



# **Fresh produce production in the future and how to anticipate?**

**Prague, September 3, 2015**  
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# Many changes at stakeholders level

Growers	Retailers	Consumers	Government	Society
Over-production	Up-scaling	Convenience	Global market	Food Safety
Up-scaling	Purchase power	Healthy	Fewer grants	Certification
Chain forming	International buyers	Fresh	New EU-members	MRL's down
Application of IT	Food service	Price/Quality	Increasing EU-legislation	Tracking & Tracing
		Smaller households		Social responsibility
		Ageing population		Environmental friendly
		Wealth		
		Leisure time		

# Changes to be expected

- Reconstruction of F&V sector
- Family farm vs farm corporation
- From farmer to entrepreneur
- European player or local specialist
- European regions in different phases of development

# How to supply urban areas

- In 2025 many cities with approx. 20 million habitants
- Logistic matters
- Urban farming



<b>Mega cities x milion</b>			
<b>Year</b>	<b>1975</b>	<b>2000</b>	<b>2025</b>
<i>Tokyo</i>	19,8	26,4	26,4
<i>New York</i>	15,9	16,6	17,4
<i>Shanghai</i>	11,4	17,7	14,6
<i>Mexico City</i>	11,2	18,1	19,2
<i>Sao Paulo</i>	10,0	17,8	20,4
<i>Bombay</i>		18,1	26,1
<i>Lagos</i>		13,4	23,2
<i>Los Angeles</i>		13,1	14,1
<i>Calcutta</i>		12,9	17,3
<i>Buenos Aires</i>		12,6	14,1
<i>Dhaka</i>		12,3	21,4
<i>Karatschi</i>		11,8	19,2
<i>Delhi</i>		11,7	16,8
<i>Djakarta</i>		11,0	17,3
<i>Osaka</i>		11,0	11,0
<i>Manilla</i>		10,9	14,8
<i>Beijing</i>		10,8	12,3
<i>Rio de Janeiro</i>		10,8	11,9
<i>Cairo</i>		10,6	13,8
<i>Istanbul</i>			12,5
<i>Tianjin</i>			10,7
<i>Hydrabad</i>			10,5
<i>Bangkok</i>			10,1

# Who are the producers?

- Classical farmers:
  - large holdings
  - small holdings
- Investors. They buy knowledge.
- New breeding techniques and production locations
- Don't forget: Food is strategy!

# How to anticipate?

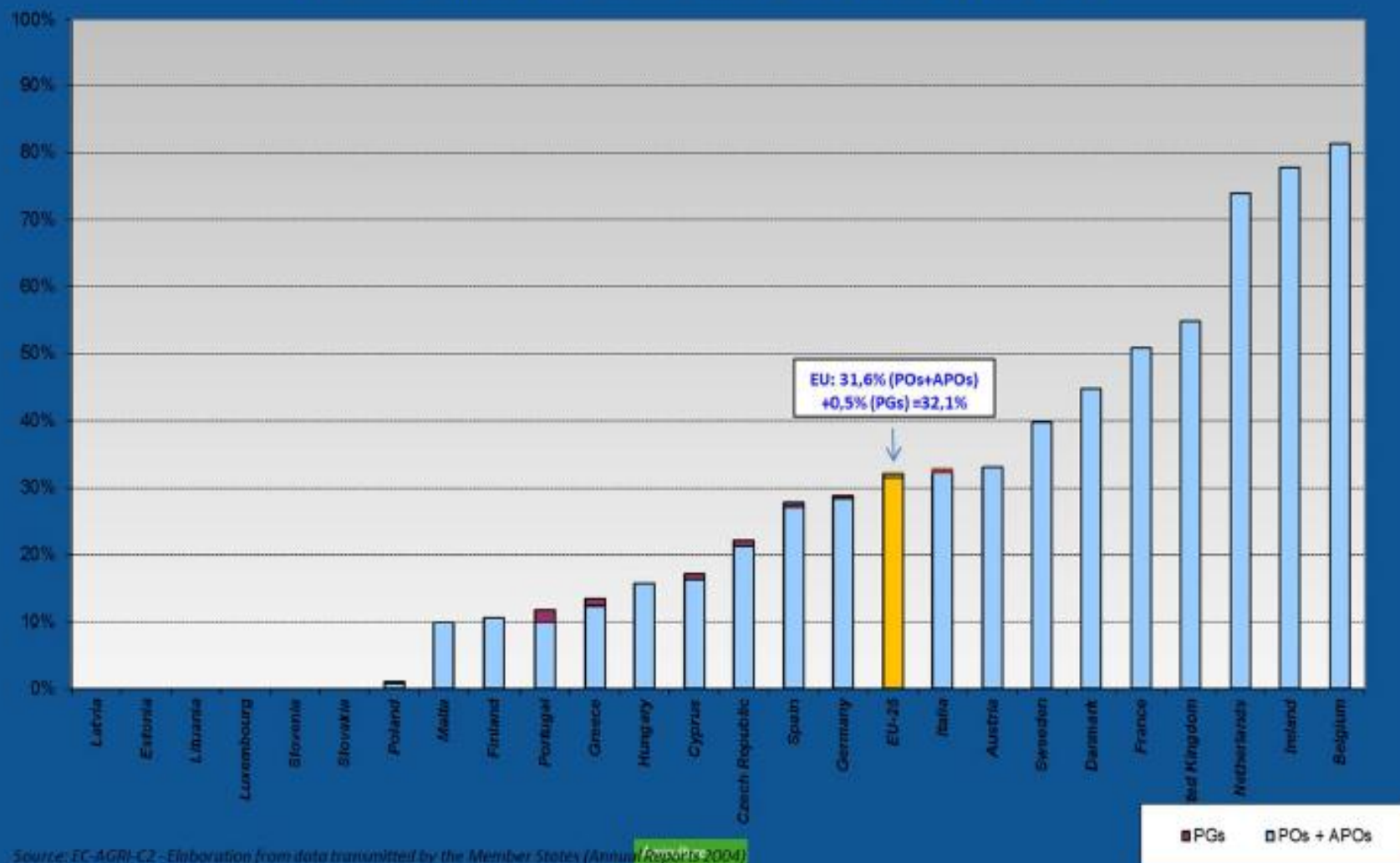
- Organise yourself in PO or co-operative
- Use CMO money
- Develop your staff and management
- Apply technology and expertise
- Built up scale, efficiency and cash flow
- Transition period

# Importance of CMO

- New concentrations
- Infrastructure
- Marketing / promotion
- Environment
- Innovation
- Crisis management
- Stabilize prices



## Degree of organisation by Member State in 2004 (POs, APOs and PGs)



Source: EC-AGRI-C2 - Elaboration from data transmitted by the Member States (Annual Reports 2004) and Rural Development

# CMO: good system for the sector

- No free money
- Accessible to everyone (under conditions)
- Full fill certain conditions
- 50% own money
- Target oriented

# CMO problems to solve

- Simplification of rules / administration
- Legal security
- Proportionality
- Implementation guidance

# 2025: How to estimate the future

- Europeanisation of the sector
- Larger countries loose “home market”
- Competition not “country against country” but “chain against chain”
- Reallocation of production
- Number of producers will decrease
- Food providers
- Supplying urban areas
- Use of CMO important

**Future is bright because of  
healthy product, lovely  
taste and innovative sector,  
but .....**

**We have to go for it!**