



APPLIED PLANT RESEARCH

Organic Market

Wijnand Sukkel
2004



Personal introduction

- Wijnand Sukkel
- Organic Agronomist

Wageningen University and Research Centre (WUR),
Applied Plant Research (PPO)



First market, than production

- National Market or
- Export





Strong and Weak Points

Strong

- Cheap and fertile land
- Cheap labour

Weak

- Infrastructure
- Capital
- Knowledge/experience



Chances in the export market

- Low cost price
- High added value
 - Regional
 - Of season
 - Niche products



Demands export market

- Large volumes
- Constant and reliable delivery
- Constant (high) quality



Product groups

- Product for processing
- Fresh market

- Long storage
- Short storage



Products for processing, perspectives

Short storage

- Peas -, Beans -, Pickles +, Fruits +?, sweet corn+-

Storable products

- Cereals+-, carrot +, onions+-



Fresh market

Long storage

- Cabbage +-
- Carrots +-
- Onions+-

Short and medium storage

- Lettuce –
- Broccoli +-
- Cauliflauwer +-
- Leek +



Try to add value!

- Regional products
- Self processing (half products)
- Packing



Various remarks

- Join forces, producers organisations,...
 - Spread your risks
 - Be a good entrepreneur and a good farmer
 - Seek contact with trade companies
-
- Not only export but also a basis in the home market



First market and than production!!



Questions?

