

The Greenery



Organization:	Cooperative
Volumes:	22 Mio Kg
Export regions:	Western-Europe, Eastern-Europe, Scandinavia, Middle-East
Strawberry varieties:	Elsanta, Sonata, Figaro, Valor, Ava, Lambada
Types of packaging:	Any possible packaging; Wood, Cardboard, Plastic (punnets, cups, top seal, open, ...)
Sales system:	From daily sales (auction) to long term contracts
Marketing strategies:	The Greenery develops B2B brands and concepts based on extensive market knowledge in order to enhance the performance of the fresh fruit and vegetable category.
Focus on sustainability:	Health is more: healthy cultivation, healthy variation, healthy communication, healthy innovation and healthy operations

