



FRESHLY HARVESTED **FROM THE PFALZ REGION**

140 kinds of fruit and vegetable

High availability

First-class quality





THE PALATINATE: FIELDS OF PLENTY

Beautiful avenues of blossoming almond trees, gardens with fig trees, excellent wines: 1,800 hours of sunshine per year and a Mediterranean climate make the Palatinate a region unparalleled in terms of culinary bounty and quality of life. At the heart of it all is Pfalzmarkt, a collective of growers who produce fruit and vegetables of outstanding quality and volume.

Thanks to these optimum conditions, Pfalzmarkt is able to bring its produce to market an average of four weeks earlier than other vegetable-growing regions in Germany – and to keep supplying the market for an additional four weeks after the season has ended elsewhere. Pfalzmarkt offers 140 kinds of fruit and vegetable, from tender asparagus to crisp rhubarb, from the sweetest of strawberries to hot, spicy radishes. The growers' association offers up to 30 products in the organic segment.



THE GROWERS' ASSOCIATION

SHARED WORK, A COMMON GOAL

The production of first-class fruit and vegetables is one part of Pfalzmarkt's business, the other is distribution.

While the farmers take care of growing the produce, Pfalzmarkt organises transport, storage, sales and distribution of the goods. This reduces the organisation, time and costs involved for the growers, increases the rate of turnover and ensures greater cost-effectiveness. Its bundled offering makes Pfalzmarkt's cultivation area the largest cohesive vegetable-growing region in Germany.

Pfalzmarkt is a strong collective that combines the wealth of experience of

individual farmers with the organisational and economic expertise of the cooperative. All of this makes it possible for Pfalzmarkt to supply its customers with freshly harvested fruit and vegetables all year round – at exactly the time and in precisely the quantity and quality that the customer is asking for. Pfalzmarkt is proud to claim that it is one of the most productive growers' associations in Europe and Germany's market leader for home-grown fruit and vegetables. And: Pfalzmarkt is still expanding.

The growers take care of cultivation, Pfalzmarkt does the rest.



OUR PRODUCTS

VARIETY FROM THE PALATINATE VEGETABLE GARDEN

**Radishes, leek, kohlrabi, lollo rosso, apples, pears ...
140 different kinds of fruit and vegetable grow in the
fields of our producers. Pfalzmarkt offers up to 30 pro-
ducts in organic quality.**

Pfalzmarkt's variety is excellently received nationwide. Our bestsellers include spring onions, radishes, cauliflower, leek and lettuces. However, the Palatinate climate also allows our farmers to grow exotic products such as edamame and melons.

What's more, over 90 percent of the fruit and vegetables grown in the Palatinate originate from Pfalzmarkt's trading area. The farmers focus on sustainability and controlled integrated farming.

Fresh products - perfect service:

- 140 different kinds of fruit and vegetable
- Up to 30 kinds in organic quality
- Year-round delivery
- Controlled integrated farming



QUALITY ASSURANCE HEALTHY AND SUSTAINABLE PRODUCTION

Pfalzmarkt's quality promise can be examined down to the smallest detail. To enable this, the growers' association has installed internal and external monitoring systems along the entire production and supply chain.

Thanks to the transparent production, our customers can follow every step from planting to sale. Traceability, certifications, residue monitoring and goods inward inspection guarantee the safety of our products.

EC-Eco-regulation and the high ecological standards of the German farming associations. It goes without saying that regular re-certification takes place for all quality standards.

Pfalzmarkt and its growers are certified in accordance with IFS, QS and GLOBALG.A.P. and also hold quality marks from associations such as Regionalfenster, Geprüfte Qualität Hessen, Gesicherte Qualität Rheinland-Pfalz and Gesicherte Qualität Baden-Württemberg. Organic cultivation is certified to the strict guidelines of the

The Pfalzmarkt Field Manager examines everything very closely. Controlled quality from the field to the consumer.



GLOBALG.A.P.

Regionalfenster



LOGISTICS AND DISTRIBUTION FROM FARM TO TABLE FASTER

Our customers place their orders and Pfalzmarkt is already harvesting and delivering – usually within 24 hours.

Throughout Germany and Europe, from discount chains to small specialist retailers – a well thought-out delivery logistics concept makes this possible. Computerised calculations regarding the time of harvest and constant communication with the growers are the basis

for Pfalzmarkt's seamless logistics. When it is clear how much fruit and vegetables the farmers can supply, Pfalzmarkt starts with sales. Only then does the grower harvest the ordered quantity. That's how the products get to the shelf as fresh as possible.





THE FUTURE PERFECTLY PREPARED

Expansion of the sites, capacities and products, investments in workforce expansion and employee qualification, optimisation of product management and improved process flows: Pfalzmarkt is growing, staying agile and strong in the face of the competition and is therefore perfectly prepared for the future.

Freshly harvested from the Pfalz region



**Pfalzmarkt für Obst
und Gemüse eG**

Neustadter Str. 100
67112 Mutterstadt

Tel.: +49(0)6231/408-0
info@pfalzmarkt.de
www.pfalzmarkt.de