

Actions/Politics to improve competitiveness/profitability?

INTERPERA

June 7, 2013

General Roca, Rio Negro, Argentina

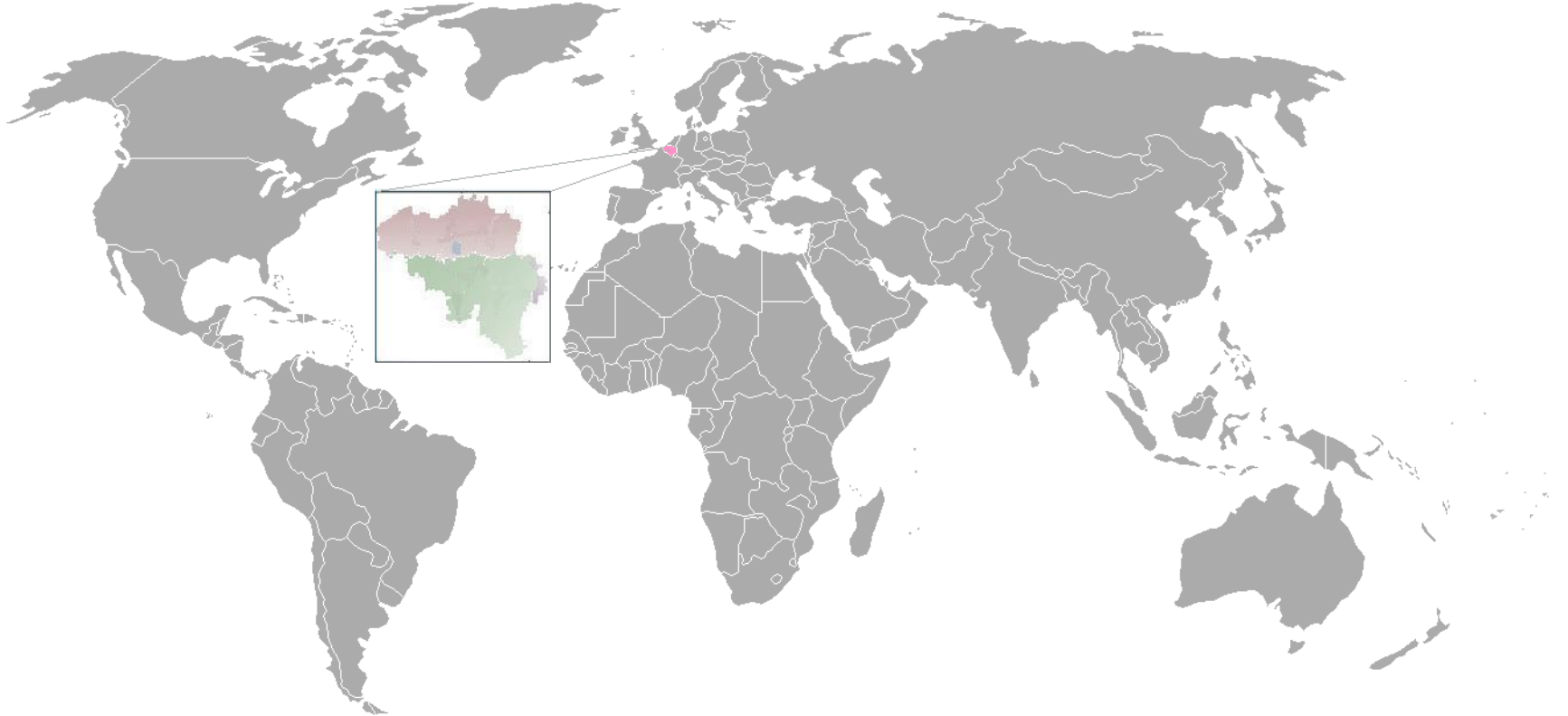
Philippe Appeltans

Secretary General

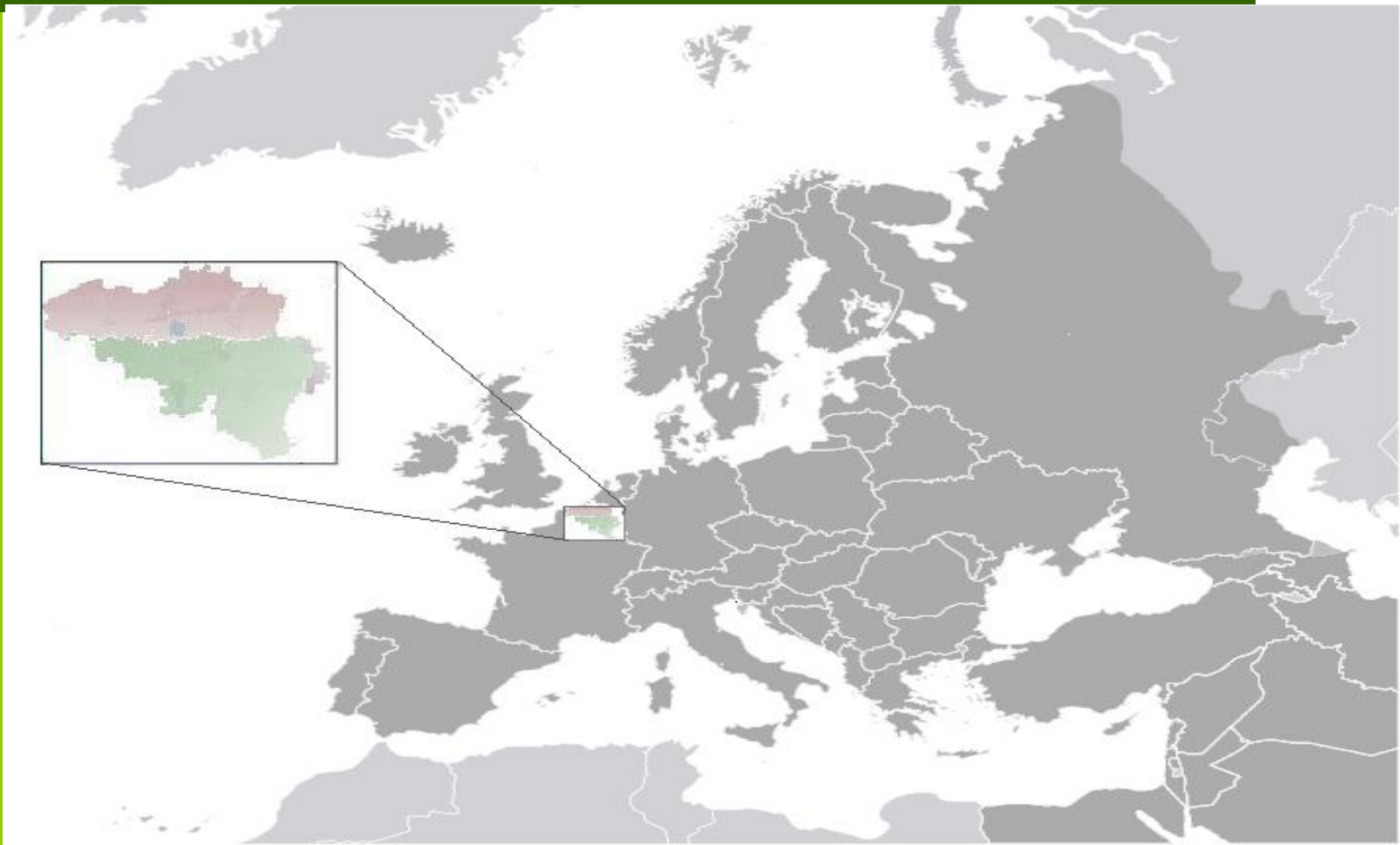
Association of Belgian Horticultural Cooperatives



Belgium/World



Belgium/Europe



Belgian pear area: 8.579 ha



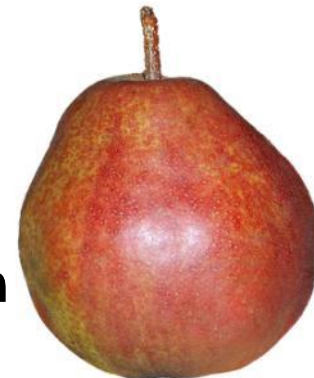
Conférence
7.351ha

**Doyenné
du Commice**
677 ha



Durondeau
228 ha

Sweet Sensation
135 ha



Profitability?

- **Profit: revenue minus costs**

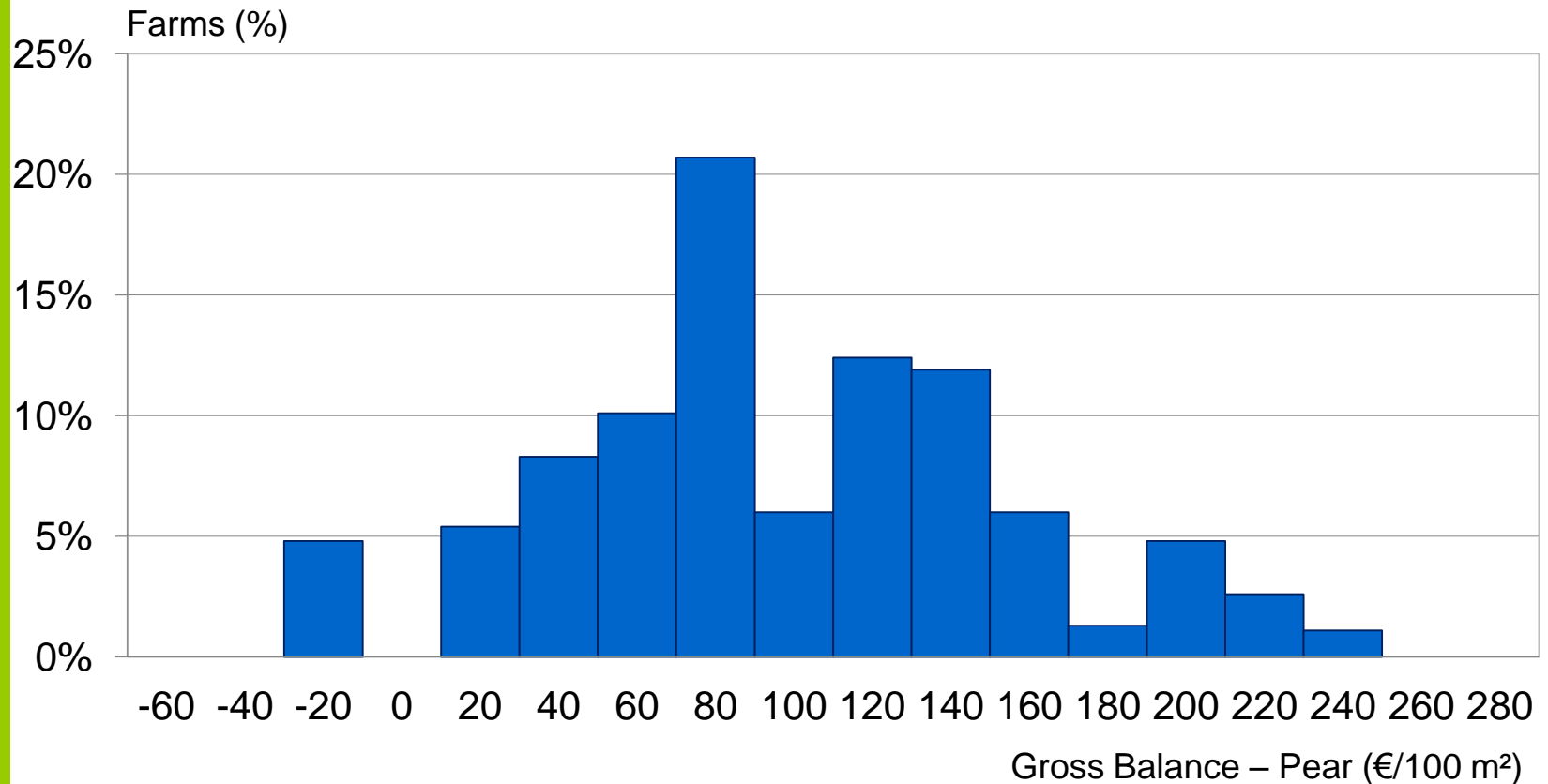
How to increase the revenue?

How to reduce the costs?

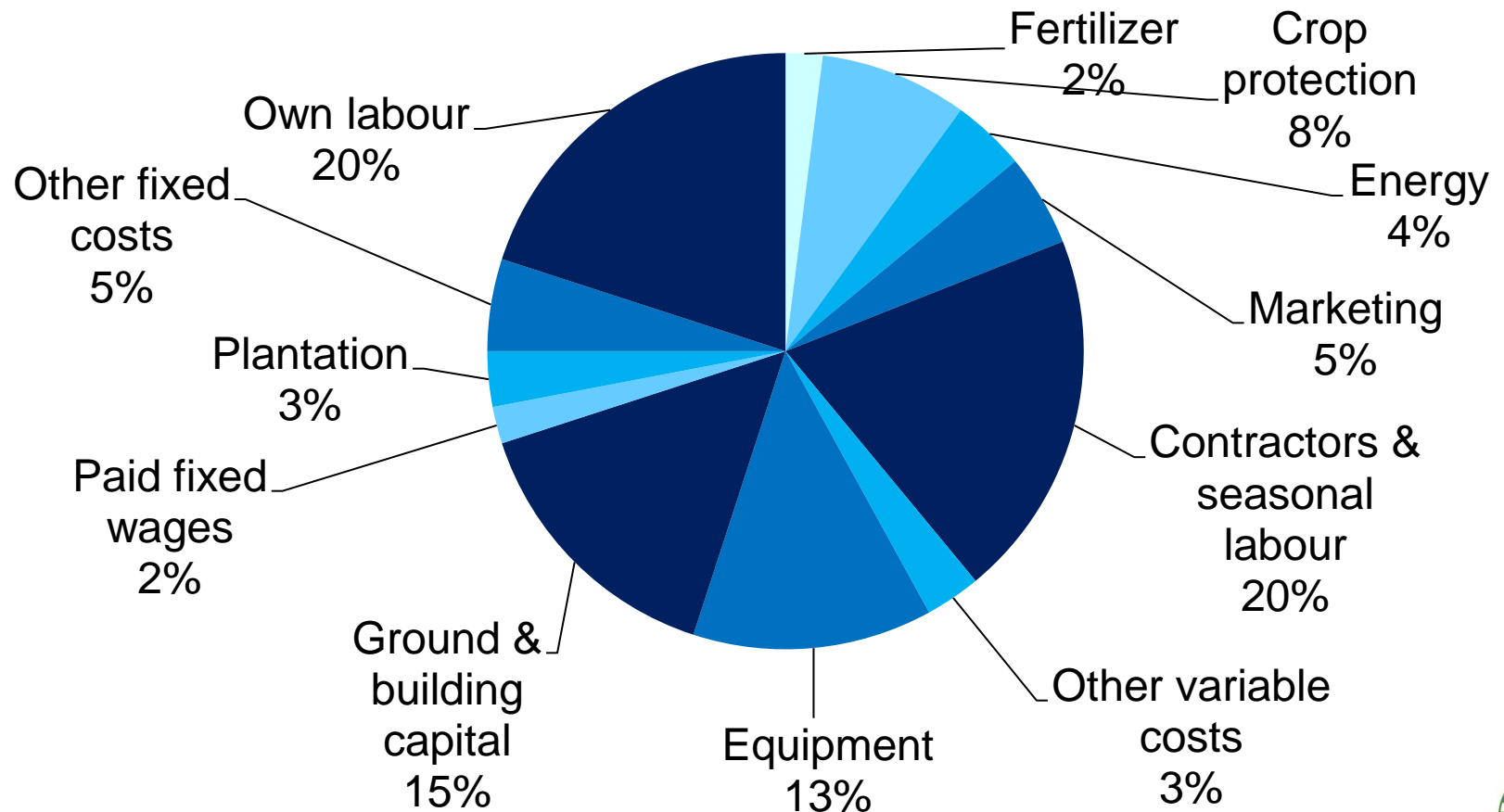
- Individ. Responsibility (**IR**) / Collective Responsibility (**CR**)
- Quid Government Policy (**GP**)

Spread Gross Balance growers BE

= revenue – variable costs



Structure costs specialised apple & pear companies BE



Increase revenue?

- **Sales revenue: Yield x Price**

- Yield

Craftmanship, research/training

IR CR GP

- Price

- Focus on quality

IR CR GP

- Stimulate consumption/demand

CR GP

- New varieties/marketing

IR CR GP

- Concentration of supply

IR CR GP

Reduce the costs?

- Labour (own, wages, seasonal) IR GP
- Ground & building capital, equipment IR CR GP
- Plantation IR CR GP
- Crop protection IR CR GP
- Energy IR CR GP
- Marketing/sales IR CR GP

Strategy, actions?

- Does one size fits all?
- Performance: average, top 20%?
 - Individual grower
 - Collective of growers
 - Country, production region



Thank you for your attention

