

For fresh fruit and vegetable marketing and distribution in Asia



By Maura Maxwell

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BayWa underscores global reach at Fruit Logistica



The Munich-based company will be exhibiting alongside its partner companies at this year's show

BayWa and its partner companies will have a joint presence at this year's Fruit Logistica for the first time ever.

Under the motto "United for success", the Munich-based company, together with its affiliated subsidiaries, is focusing on its strong network in procurement, distribution and logistics in the global fruit trade.

Thanks to its internationalisation strategy and the majority takeover of New Zealand's T&G Global and TFC Holland, BayWa has become a global player in fruit and vegetable marketing.

BayWa's German subsidiary BayWa Obst, its joint venture in the UAE, Al Dahra BayWa Agriculture and T&G partner company in the UK, Worldwide Fruit, will also be an integral part of the joint trade fair presence.

"This close network under the BayWa umbrella provides many advantages for our customers in food retail: 365 days of supply reliability for fresh fruit, a broad product portfolio including exotic fruits and the opening of global procurement markets," said Christiane Bell, head of the BayWa Global Produce business unit.

"Producers in Germany, New Zealand and other growing regions around the world benefit from attractive marketing opportunities and access to exclusive varieties, particularly in apples."

The Jazz and Envy apple brands, for which T&G Global holds the worldwide marketing rights, will be a focal point at the joint stand. Since 2017, BayWa has also been harvesting Jazz apples in Rhineland-Palatinate specifically for the German market.

"We share a great passion for fruit and vegetables," said Gareth Edgecombe,

managing director of T&G Global.

"The joint trade fair appearance at Fruit Logistica reveals what we have in common and also shows the synergies that arise from the strong networking of all companies involved."

Peter Kooi, managing director of TFC, added: "By bundling our competencies, we create the basis for a trusting, solid cooperation in the value chain for maximum success and future-oriented growth."

Enza, now part of T&G Global, was one of the first exhibitors at Fruit Logistica. In recent years, BayWa has been represented at the stands of T&G Global and Obst vom Bodensee Vertriebsgesellschaft.

In addition to the new joint presentation of its subsidiaries, BayWa will participate in OvB's trade fair.

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

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