

Our fruit brings your sales to life



A collaboration that bears fruit

The Belgian Fruit Auction (Belgische Fruitveiling/BFV) has seen enormous growth since its foundation in 1990 right up to the present day. This has come about through us joining forces with over 1,500 professional fruit growers while managing costs meticulously. In addition to this, we operate a dynamic commercial strategy and invest in the best state-of-the-art equipment for cooling, pre-sorting, packing and sales systems. This enables us to offer you a flexible service, products of consummate quality and especially competitive prices. These factors all go towards creating healthy stimuli for your growth. The results that we have achieved also make an impact: the Belgian Fruit Auction (Belgische Fruitveiling/BFV) occupies the premier position in the Belgian fruit market with a market share of more than 50%. Approximately 60% of the products supplied from the whole country by us end up as exports.

Market leader in Belgium
and trendsetter in Europe

We didn't grow by chance



A super-modern company with robust branches

Our headquarters have been firmly planted in Sint-Truiden, in the province of Limburg. This is not by chance since the area surrounding Sint-Truiden is one of the most concentrated and specialised fruit-growing regions in Europe. It is in Sint-Truiden that we have centred our transport, marketing, packing and administration. Our branch in Glabbeek is responsible for supply, refrigeration and shipping. We have housed our ultramodern pre-sorting and refrigeration complex in Zoutleeuw and we also keep our products perfectly chilled in Hannut.

At the beginning of February 2010 the Belgische Fruitveiling (BFV, Belgian Fruit Auction) took over the former Veiling Profruco in Vrasene. This merger enabled BFV to strengthen its position as market leader in Belgium. The annual pear production increased to 105 million kilos. This means that more than 42% of all Belgian pears are sold by BFV. The central location of our division in Waasland, at the heart of the golden economic triangle of Belgium (Antwerp, Ghent, Brussels), right next to the E17 just a stone's throw from the ports of Antwerp, Ghent, Vlissingen and Rotterdam, offers purchasers and fruitgrowers a multitude of logistics advantages and is a commercial asset for the Belgische Fruitveiling.

And the reason why we call ourselves Belgian? That is because we not only work together with growers from Limburg but also from all the other important areas of production in Belgium, including Hageland, Waasland and Haspengouw.

Sint-Truiden department



Glabbeek department



Zoutleeuw department



Vrasene department



Hannut department

Products

Apples

The Belgische Fruitveiling sells 40% of all apples produced in Belgium. Apples account for 51% of all goods traded at the BFV, approx. 110,000,000 kilos. The Jonagold and Jonagored group is still the most important by far, but we also have Golden Reinders, Boskoop, Elstar, Pinova, Greenstar, Cox, Belgica - the BFV's club variety - and Joly Red (a sweet, red apple).

Pears

42% of pears grown in Belgium are sold at the BFV, that's approx 105,000,000 kg, 87% of which are Conference. This is 10% of the total produced in Europe. This amount is set to increase sharply in years to come as the acreage of Conference has increased in recent years by 2 million trees per year. Doyenné du Comice and Durondeau are the other main items in our pear assortment. One newcomer is Sweet Sensation, the BFV's club variety, of which 250,000 trees are planted at this moment.

Strawberries

The product group of strawberries accounts for +/- 4,500,000 kg annually. Of the total supply, 66% is Elsanta, from both direct and late cultivation. Many of the strawberries are from the new varieties Portola, Charlotte and Clery. In our packing centre, the strawberries can be packaged according to the customer's wishes with a weight guarantee for each punnet.

Cherries

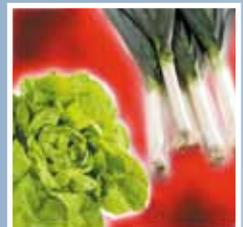
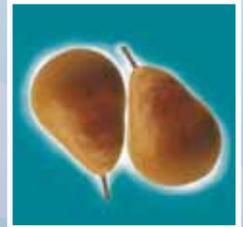
The BFV is the leading cherry auction in Belgium. We sell +/- 3,000,000 kg cherries, 1,500,000 kg of which are sweet cherries. Cultivation of new, fleshy varieties of cherries began a few years ago. This differentiation, with different varieties at different times enables BFV to supply extra plump luxury cherries for a period of six weeks. The main varieties are: Summit, Kordia, Lapins, Regina and Sweetheart. An additional trump is that these cherries are sorted and packaged with a special cherry sorting machine. As well as selling sweet cherries, we also sell large quantities of sour cherries, destined for the industry.

Berries

550,000 kilos of red and white berries, raspberries, blackberries, blueberries and gooseberries complete our assortment. Most of these berries are grown under plastic covers, which is good for quality.

Vegetables

A number of soft fruit growers choose to have a second product in their cultivation plan, e.g. leek, which is also sold at the BFV. The main segment in the vegetable assortment consists of lettuce and leek. The leek producers work together in a project wherein cultivation is guided from its early beginnings up until harvest. Commercialisation takes place in pool form so that we can guarantee continuity for our buyers.



Availability calendar

	Varieties	J	F	M	A	M	J	J	A	S	O	N	D
	Jonagold	•	•	•	•						•	•	•
	Jonagored	•	•	•	•						•	•	•
	Golden	•	•							•	•	•	•
	Boskoop	•	•								•	•	•
	Cox's O.P.	•									•	•	•
	Belgica								•	•	•		
	Pinova	•	•									•	•
	Greenstar	•	•	•	•							•	•
	Braeburn	•	•									•	•
	Joly Red	•	•	•	•						•	•	•

	Varieties	J	F	M	A	M	J	J	A	S	O	N	D
	Clery				•	•							
	Elsanta					•	•	•					
	Darselect						•	•					
	Charlotte								•	•			

	Red berries							•	•				
	White berries							•	•				
	Raspberries							•					
	Blackberries							•	•	•			
	Gooseberries							•					
	Blueberries							•	•	•			

	Conference	•	•							•	•	•	•
	Doyenné du Comice	•									•	•	•
	Durondeau									•	•		
	Alexander Lucas										•	•	•
	Sweet Sensation	•	•								•	•	•
	Other varieties of pears									•	•		

	Summit, Kordia, etc.								•				
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	Leek, lettuce, etc	•	•	•	•	•						•	•
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The peak periods are indicated with an ●
Empty boxes = no supply

Our trump cards

Quality control

FOOD SAFETY

All of the fruit sold at BFV complies with prevailing legal regulations and satisfies the strictest quality & hygiene control systems. This guarantees food safety from cultivation to delivery.

At the BFV, we attach great importance to:

- Continuous following up of critical control points
- A sense of responsibility among all BFV employees
- The traceability of all products both upstream and downstream
- Taking corrective and preventative measures

The following quality assurance systems are matter-of-course for us. **GLOBALGAP** (a guarantee system developed by European wholesale distribution) rests on the following pillars: tracing & registration, integrated fruit production, the health & safety of all employees, environmental management, self auditing & complaints management.

Sector guide for self-control for the vegetable sector (a self-control system which has been approved by the Belgian Federal Agency for the Safety of the Food Chain (FAVV/FASFC)). It is the basis for all the agricultural farmers and market gardeners in Belgium. This guide guarantees food safety by emphasizing traceability, hygiene and good agricultural practices.

BRC (an English standard), **IFS** (a French-German standard) & **QS** (the specifications of the German food sector) guarantee the quality, hygiene and food safety of all processes that take place at BFV.

External inspections, performed by authorised, independent inspection bodies, ensure that the BFV and their growers are inspected regularly and audited for correct compliance with GLOBALGAP, BRC, IFS, and QS.

PRE-SORTING

The technologically advanced machinery guarantees reliable and quick sorting (20 tons per hour) on the basis of IQS – Intelligent Quality Sorting. The photos, (72 pieces of fruit) are compared to a pre-programmed data base, which means that deviations are inevitably noticed. This ultra modern system has only got advantages - we sell the fruit immediately in the right packaging, we can meet sudden increases in demand, we sort large homogenous parties and we can react better to the industry's demands.

Commercialisation



PRESERVATION

Thanks to U.L.O. (Ultra Low Oxygen) cold storage, we can keep apples and pears for an entire year without loss of quality. This allows us to supply high quality fruit to our customers all year round. In the interests of our growers' comfort, our cold storage complexes are geographically spread over the various growing regions. Our cooling capacity is currently 63 million kg.

SALES

Sales according to the clock, either:

- Live at the BFV's auction hall at Sint-Truiden.
- Online via your computer and the ISDN network, where you will be directly connected to the auctioneer at the clock.

Or via administrative sales: with mediation by BFV's commercial department.

PACKAGING

Our starting point is to deliver the product to the customer in the most economical packaging and sorting, without making any concessions in regard to quality.

Flexibility is the key word at BFV. You ask, we package. In bulk, per crate or in small packaging. In cardboard, wooden or plastic crates, in one or more layers. We always use the most environmentally friendly materials.

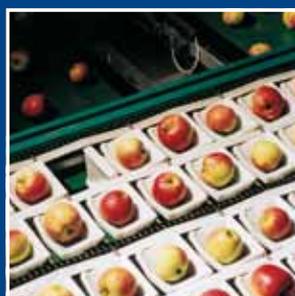
Small scale packaging is done in our own packing centre. In order to ensure the strict standards for safety, hygiene and traceability, inspections are carried out by the BFV team and external organisations.

MARKETING

Our brands are supported by enthusiastic, professional communication:

- Business to business with one-to-one marketing, attendance at international trade fairs, creative advertisements, permanent public relations, website and merchandising.
- Business-to-customer via media campaigns, loyalty promotions, sponsoring, events, shop promotions, POS material and merchandising.

BRITISH RETAIL CONSORTIUM



GLOBALG.A.P.

Brand policy



TRUVAL: top of the heap in Belgium

Only the very best fruit (apples, pears, strawberries, berries and cherries), amounting to some 20 to 25% of the supply, merits the name TRUVAL. Thus especially stringent conditions are enforced before the product may bear that name. The indisputable leading position that TRUVAL has held since its foundation in 1995 clearly proves the confidence that Belgian consumers have in it.



MEGATRUVAL: TRUVAL's cut above the rest

Apples from TRUVAL lots with a fruit diameter of 90+ are placed in special packaging and are given the MEGATRUVAL label. This brand is especially aimed at the Eastern European market.



SIRA: a class product

Beside or just under TRUVAL, we place our second label SIRA, that guarantees a constant reliable product. SIRA is placed between the extra quality of TRUVAL and the regular standard quality of the blue crate label. SIRA must comply to classes AE++S or AI++S or A2++S and meet specific requirements for SIRA.



BFV: the blue crate label

Fruit and vegetables that comply with the already strict statutory requirements but that does not meet with the additional requirements of the brands TRUVAL, SIRA and MEGATRUVAL, can be supplied as a generic product under the BFV label.



VegieTRUVAL

For the premium qualities of all vegetables, especially leek and lettuce, we have our VEGIETRUVAL-label.



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