



- **Organisation:** 300 growers => Veiling Hoogstraten CV, CLTV Zundert & Mechelse Veilingen
- **Production 2010:** > 26.000 ton (estimated)
- 40% Domestic & 60% Export (France, Scandinavia, The Netherlands, UK, Spain, Italy, Russia)
- **Varieties:** Elsanta (90%), Clery, Sonata, Darselect, Figaro
- 100% GlobalGap + own protocol Hoogstraten®
- **Segmentation:**
  - Classes: TOP, EE, E, I, II & Processing
  - Sizes: 4A, 3A, 2A, A, AB, B & C
- **Packaging:** on client demand => 100% flexibility
- **Sales system:** 100% Clock, 6days on 7
- **Marketing strategies:**
  - B2B: Trade Fairs, sales incentives, ...
  - B2C (Domestic): In store action, direct mailings, ads, Hot air balloon, ...
- **Focus on sustainability:** Integrated production, transparent sales system, "Strawberries with a face", bio degradable punnets, social commitments, ...



International Strawberry Conference

