



BELORTA

GIFT Summit – ADANA

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Outline

- 🔴 Introduction
- 🔴 Facts and figures on BelOrta
- 🔴 Implementing EU - CMO
- 🔴 CSR – Sustainability program
- 🔴 Conclusions



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Introduction

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Introduction



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BelOrta's mission

- BelOrta concentrates and markets, in a transparent and reliable way as a partner, fresh fruit and vegetables from and for its cooperative producers.
- We want consumers to enjoy our products in a healthy way.



BelOrta's vision

BelOrta wants to be the leading auction with quality products and services. We continuously innovate within a rapidly evolving market environment.

We aim to be sustainable and excellent as a company for producers, customers and employees.

Our values are 'STE²RK' (strong)

- ☞ Cooperation
- ☞ Focus on teamspirit
- ☞ Engagement
- ☞ Honesty
- ☞ Respect
- ☞ Client oriënted



Samenwerken



Teamgericht



Engagement



Eerlijkheid



Respect



Klantgerichtheid



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Facts & Structures



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BelOrta cvba : coöperative auction

Coöperative auction : Member of the NCC of Belgium

EU- PO : Producer Organisation

Only active growers can become a member by:

subscribing 5 shares of 25 euro

100% B2B commercialisation via de coöp

so duty of acceptance/duty of supply

one member – one vote principle

commission : < 2 % average on turnover

United Nations
Decade of
**FAMILY
FARMING**
2019-2028



BelOrta cvba : coöperative auction

Ambassador ICA (International Coöperative Alliance) compass

ICA 1 : Voluntary and open membership

ICA 2 : Democratic member control

ICA 3 : Member economic participation

ICA 4 : Autonomy and independence

ICA 5 : Education, training and Information

ICA 6 : Cooperation among cooperatives

ICA 7 : Concern for community



Board and management

Board

19 board members

All active growers (no external board members)

Elected for a 6 year term; every 3 years re-election of 50%

Board meetings every 3 weeks

Product advisory groups

14 PAG / TAG per product(-group)

Youth forum and Youth academy

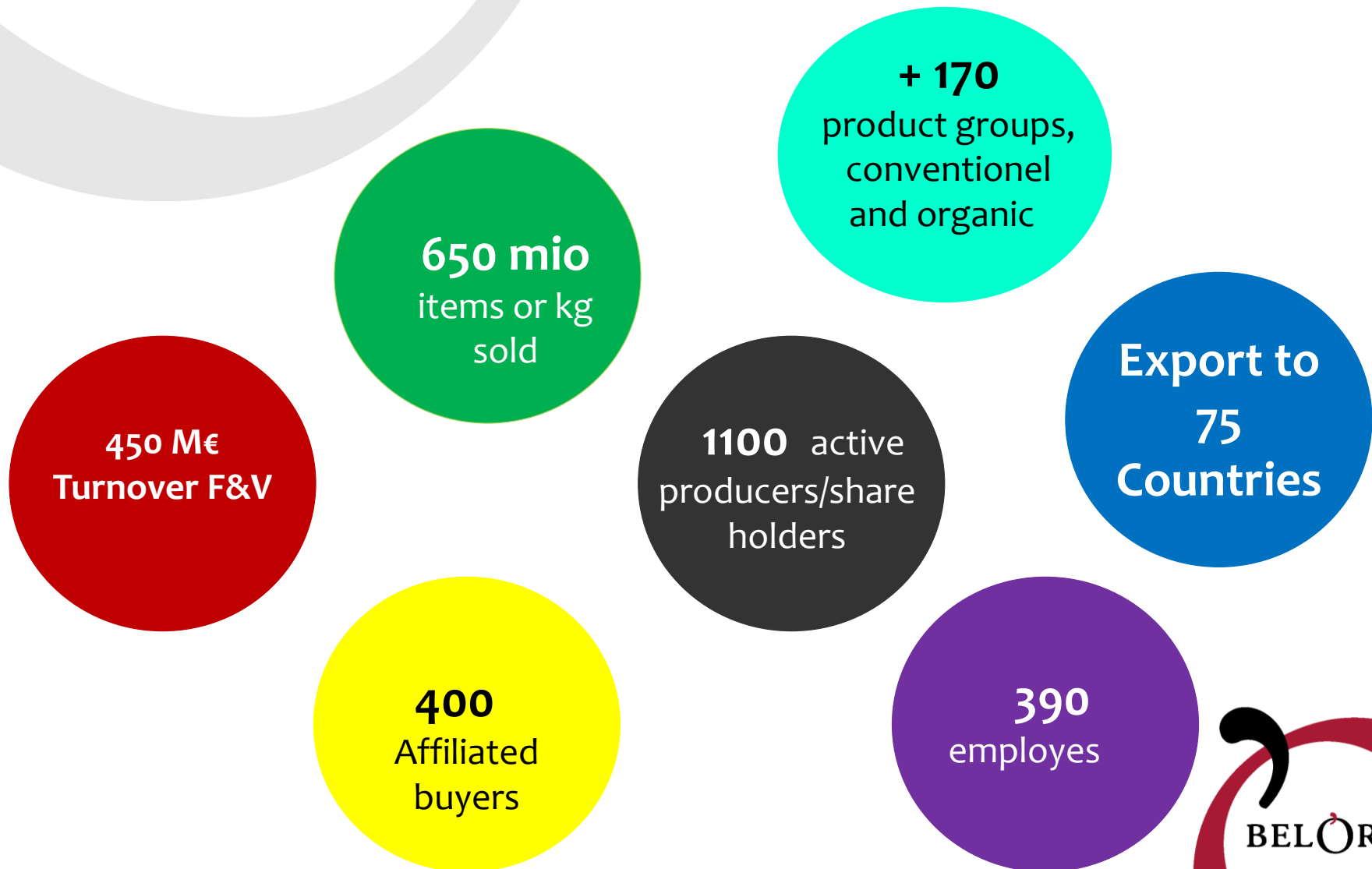
Management

CEO

Management team



BelOrta in figures : 2018



Membership location

1100 active growers : all family businesses

United Nations
Decade of
**FAMILY
FARMING**
2019-2028



BelOrta sites

Sint-Katelijne-Waver



Borgloon



Zellik



Borgloon - Tivoli



Visé



Fernelmont



Auction room

Third generation – hybrid – projection

E-commerce : connection world wide / cloud based



Debit management : payment terms

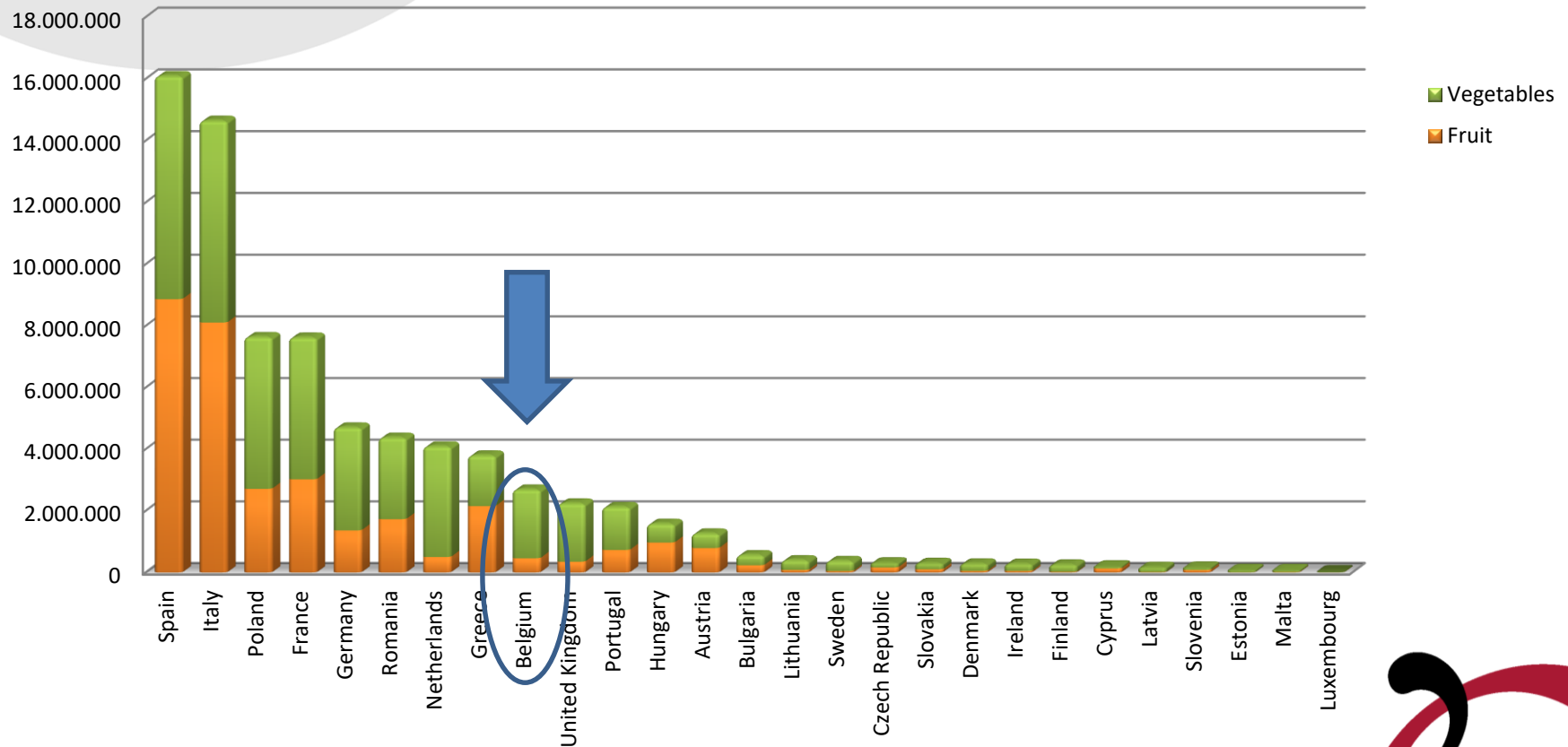
Invoices **week X** payed before Tuesday **week X+2** = payment terms buyers and growers

MEI/MAI					JUNI/JUIN				
18	19	20	21	22	22	23	24	25	26
	5	12	19	26		2	9	16	23/30
	6	13	20	27		3	10	17	24
	7	14	21	28		4	11	18	25
1	8	15	22	29		5	12	19	26
2	9	16	23	30		6	13	20	27
3	10	17	24	31		7	14	21	28
4	11	18	25		1	8	15	22	29

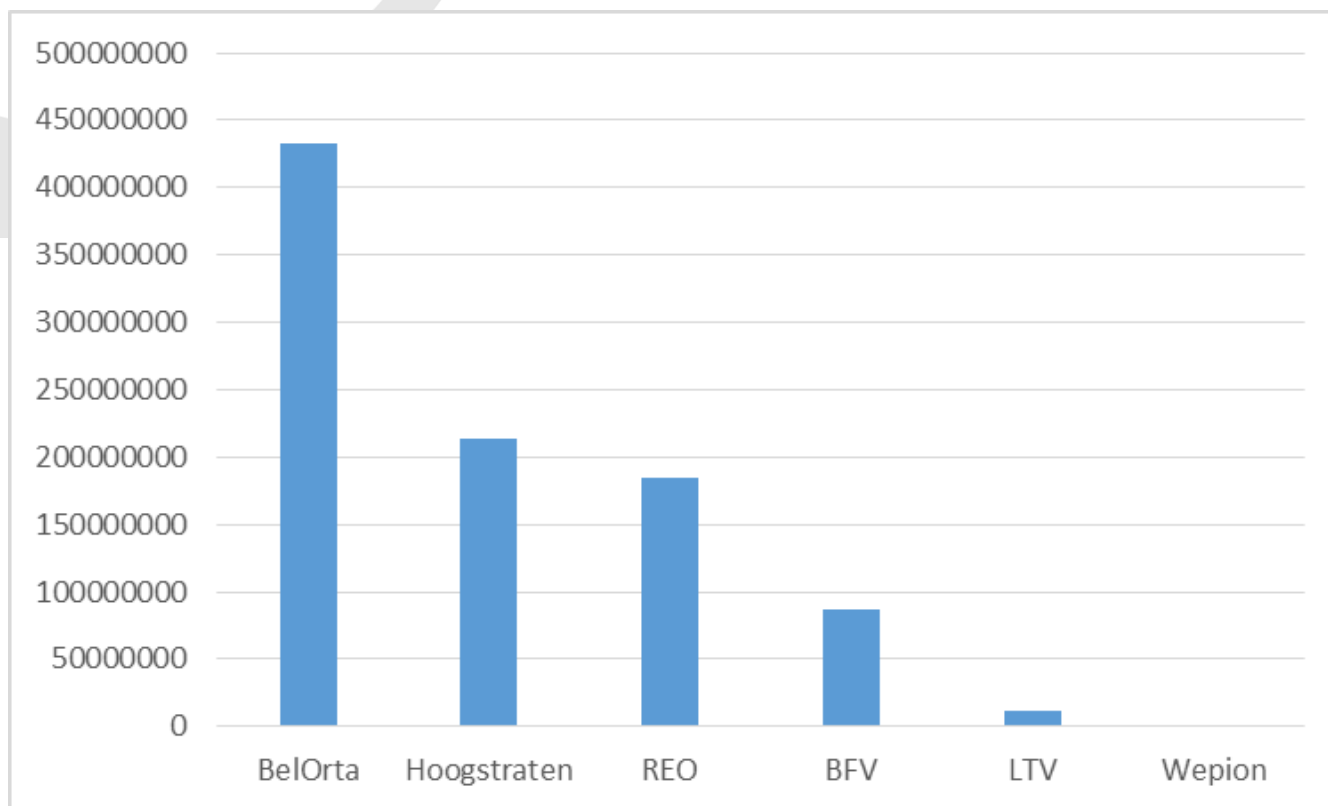
“Big in Belgium, small in Europe”

Production value vegetables & fruit

Source : FreshFel Europe



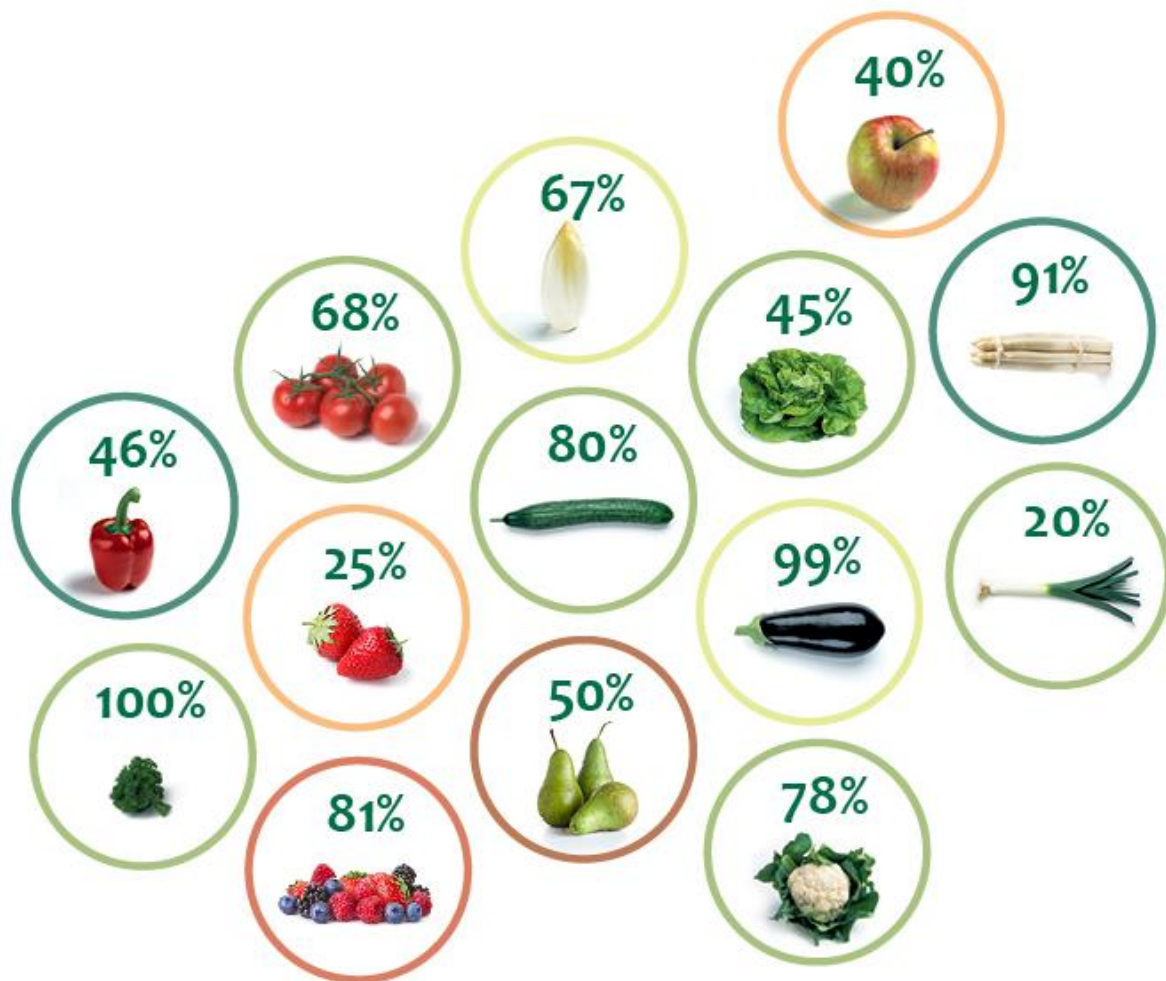
Belgium Fruit & Veg. PO's (2018)



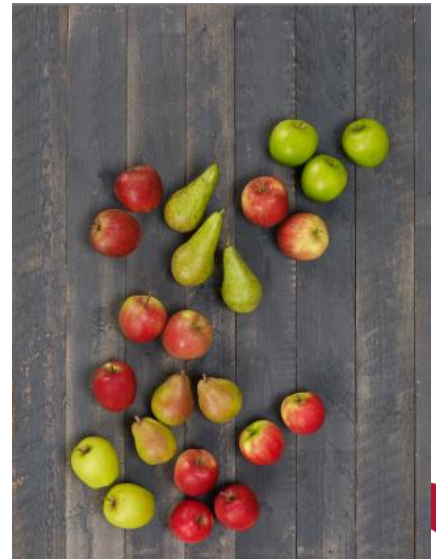
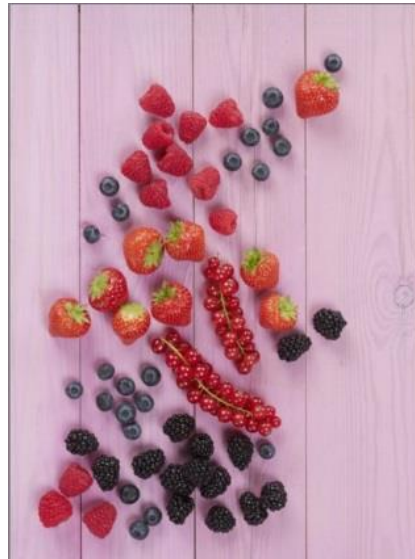
90 % market share vegetables
60% market share fruits



Production share BelOrta / VBT Belgium



Assortment



+ 130 varieties /groups of vegetables
+ 40 varieties fruits and herbs

Our markets

Export

55 % volume

France	22%
Germany	20%
The Netherlands	16%
Others	Sp, It, Gr, UK, Scan, US, Canada, Brazil, China, Japan, Korea, India, ...

In collaboration with dedicated exporters and traders
Export support in-house office of FASFC

Belgium

45 % volume

F1 + F2	80%
Wholesale and private	20%





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Implementing EU – CMO



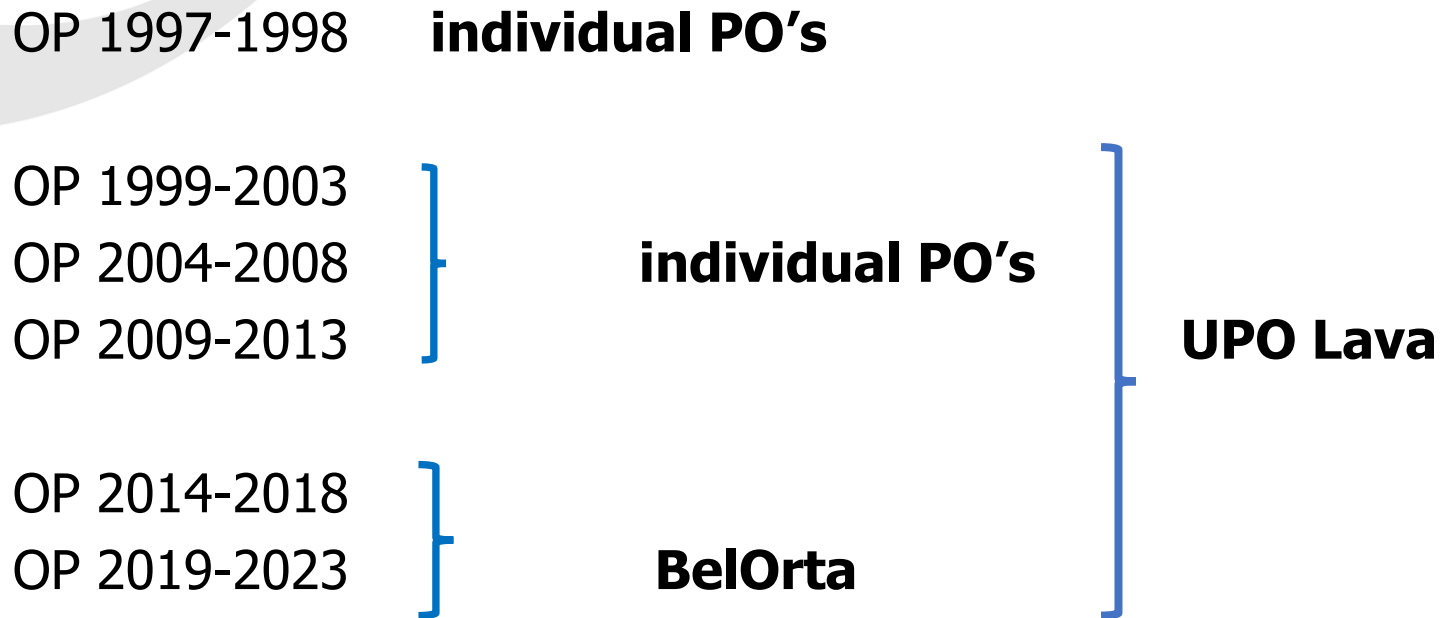
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Common Market Organization

6th generation of OP since our recognition as producer organization
(cfr. Regulation (EC) nr. 2200/96) :



CMO 2019: Clusters & actions

CI 1: Production planning

- 1.1. Estimation and communication supply & demand
- 1.2. Control of the supply

CI 2: Quality management

- 2.1. Product quality
- 2.2. Quality systems
- 2.3. Monitoring of the supply chain

CI 3: Sales & marketing

- 3.1. Sales & marketing
- 3.2. Optimisation of the infrastructure
- 3.3. Promotion & communication

CI 4: Research & development

- 4.1. Coördination of R&D
- 4.2. Product, process and production research
- 4.3. Economic studies

CI 5: Training

- 5.1. Training & advisory services

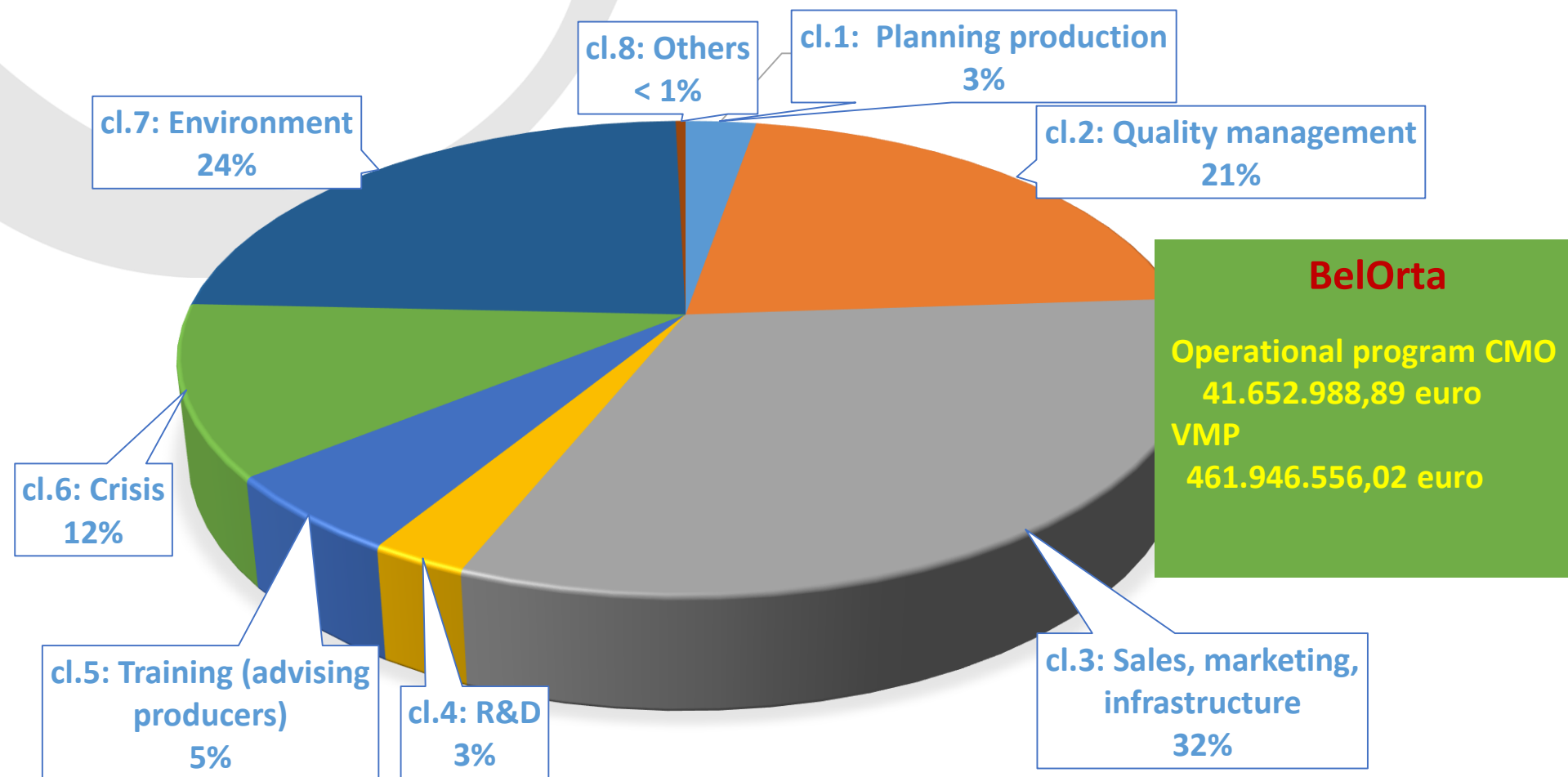
CI 7: Environmental actions

- 7.1. Environmental actions – producer level
- 7.2. Environmental actions – PO level

CI 8: Other actions

- 8.1. Program coordination
- 8.2. Other actions

CMO 2018 BELORTA





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R&D - CSR - Sustainability

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Research en Innovatie : it's in our DNA



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Research & Development

- assessment of varieties on quality features
- prevention pest and diseases
- new growing techniques
- extension service
- shelf life and transportability
- taste
- energy : supply and demand
- automation - robotica
- (product) innovation

Annual budget R&D > 1,7 M EURO



Participations - coöperations



Certificates



PO level

ISO 9001 (v 2015)

BRC

IFS

Q & S

Koosjer

Halal

Organic distribution

Sustainability - VCDO

FASFC : Guide trade

Producer level

Flandria

Vegaplan

GlobalG.A.P.

Q & S

Organic production

Sustainability : Responsibly Fresh

FASFC : Guide Prim. prod.



Goodness by nature



CSR & Sustainability



Goodness by nature





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Conclusions

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Conclusions

- Producers organisations are quite well functioning in NW EU
- Implementing ICA principals is creating a lot of market access opportunities for farmers
- Also SDG's are key in sustainable development of growing/farming
- EU – COM policy is since 1997 in place but still today a valuable and helpfull tool to strenghtening farmers position in the food chain
- Strong PO's are instrumental for a strong food supply chain

Enjoy the fruits & vegs from European horticulture !



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Thank you very much for your kind attention!



Bedankt voor uw aandacht.

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