



FRESHLY HARVESTED FROM THE PFALZ REGION

140 kinds of fruit and vegetable High availability First-class quality



Pfalz Markt

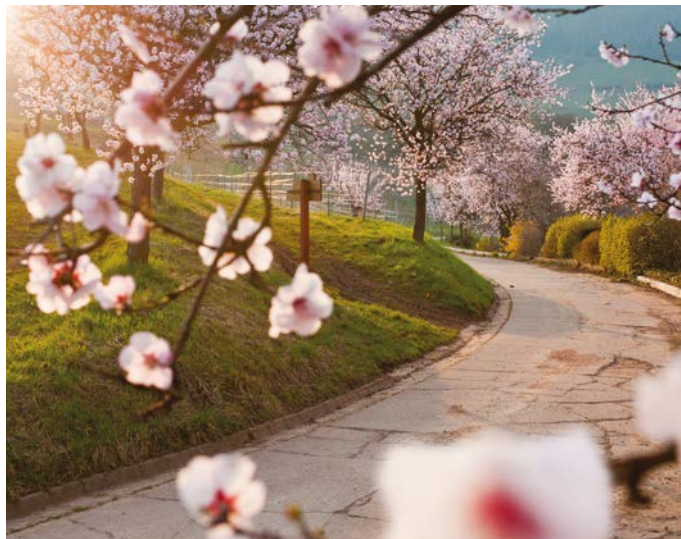


**Pfalzmarkt works the land
where others go to enjoy it.**

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 200 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 40 products in the organic segment.



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



THE GROWERS' ASSOCIATION

SHARED WORK, A COMMON GOAL

200 growers, 1 growers' association: Pfalzmarkt is a strong collective that combines the wealth of experience of individual farmers with the organisational and economic expertise of the cooperative.

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.

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 homegrown fruit and vegetables. And: Pfalzmarkt is still expanding.

THE GROWERS' ASSOCIATION FACTS AND FIGURES

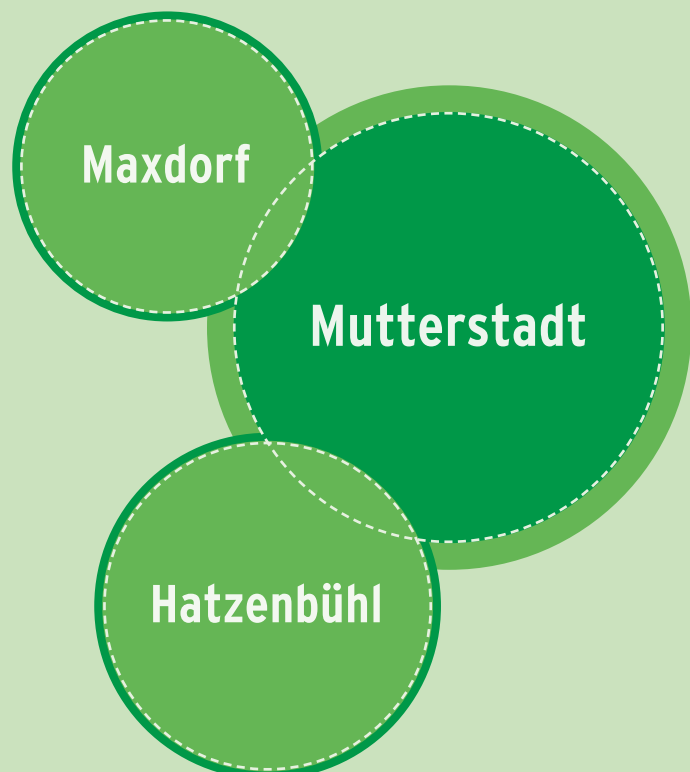
Structure of the company



3 locations – 70,000 m²

Mutterstadt is the headquarters and largest site of Pfalzmarkt. The growers' association has been operating its central trading platform here since 1985.

The business premises at Hatzenbühl in the South Palatinate were established in 2003 and the Maxdorf site was added as a result of the merger with the local fruit and vegetable wholesaler.



5%

Fruit

30% available as organic fruit



95%

Vegetables

30% available as organic vegetables

Active growers

200

With 200 operations, Pfalzmarkt is among the largest suppliers on the European market.

Employees

160

Logistics specialists, distribution experts, quality managers, marketing professionals, IT experts – a team of 160 employees works for Pfalzmarkt and its growers.

Trucks

250

Up to 250 trucks leave Pfalzmarkt in Mutterstadt each day.

Cultivation area

15,000 ha

The Pfalzmarkt growers' association is the largest cohesive vegetable-growing region in Germany.

Irrigation system

13,000 ha

13,000 hectares are connected to the central irrigation system.

Highly productive growers' association

90%

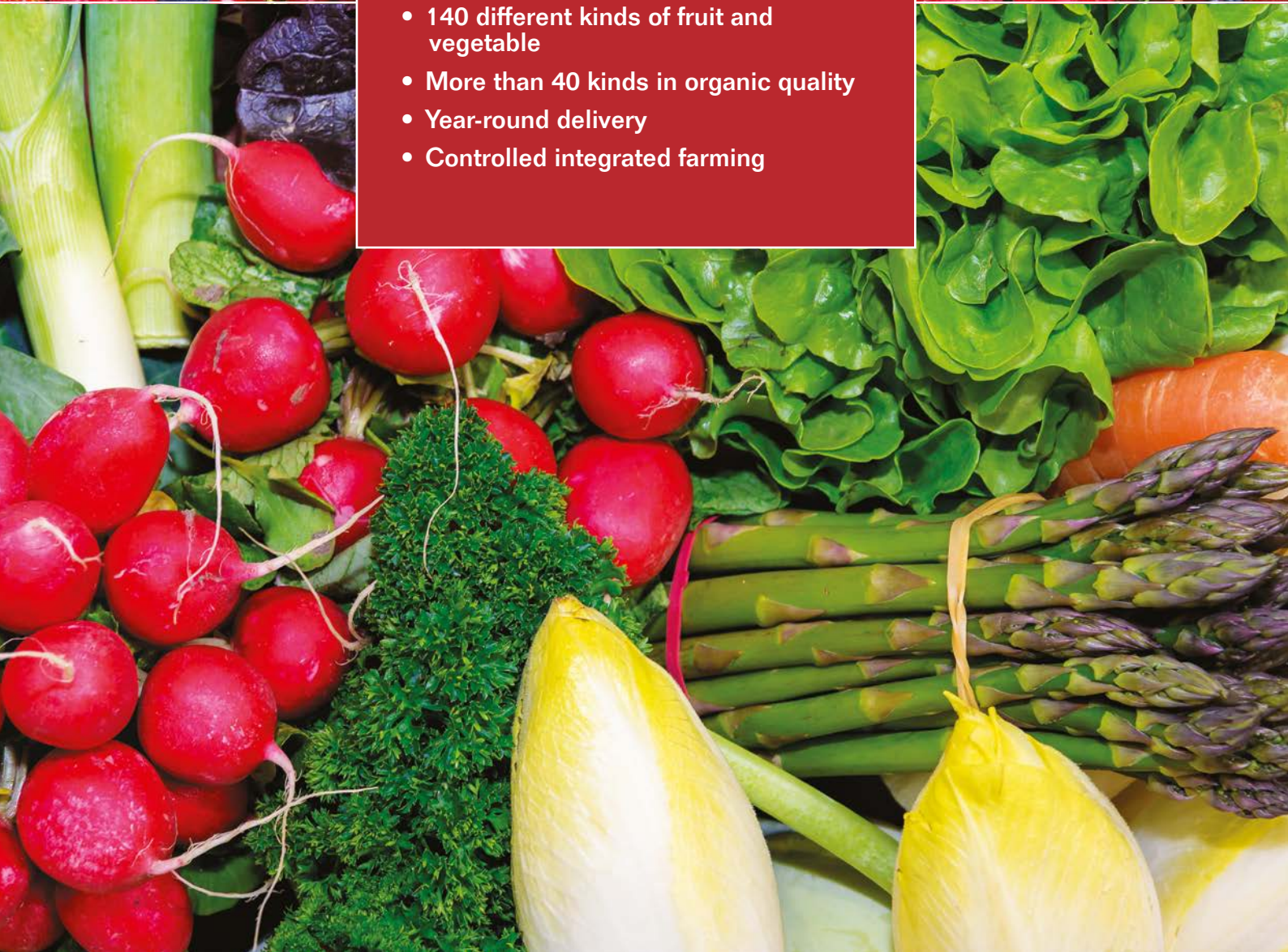
90 percent of the vegetables grown in the Palatinate originate from Pfalzmarkt.





Fresh products – perfect service:

- 140 different kinds of fruit and vegetable
- More than 40 kinds in organic quality
- Year-round delivery
- Controlled integrated farming



THE 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 more than 40 products in organic quality. That amounts to an average of more than 250,000 tonnes per year – and the figure is growing.

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 ginger, physalis 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.





**200 producers work
the soil for you.**

PRODUCE AVAILABILITY

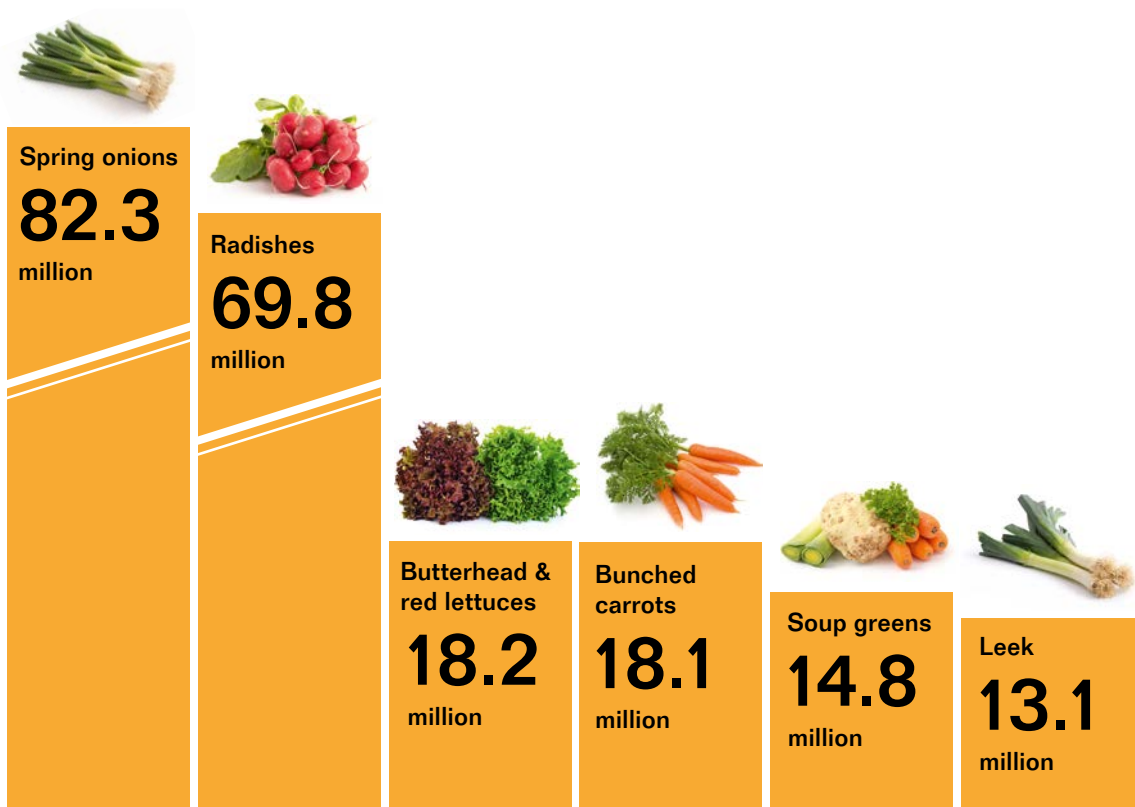
FARMING LONGER FOR YEAR-ROUND SUPPLY



Harvest in the Palatinate generally begins much earlier than elsewhere. Growers usually start harvesting around one month earlier than the farmers in other German vegetable-growing regions. And in the autumn, Pfalzmarkt enjoys an extended harvest, enabling the association to supply its customers with freshly-picked products for considerably longer.

Raindrops from the pipeline

Pfalzmarkt is connected to a cleverly designed irrigation system. Almost 90 percent of the land under cultivation is permanently supplied with water. Even in extremely dry summers, Pfalzmarkt is able to harvest fruit and vegetables of consistently excellent quality and in the usual high quantities – and to supply its customers reliably.



Top products – top availability – six examples*















Seasonal calendar



SEASONAL CALENDAR


From January to December, from apple to zucchini, the Pfalzmarkt seasonal calendar gives an overview of our harvest times.

Fruit

	Product	Organic option	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	Apples		■						■	■	■	■	■	■
	Apricots						■	■	■					
	Blackberries						■	■	■	■	■	■		
	Blueberries						■	■	■	■	■	■		
	Cherries sweet and sour						■	■	■					
	Damsons						■	■	■	■	■	■		
	Gooseberries	BIO					■	■						
	Mirabelle plums							■	■	■				
	Peaches white and yellow							■	■					
	Pears							■	■	■	■	■	■	■
	Quinces										■	■	■	
	Raspberries						■	■	■	■				
	Redcurrants	BIO					■	■						
	Strawberries	BIO					■	■	■	■	■	■		

Vegetables

	Product	Organic option	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	Asparagus green					■	■	■						
	Asparagus white	BIO				■	■	■						
	Aubergines							■	■	■	■	■	■	■
	Batavia lettuce	BIO				■	■	■	■	■	■	■	■	■
	Beetroot	BIO	■	■	■	■	■	■	■	■	■	■	■	■
	Black radish		■	■	■	■	■	■	■	■	■	■	■	■
	Black salsify		■	■	■	■	■	■	■	■	■	■	■	■
	Broad beans						■	■	■	■	■			
	Broccoli	BIO					■	■	■	■	■	■	■	■
	Brussels sprouts		■	■	■							■	■	■
	Bunched carrots						■	■	■	■	■	■	■	■
	Butterhead lettuce					■	■	■	■	■	■	■	■	■
	Butternut squash	BIO							■	■	■	■	■	■
	Carrots	BIO	■	■	■	■	■	■	■	■	■	■	■	■
	Cauliflower	BIO				■	■	■	■	■	■	■	■	■
	Celeriac		■	■	■	■				■	■	■	■	■
	Celery	BIO					■	■	■	■	■	■	■	■
	Chicory		■	■	■	■	■	■	■	■	■	■	■	■
	Cucumber to pickle								■	■	■			
	Cucumbers	BIO					■	■	■	■	■			
	Dwarf beans	BIO						■	■	■	■	■		
	Endives	BIO					■	■	■	■	■	■	■	■
	Fennel	BIO					■	■	■	■	■	■	■	■
	Frisée lettuce					■	■	■	■	■	■	■	■	■
	Garlic	BIO					■	■	■	■				


 Also available as organic fruit or organic vegetables.

 Harvest time

Vegetables

	Product	Organic option	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	Iceberg lettuce	BIO					■	■	■	■	■	■		
	Kale		■	■	■								■	■
	Kohlrabi					■	■	■	■	■	■	■	■	
	Lamb's lettuce	BIO	■	■	■	■	■	■	■	■	■	■	■	■
	Leaf lettuce	BIO				■	■	■	■	■	■	■	■	■
	Leek	BIO	■	■	■	■	■	■	■	■	■	■	■	■
	Lollo lettuces	BIO				■	■	■	■	■	■	■	■	■
	May turnips						■	■						
	Mini cucumber					■	■	■	■	■	■			
	Mini romaine lettuce	BIO					■	■	■	■	■	■	■	■
	Mixed beets		■	■	■	■	■	■	■	■	■	■	■	■
	Napa cabbage	BIO				■	■	■	■	■	■	■	■	■
	Oak leaf lettuce	BIO				■	■	■	■	■	■	■	■	■
	Onions		■	■	■	■	■	■	■	■	■	■	■	■
	Ornamental pumpkin mix								■	■	■	■	■	■
	Parsley root		■	■	■	■	■	■	■	■	■	■	■	■
	Parsnips	BIO	■	■	■	■	■	■	■	■	■	■	■	■
	Peas	BIO					■	■	■	■	■	■	■	■
	Peppers							■	■	■	■	■	■	■
	Pointed cabbage						■	■	■	■	■	■	■	■
	Pumpkin Atlantic Giant											■	■	■
	Pumpkin Babybear								■	■	■	■	■	■
	Pumpkin Chameleon								■	■	■	■	■	■
	Pumpkin Halloween									■	■	■	■	■
	Pumpkin Hokkaido	BIO							■	■	■	■	■	■




 Also available as organic fruit or organic vegetables.

 Harvest time







Vegetables

	Product	Organic option	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	Pumpkin Mini Muscat													
	Pumpkin Patisson													
	Pumpkin Spaghetti													
	Pumpkin Turban													
	Purslane													
	Radicchio													
	Radish various kinds	BIO												
	Radishes	BIO												
	Red cabbage													
	Rhubarb													
	Ridge cucumbers													
	Rocket	BIO												
	Romaine lettuce	BIO												
	Romanesco broccoli													
	Runner beans	BIO												
	Salanova lettuce													
	Savoy cabbage	BIO												
	Soup greens													
	Spinach													
	Spring onions	BIO												
	Sugar loaf chicory	BIO												
	Swede													
	Sweet corn	BIO												
	Sweet potatoes	BIO												
	Swiss chard	BIO												








 Also available as organic fruit or organic vegetables.

 Harvest time





Vegetables

	Product	Organic option	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	Tomatoes cherry, vine	BIO						■	■	■	■	■		
	Turnip-rooted chervil		■	■	■	■	■					■	■	■
	Wax beans							■	■	■	■			
	White cabbage		■	■	■	■	■	■	■	■	■	■	■	■
	Yellow turnip		■	■	■	■	■					■	■	■
	Zucchini	BIO					■	■	■	■	■	■	■	■

Herbs

	Product	Organic option	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	Chives	BIO						■	■	■				
	Coriander						■	■	■	■	■	■	■	■
	Dill						■	■	■	■	■	■	■	■
	Mint						■	■	■	■	■	■	■	■
	Parsley					■	■	■	■	■	■	■	■	■
	Sorrel						■	■	■	■	■	■		
	Wild garlic	BIO			■	■	■							

Specialities

	Product	Organic option	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	Ginger											■		
	Jerusalem artichoke		■	■	■	■	■					■	■	■
	Pak choi						■	■	■	■	■	■	■	■
	Physalis	BIO								■	■			

QUALITY ASSURANCE

QUALITY BEGINS LONG BEFORE THE HARVEST

Pfalzmarkt produces its fruit and vegetables using controlled integrated farming. The growers only use healthy seeds and plants and work the soil with minimum impact. Pest control takes place using natural methods before chemical additives are employed. Pfalzmarkt only uses as much fertiliser as is necessary to support natural ripening. This means that the health-enhancing minerals, vitamins and fibre of Pfalzmarkt produce are fully retained.

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.

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 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.



Guaranteed quality



**The Pfalzmarkt Field
Manager examines everything
very closely.**

QUALITY ASSURANCE

YOU'RE IN SAFE HANDS

IFS standards

Pfalzmarkt and its subsidiaries meet the IFS standards for the trade as well as the storage, processing and distribution of fresh fruit and vegetables at a high level. To do this, the company's quality assurance department works with common standards and a uniform evaluation system. Certification is performed by accredited certification bodies and qualified auditors. This ensures transparency within the entire supply chain.

QS

The QS inspection system represents consistent process quality and food safety through rigorous controls, reliable traceability and clear labelling of foods from good sources. Pfalzmarkt and its subsidiaries meet the strict QS requirements for ensuring the food quality of fruit and vegetables. As social standards are just as significant to us, we also follow the QS standards for working and social conditions (FIAS) and undergo regular certification in this area.

GLOBALG.A.P.

Observing the GLOBALG.A.P. standards as a quality assurance and certification system ensures that we and our growers meet Europe-wide criteria for food safety, sustainable production methods, social requirements of workers and responsible handling of water, seeds and plants.

Regional quality marks

Consumers are increasingly opting for regional products. The relevant labels help them to recognise where our products come from and where they were processed.

Certified organic quality

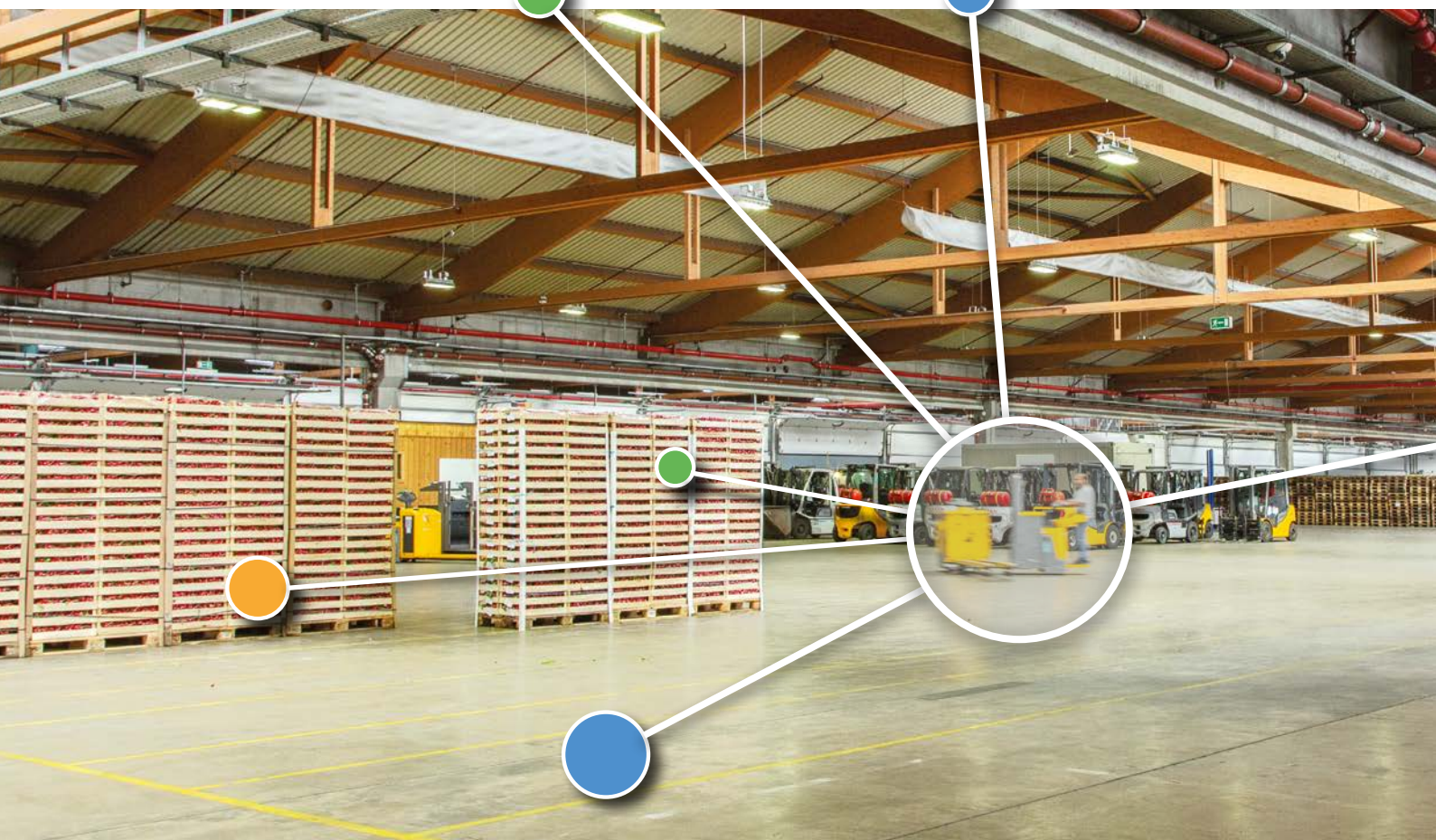
Organic farming protects the environment and resources. By using organic fertiliser and biological plant protection agents combined with varied crop rotations, fields stay fertile for far longer. The consumption of organic foods also strengthens regional growers and has a positive effect on the eco-balance. Pfalzmarkt's organic farmers are certified in accordance with the EC-Eco-regulation and ecological standards of German growers' associations such as Biokreis, Naturland and Bioland.



GLOBALG.A.P.

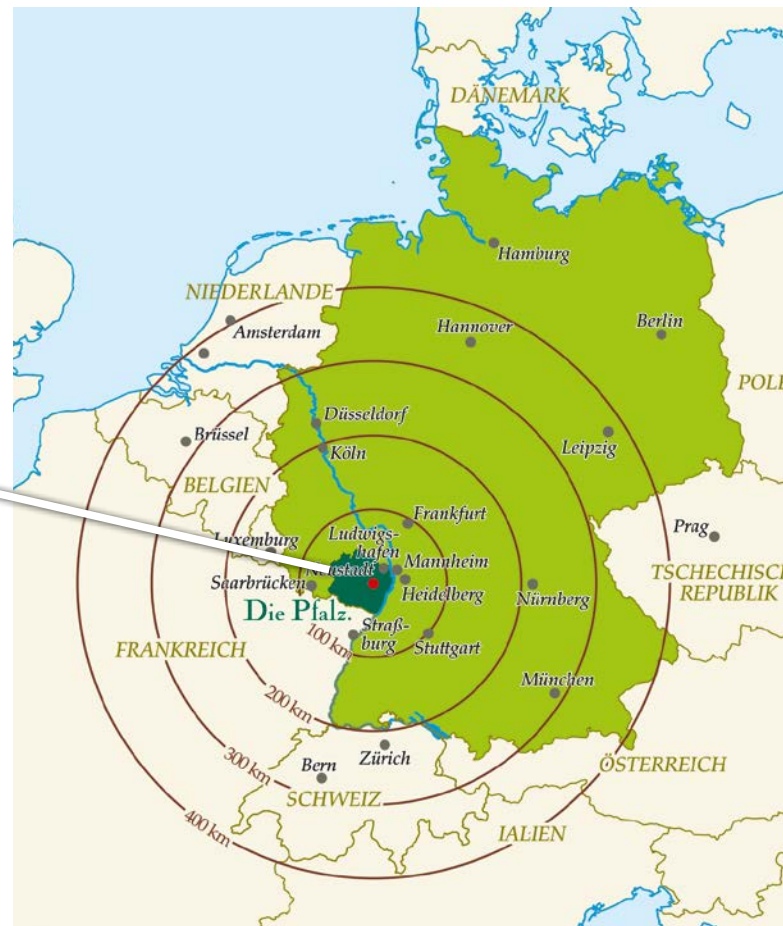


LOGISTICS FROM FARM TO TABLE FASTER



You place your order 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. Through its subsidiary Pfalz Fresh, the growers' association even distributes its products worldwide.

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.



HISTORY

GROWING FOR OVER 30 YEARS

1926

Foundation of "Pfälzische Gemüsezentrale, Arbeitsgemeinschaft der Genossenschaftsverbände Landau und Ludwigshafen a. Rh. GmbH" in Schifferstadt

1951

Foundation of "Obst- und Gemüsegroßmarkt Schifferstadt eG"

1957

Merger with "Obst- und Gemüseabsatzgenossenschaft Heiligenstein GmbH"

1985

Merger of "Obst- und Gemüsegroßmarkt Schifferstadt eG" and "Obst- und Gemüsegroßmarkt Südpfalz-Landau eG"

1987

The new "Pfalzmarkt für Obst und Gemüse eG" moves into its current premises in Mutterstadt



2003

New construction of our business premises in Hatzenbühl

2005

New construction of Hall 2 in Mutterstadt

2013

Merger with the wholesale fruit and vegetable market Obst- und Gemüsemarkt Maxdorf-Lamsheim eG

2018

Foundation of Pfalzmarkt Logistik und Dienstleistungs GmbH



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.



**Have we whetted your appetite for
fruit and vegetables from Pfalzmarkt?
Then call us or send us an email.
We'll be happy to help you.**

**Telefon: +49 (0)6231 / 408-0
E-Mail: info@pfalzmarkt.de**





Freshly harvested from the Pfalz region



**Pfalzmarkt für Obst
und Gemüse eG**

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