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Tomatoes benefit from health kick

German consumers are buying more fresh produce, including tomatoes, in a bid to eat more healthily

German consumers are buying more groceries online and eating more fresh fruit and vegetables as coronavirus leaves a lasting effect on the market, Jan Doldersum and Jorg Werner of seed breeder Rijk Zwaan told Global Tomato Congress delegates this morning (16 March).

Over the last 12 months, online shopping for fruit and vegetables is becoming more popular and fresh produce consumption is up 20 per cent in Germany, they said.

This growth is reflected in the tomato sector as more German consumers seek healthy food. "There is a higher concern for healthy food in Germany," Jorg Werner said in the joint presentation on consumer trends in Germany.

Demand for locally grown produce is also on the rise in Germany as the coronavirus pandemic increased awareness of the country's lack of self-sufficiency.

Sales of organic produce are also up by 20 per cent in Germany, Werner

and Doldersum said.

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