDRIA®
- ✓ 70% for export



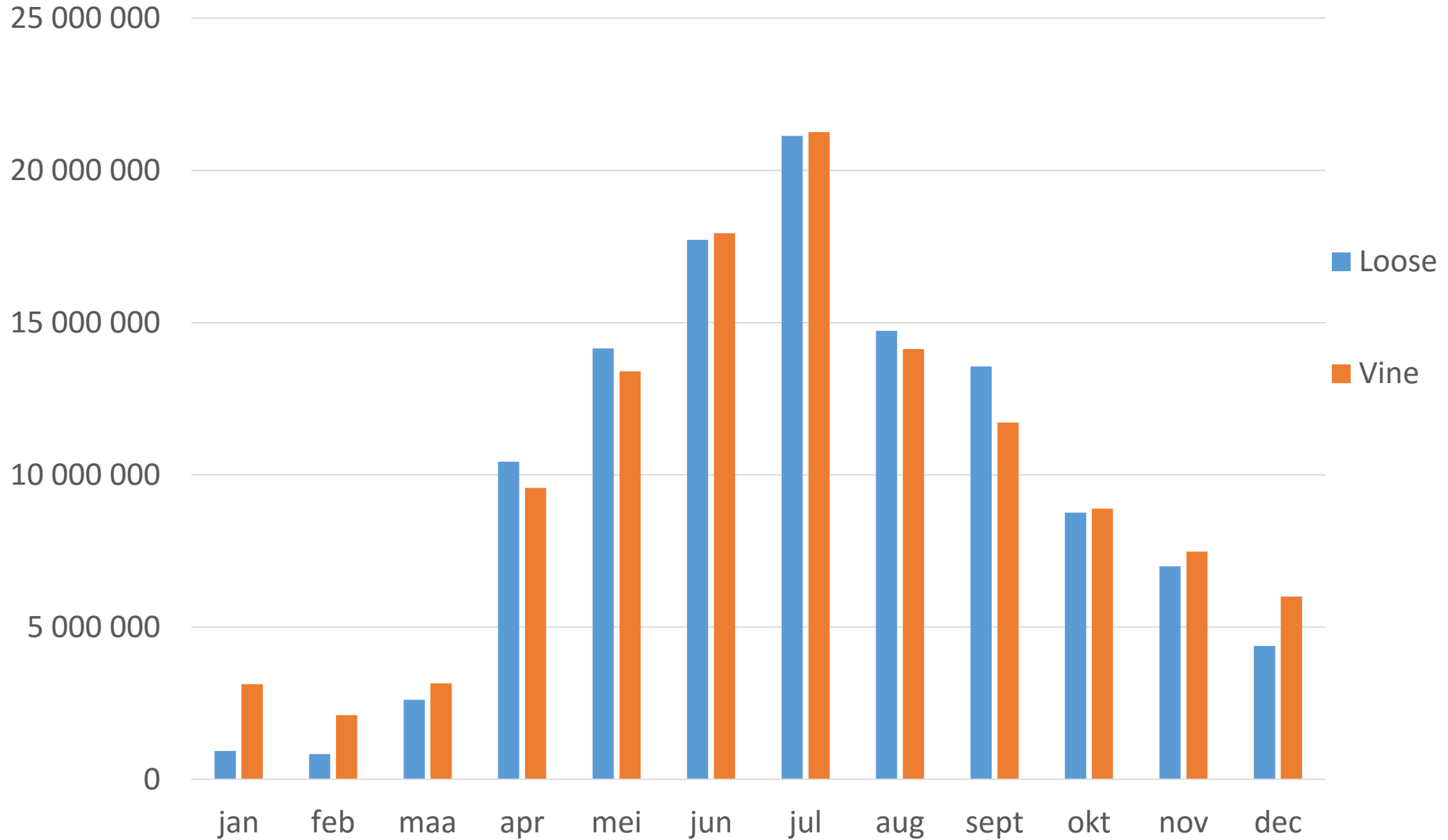
# Cum VOLUME Tomato Loose



# Cum VOLUME tomato Vine



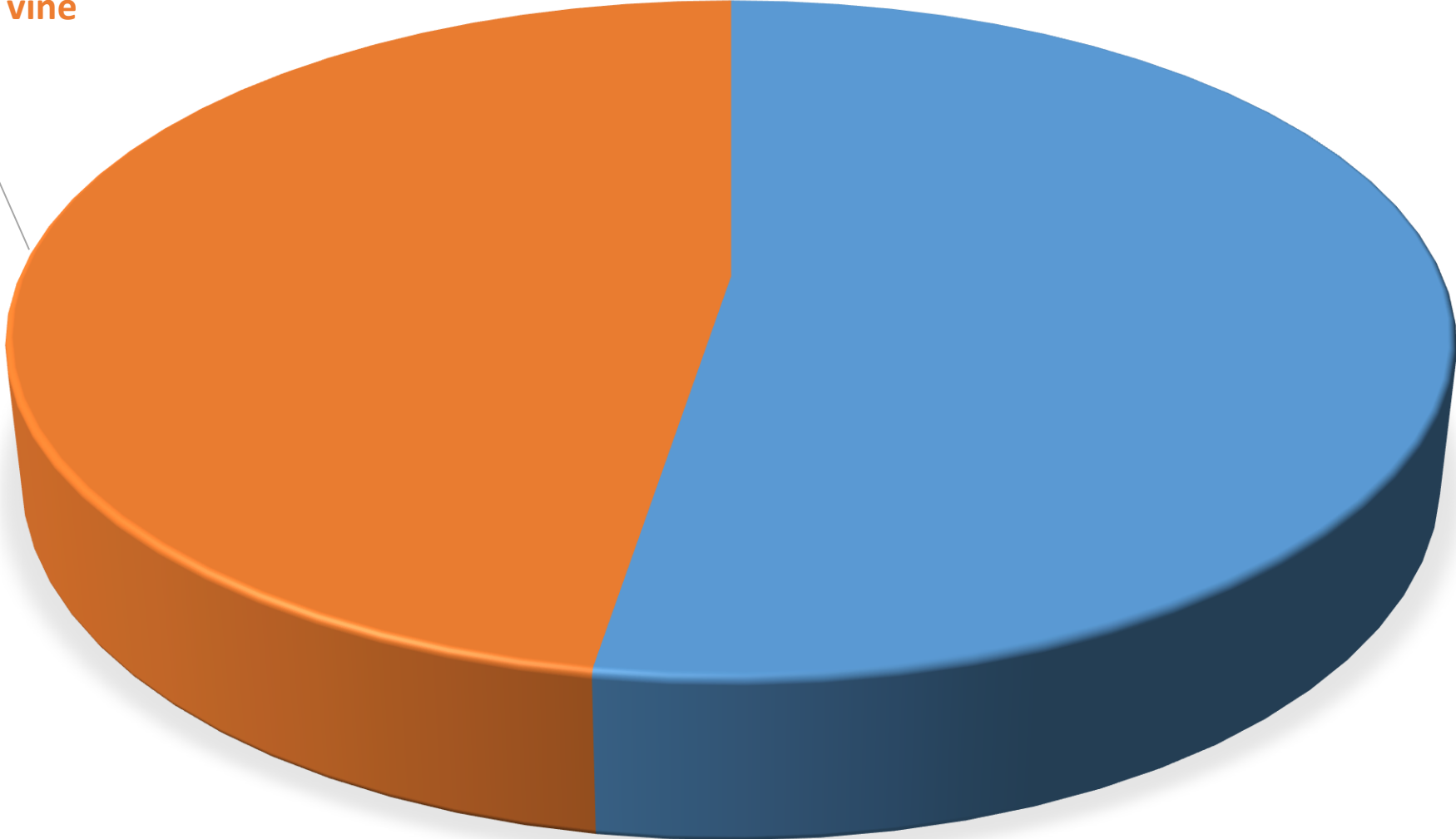
# Production progress (2015)



# % PER TYPE

tomatoes on the vine

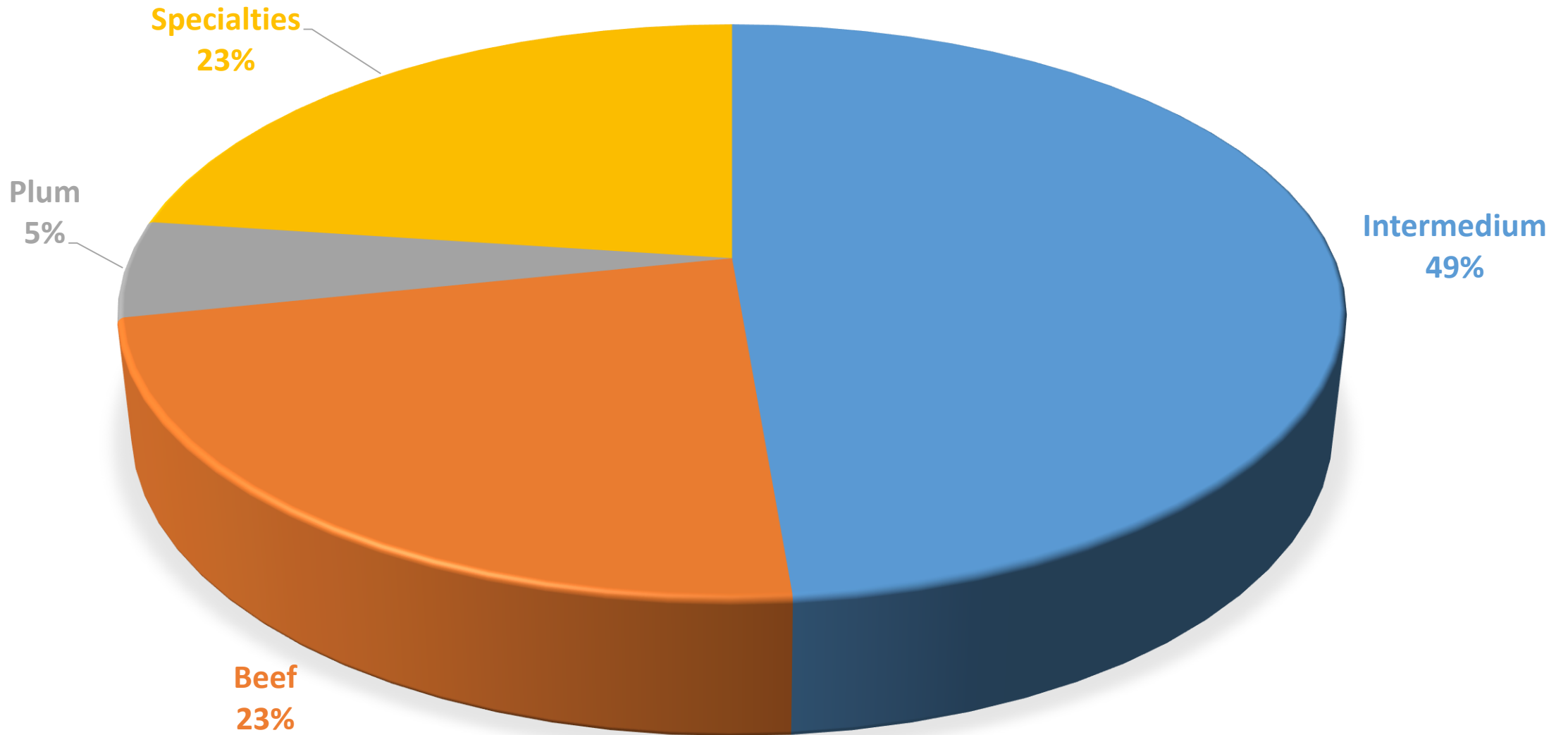
47%



tomatoes

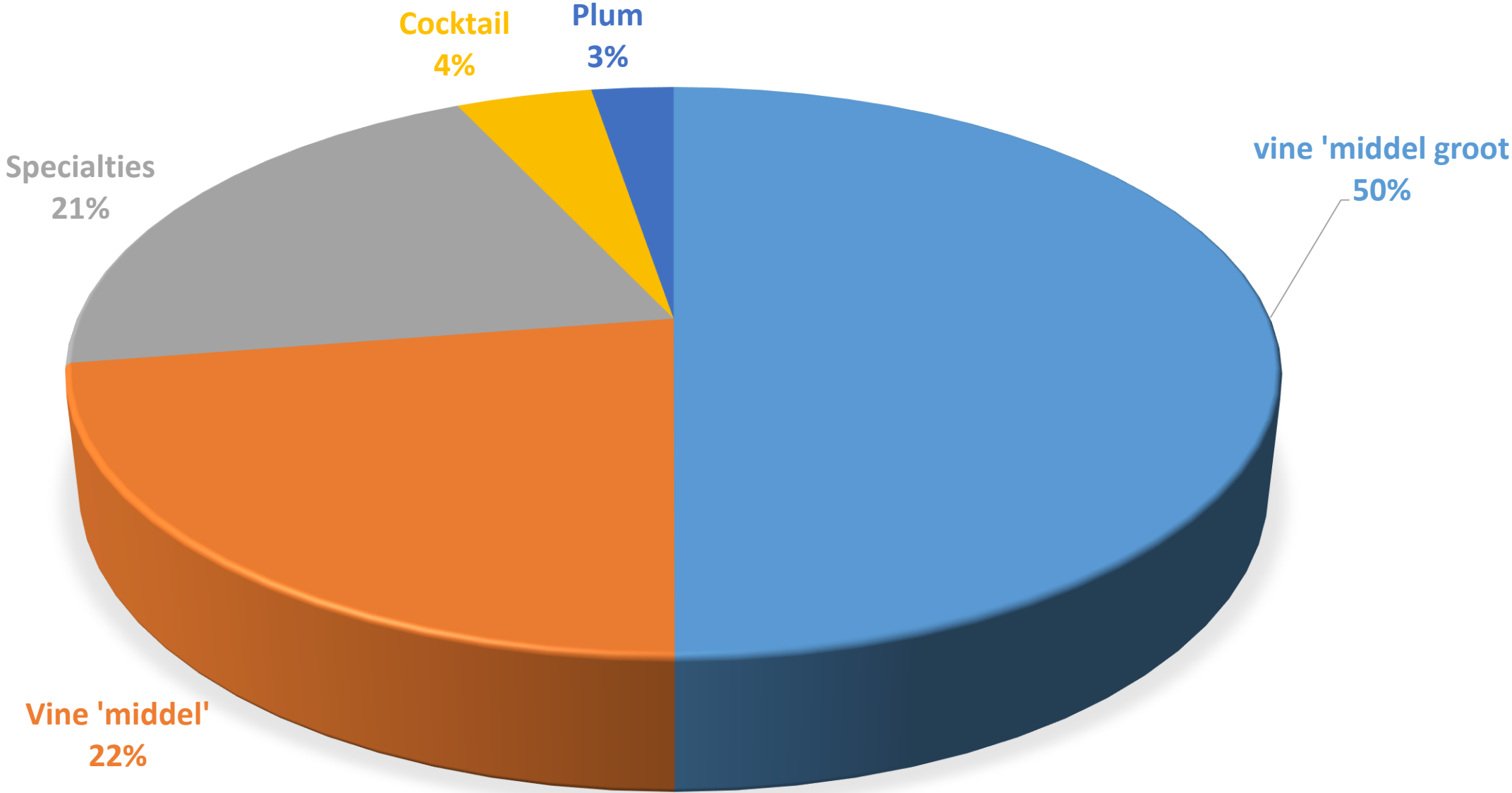
53%

# % PER TYPE - LOOSE TOMATOES

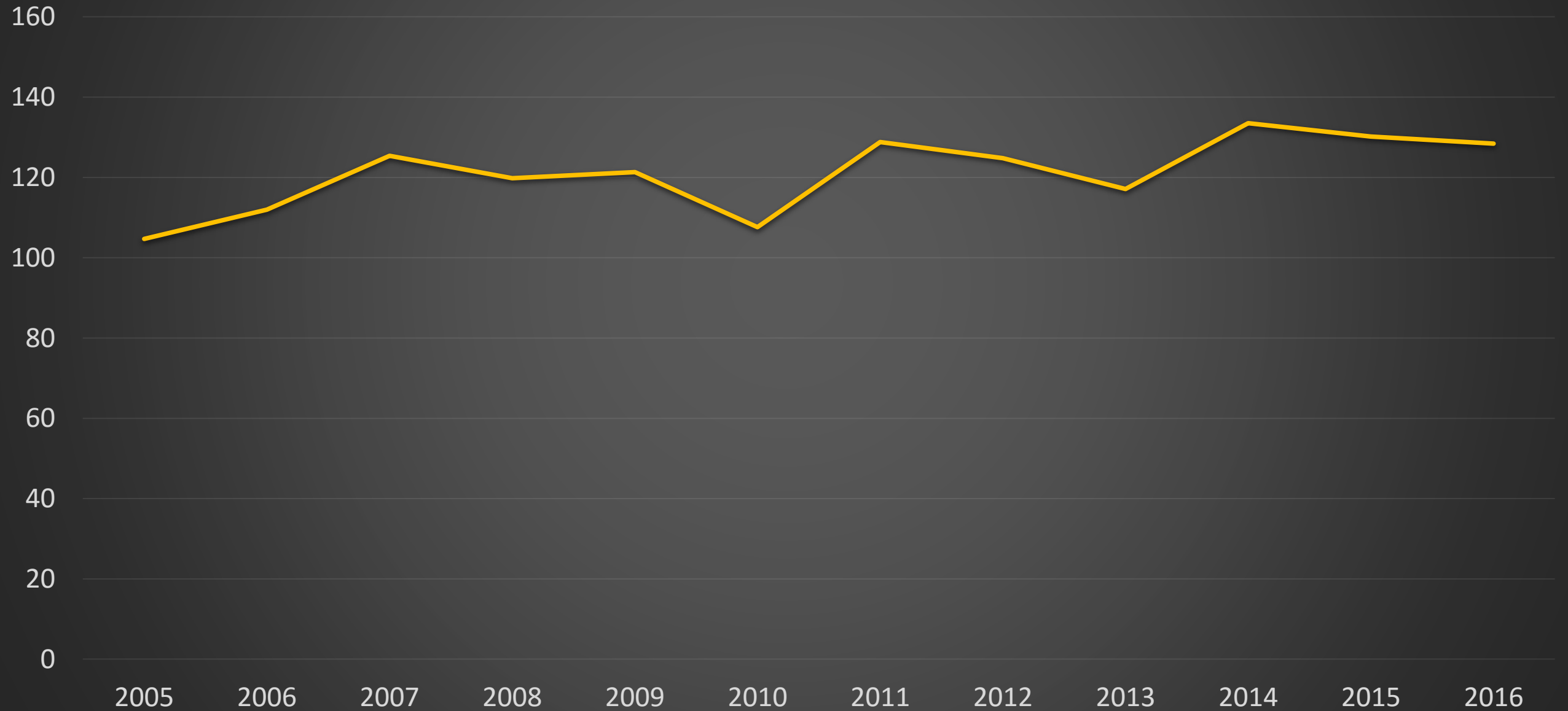




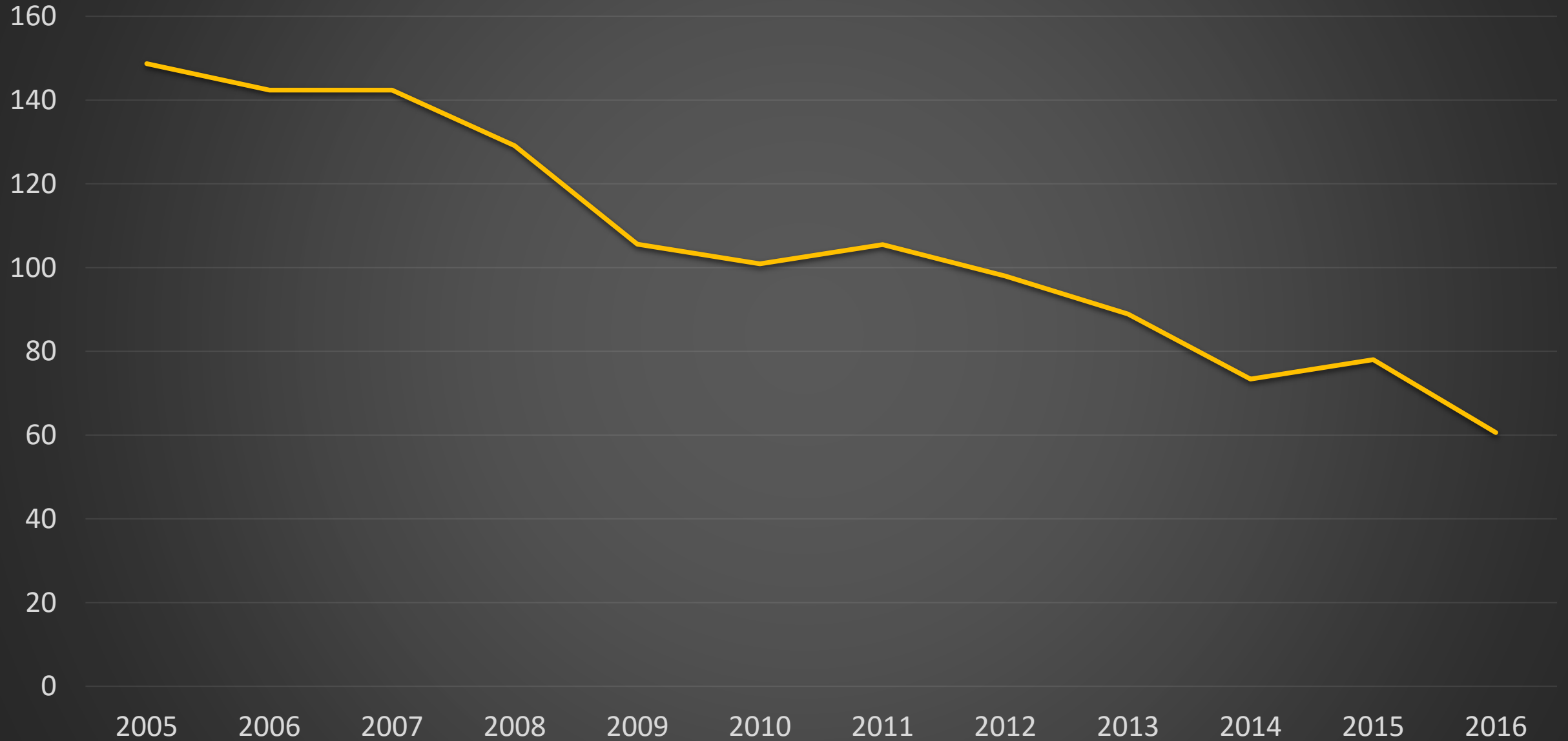
# % PER TYPE - VINE TOMATOES



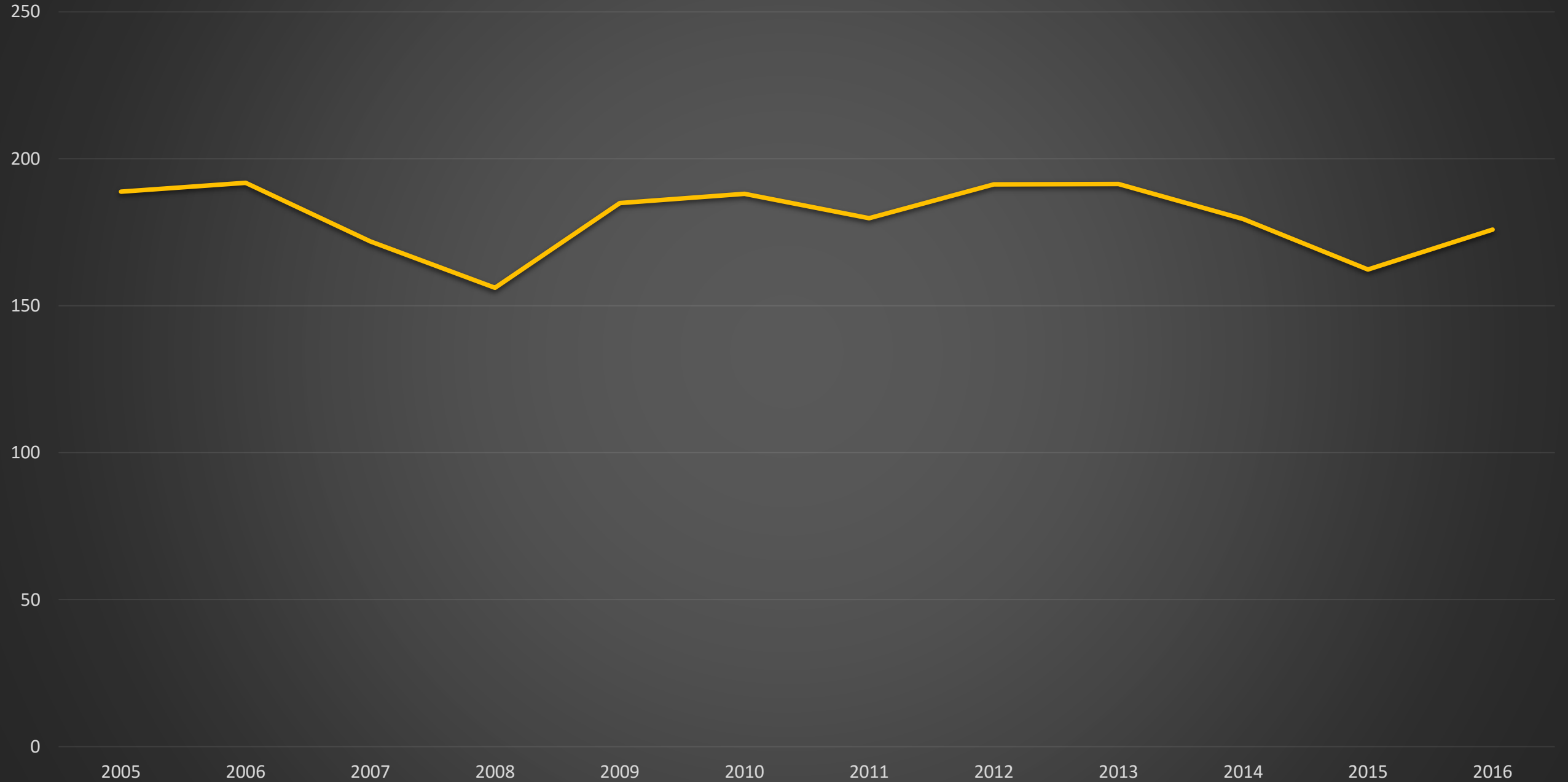
# Evolution area Intermediate types – loose (ha)



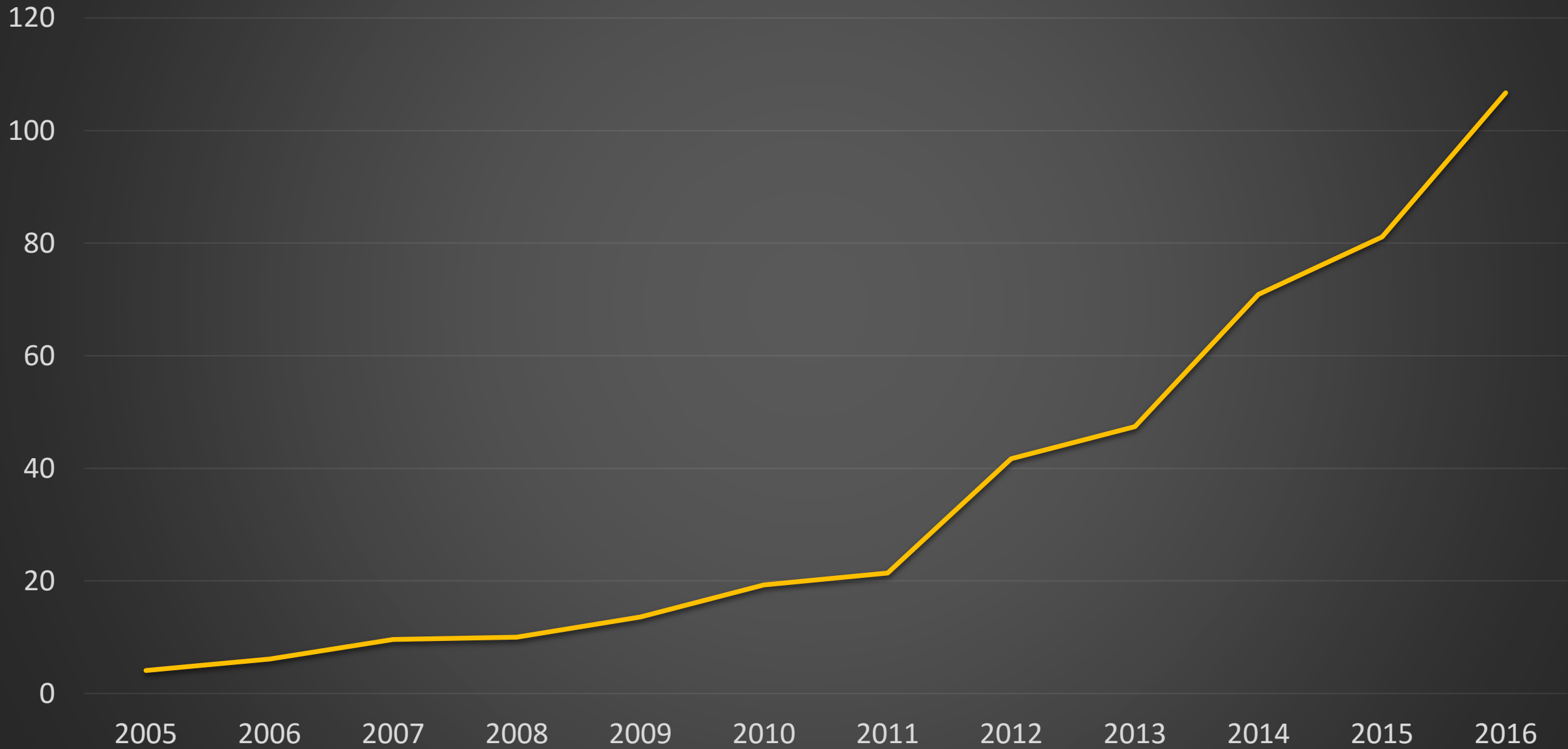
# Evolution area beeftomatoes (ha)



# Evolution area standard types – vine (ha)



# Evolution area specialties L+V (ha)



# Production techniques

100% glasshouse production

95% Hydroponic system

Common yearround production

- Planting                      December – January
- Harvest                        from March
- End of crop                    November - December





# Production techniques

## Integrated Pest Management

Based on Prevention – Observation -  
Intervention

### Bumble bee pollination Biological Insect control

- White fly
- Thrips
- Aphids
- Caterpillars
- Leafminers
- ...



# Production techniques

**Cogeneration (WKK)**

**Total capacity (only tomato growers)**  
**+/- 300 MWe**  
**(Doel 1 = 433 MWe)**

**Electricity production**  
**+/- 1,8 mio MWh**  
**= e-consumption of >500.000**  
**families (> 1.000.000 people)**





# Production techniques

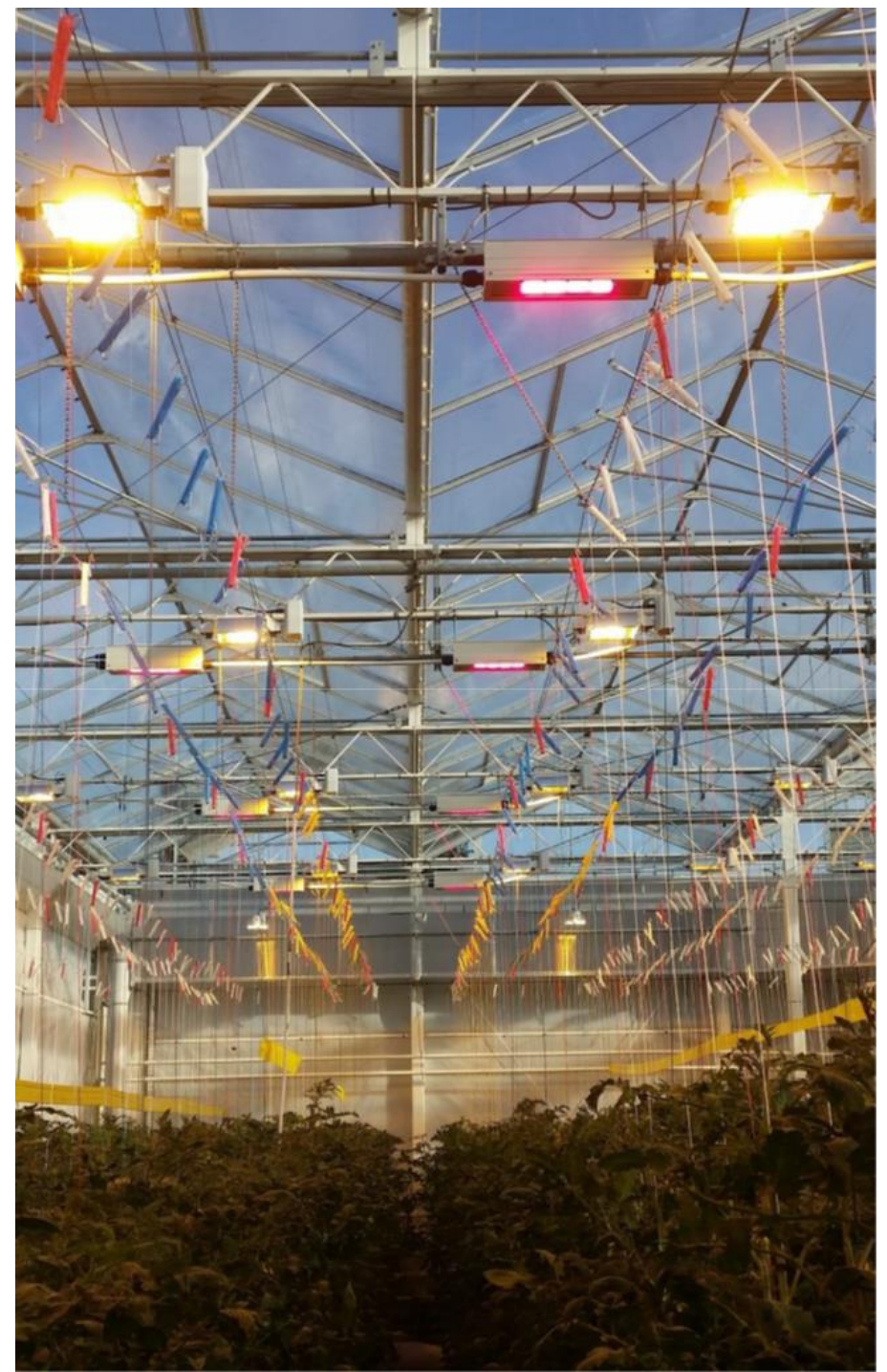
## Enlightened crops

70 ha (15%)

earlier production

Better spread of total production

Local produce in winter



# Sales

## Combination of

- ✓ Day-by-day price via Auction Clock
- ✓ Long term sales

## Direct clients

- ✓ Wholesalers
- ✓ Retail

**> 70 % export**



# Sales: simultaneous auction clock



Thuiskoopsysteem Simulaaircircuit v1.3.3

TROS.TOM MIDD. E

EUR 2,03 KG

BEF 81,9

5

TOM.TROS MIDDEL

EUR 1,86 KG

BEF 75,0

M 6701

5

TOM.TROS MIDDEL

EUR 0,00 KG

BEF 0,0

5

|   |    |      |           |   |   |    |       |            |       |    |   |
|---|----|------|-----------|---|---|----|-------|------------|-------|----|---|
| A | RT | 277  | TOMAB5K+  | E | A | MT | 5679  | PITTO. FG  | 2614  | HT | E |
| B | RT | 4353 | TOMAB5K-8 | F | B | MD | 14458 | PITTO. FG  | 336   | HD | F |
| C | RT | 1057 | TOMAB5K-7 | G | C | VV | 20    | PITTO. FG  |       |    | G |
| D |    |      |           | H | D | MD | 6703  | PRINCS. FG | 13521 | HD | H |

0,00

C7

0,00

C6

0,00

C5

0,30

TROS.TOM MIDD.FL

RT 1068 2688 RD

RT 9

C2

0,00

C8

LAVA

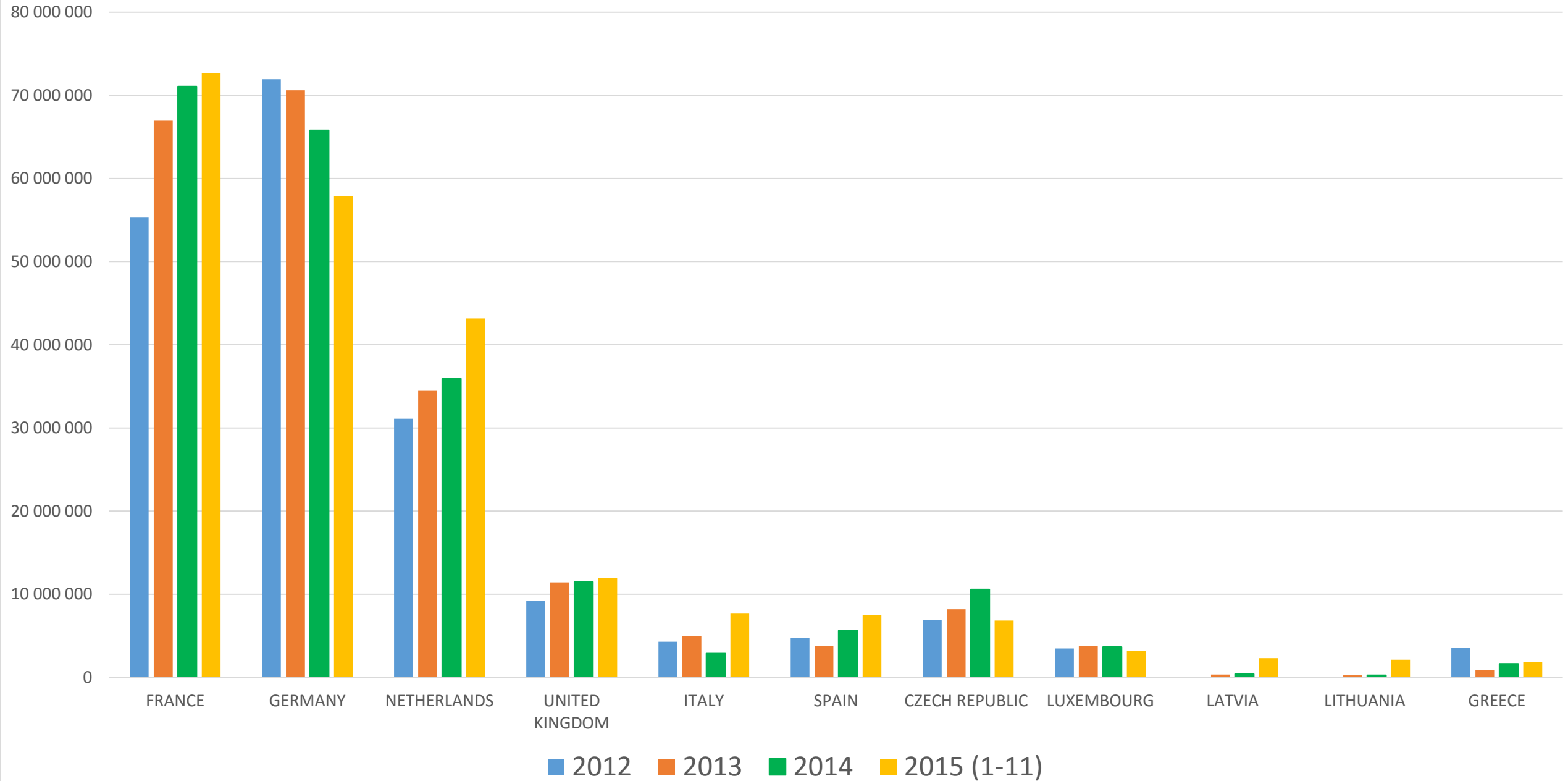
1=8600 2=5900

Instellingen 42

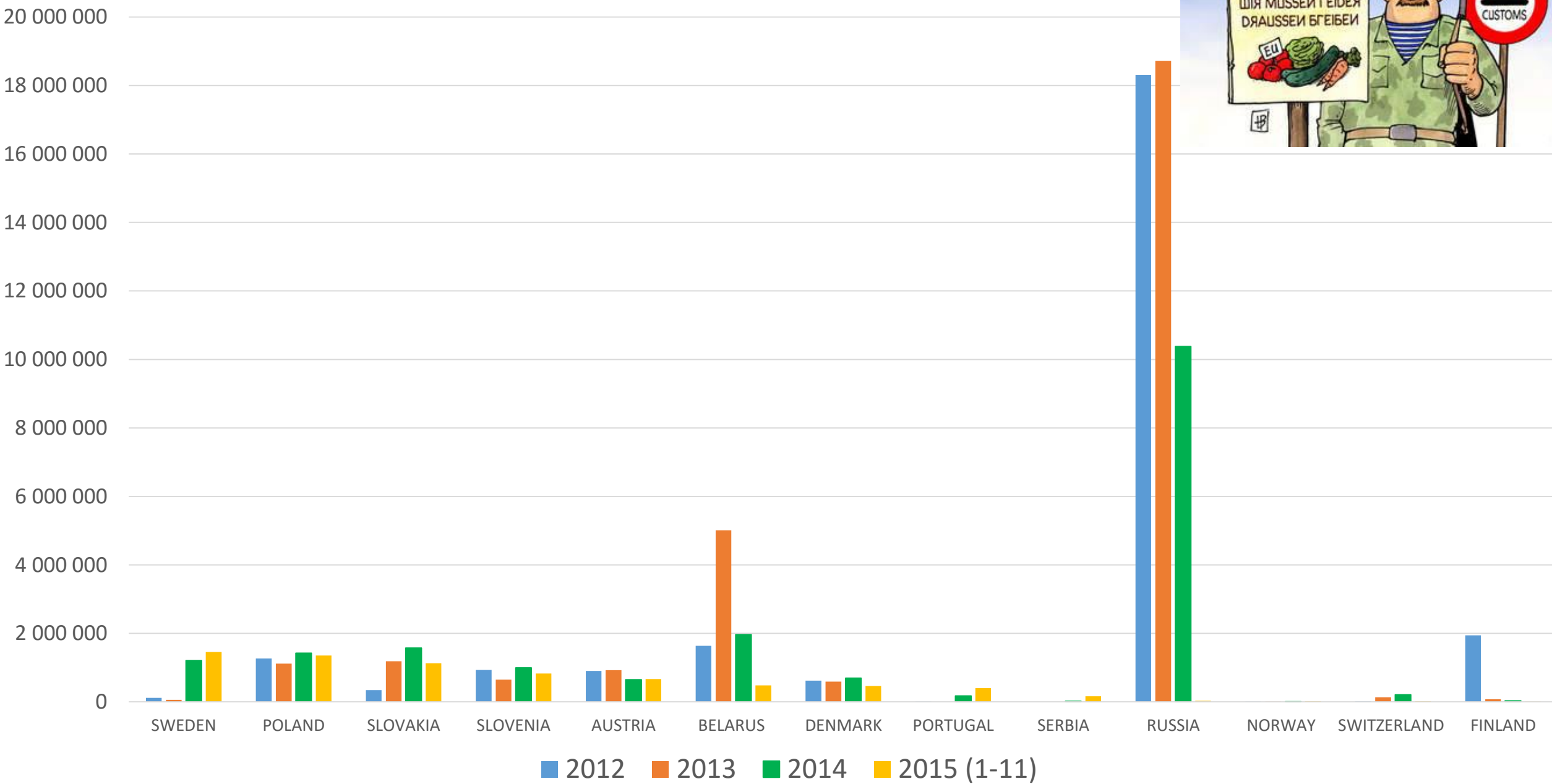
Actief

Start | Postvak.IN | 2 Internet... | Microsoft P... | utnodging... | BC LAVA dd... | timing 30-... | 10:23

# EXPORT FIGURES



# EXPORT FIGURES

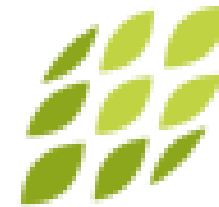




# Quality management

## Flandria® label

- Developed in 1995
- Standard for Good Agricultural Practice – production requirements
  - Vegaplan standaard
  - QS – Qualität & Sicherheit
  - GlobalG.A.P
- Responsibly fresh
- Only best quality
- 65 different products
- > 600.000.000 kg
- Independent control
- Certified!



Vegaplan



QS. Ihr Prüfsystem  
für Lebensmittel.



# Flandria® segmentation

- Introduced in 1996
- Selected variëties per segment
- Selection based on research – 4 research centra
  - Proefstation voor de groententeelt – Sint-Katelijne-Waver
  - Proefcentrum Hoogstraten
  - Proefcentrum groententeelt – Kruishoutem
  - Vlaams centrum voor bewaring tuinbouwproducten - Leuven



# Flandria® segmentation

- Variëty trials
- Criteria
  - Production
  - Size
  - Colour
  - Firmness
  - 'green parts'
  - Auction controllers' opinion
  - **TASTE (panels / measures)!!**
- KO (knock out) in case of insufficient score





# Application of KO criteria

| Variety   | Production | Size | Puncture | Taste | Colour | Firmness | Freshness calix | 'green parts' | Auction controllers' opinion | Micro-cracks | Total Score | Remarks / motivation |
|-----------|------------|------|----------|-------|--------|----------|-----------------|---------------|------------------------------|--------------|-------------|----------------------|
| Variety 1 |            |      |          |       |        |          |                 |               |                              |              | <u>68</u>   |                      |
| Variety 2 |            |      |          |       |        |          |                 |               |                              |              | <u>53</u>   |                      |
| Variety 3 |            |      |          |       |        |          |                 |               |                              |              | <u>67</u>   |                      |
| Variety 4 |            |      |          |       |        |          |                 |               |                              |              | <u>64</u>   |                      |
| Variety 5 |            |      |          |       |        |          |                 |               |                              |              | <u>66</u>   |                      |
| Variety 6 |            |      |          |       |        |          |                 |               |                              |              | <u>67</u>   |                      |
| Variety 7 |            |      |          |       |        |          |                 |               |                              |              | <u>73</u>   |                      |
| Variety 8 |            |      |          |       |        |          |                 |               |                              |              | <u>67</u>   |                      |
| Variety 9 |            |      |          |       |        |          |                 |               |                              |              | <u>63</u>   |                      |

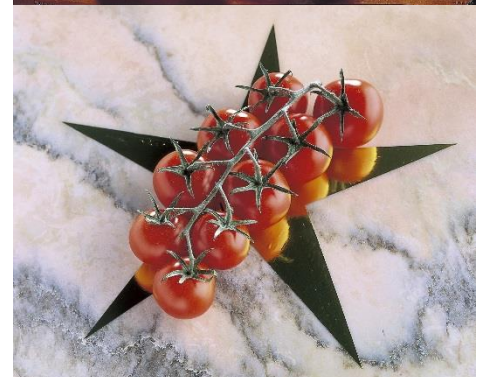
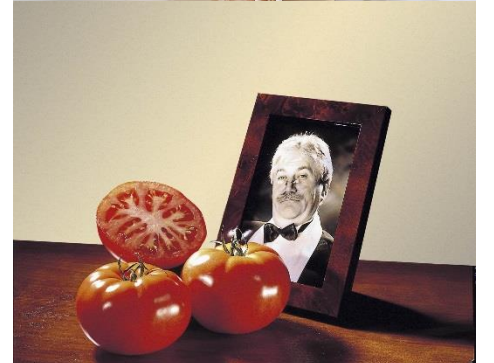
# Flandria® segmentation - 2016

## ➤ Loose tomatoes

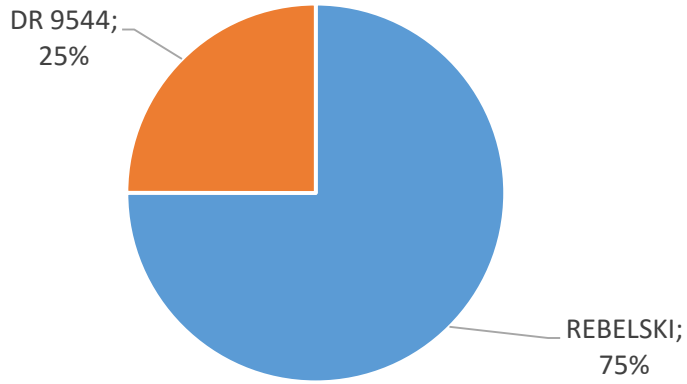
- **Baron**            **beef tomatoes**
- **Prince**           **Intermediate types**
- **Romared**        **Plum tomatoes**
- **Tomabel**        **Intermediate / beef / plum**

## ➤ Tomatoes on the vine

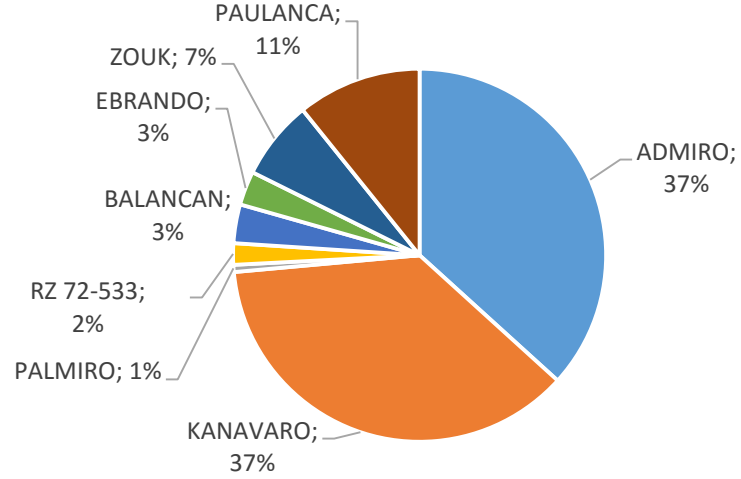
- **Princess**        **Medium to big**
- **Elite**             **Medium / taste!**
- **Prunella**        **Plum**
- **Ministar**        **Cocktail**
- **Tomabel**        **Medium /**



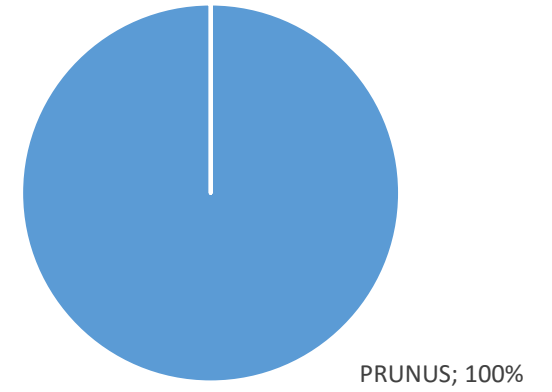
Baron



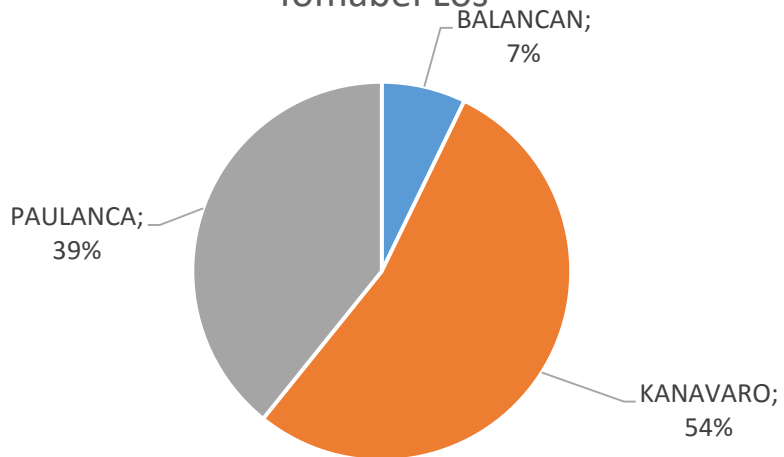
Prince



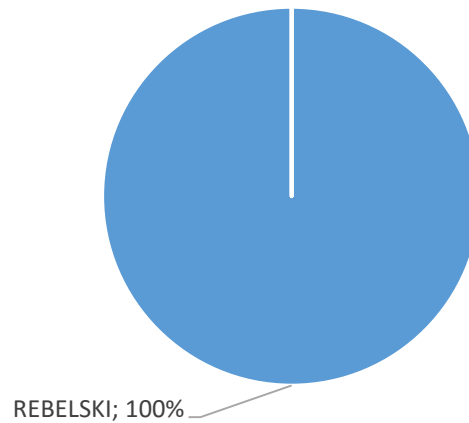
Romared



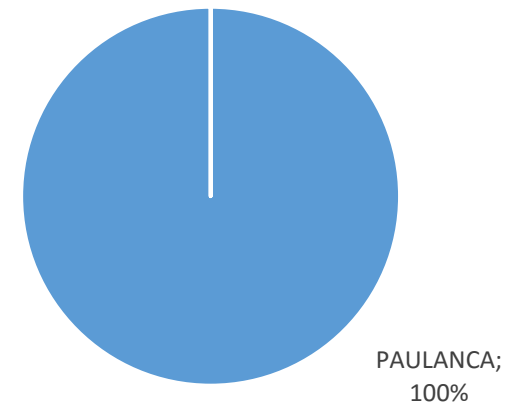
Tomabel Los



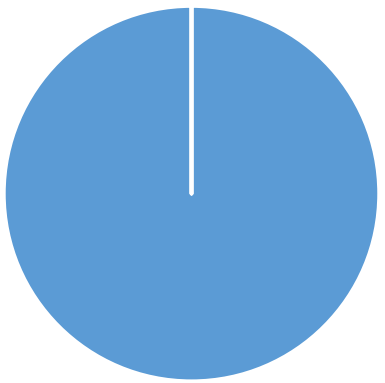
Tomabel Vlees



Fine Fleur

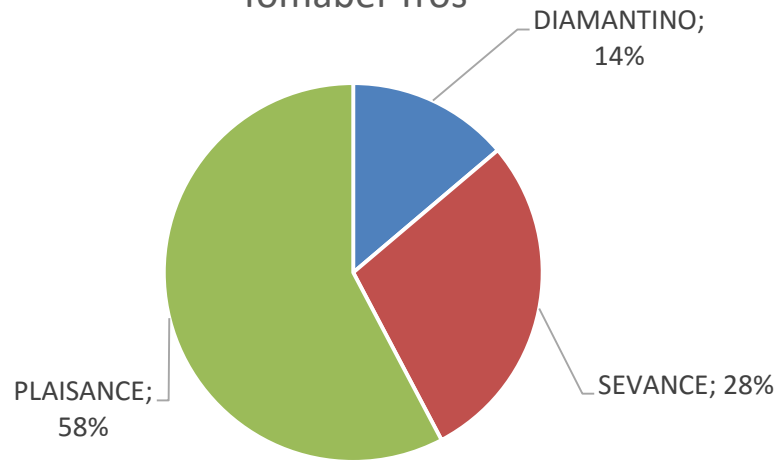


Elite



■ FOUNDATION

Tomabel Tros

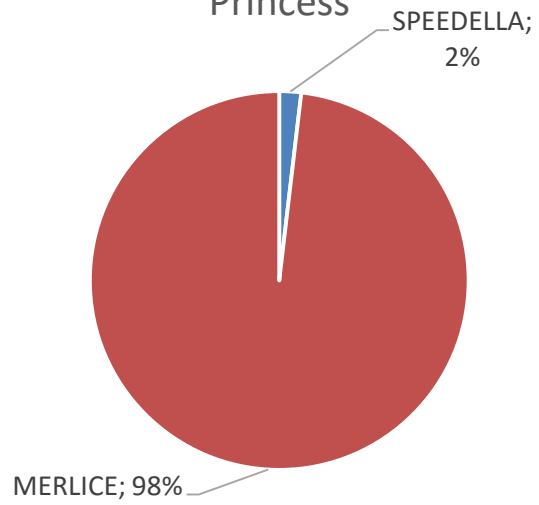


PLAISANCE;  
58%

DIAMANTINO;  
14%

SEVANCE; 28%

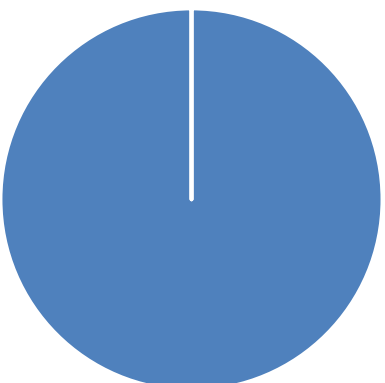
Princess



SPEDELLA;  
2%

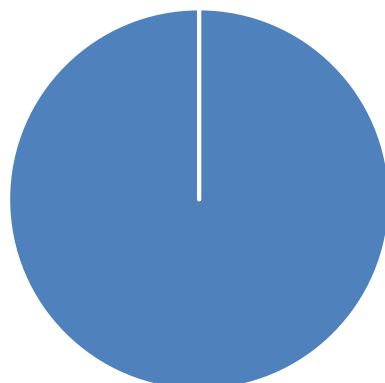
MERLICE; 98%

Prunella



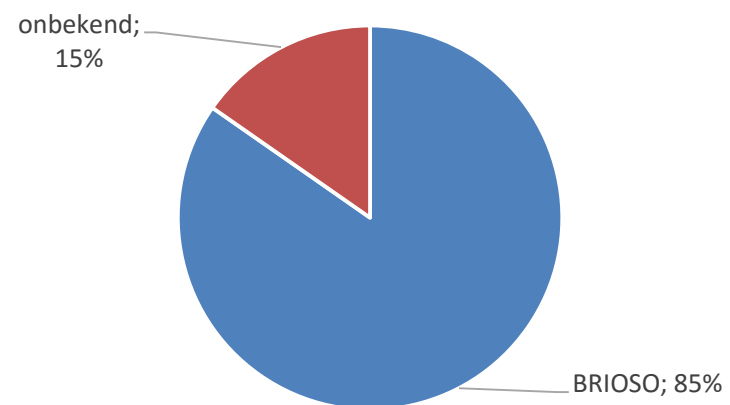
■ PRUNUS

Tomabel Pruim



■ SAVANTAS

Ministar



onbekend;  
15%

BRIOSO; 85%

# And a lot of 'specialties'!!!

Coeur de boeuf

San Marzano

Cherry loose and vine

Cherry plum – loose and vine

Kumato

Sweet pink

Yellow

Intense

Pepper-shape

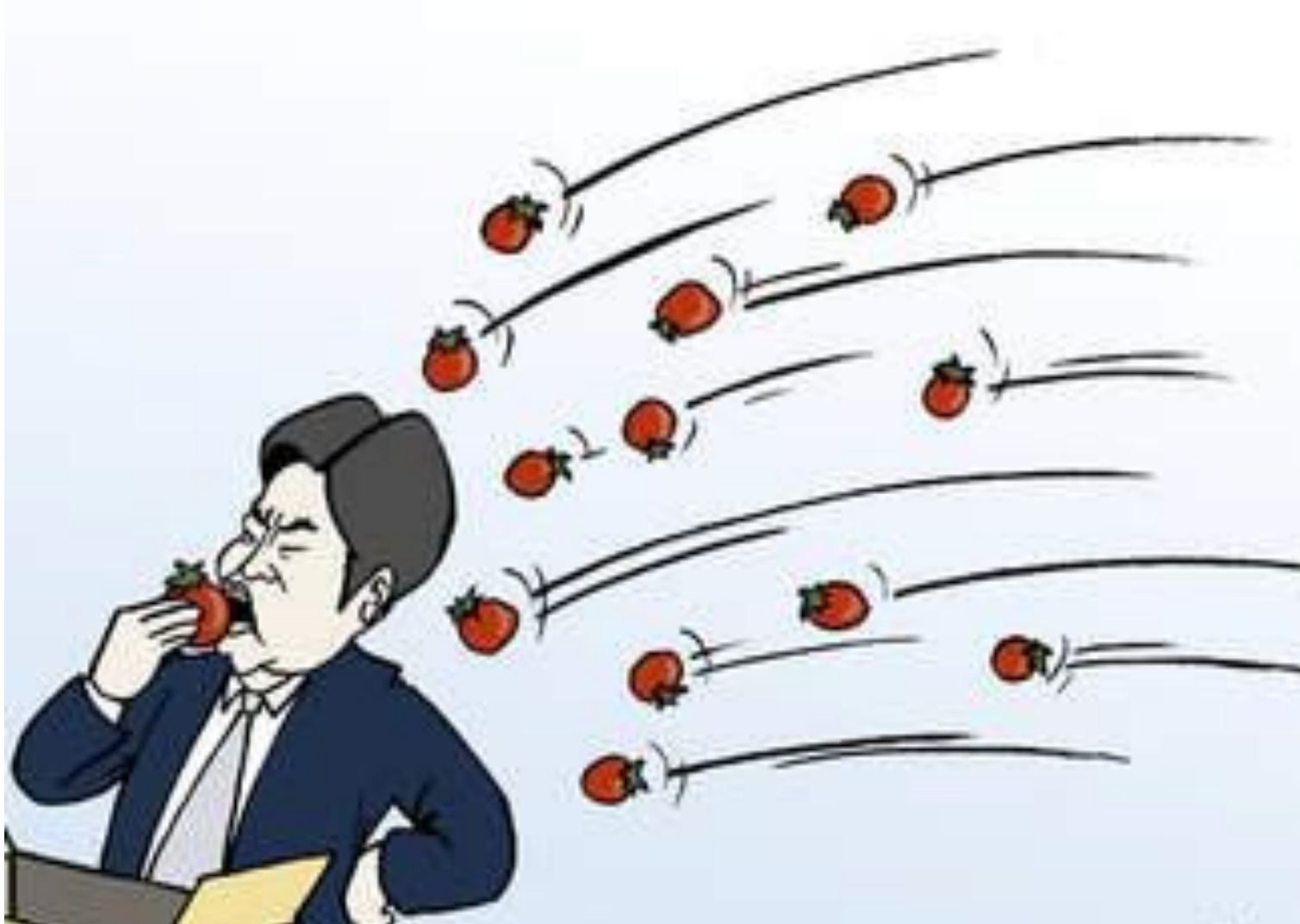
...



**My time is up!**



Hope you liked it 😊!





# Thanks for your attention!

