



By Mike Knowles

Thursday 18th June 2020, 12:51 GMT

Fruitbox: The importance of being local



Photo: nrd

Coronavirus is boosting demand for domestically grown and locally sourced food, says Rijk Zwaan's Jan Doldersum

Jan Doldersum, chain and retail manager at Dutch vegetable breeding and seed production company Rijk Zwaan, believes the concept of local is increasingly resonating with consumers.

That's not just because more of them want to eat fresh produce that has been produced a shorter distance away, but also because buying those items from somewhere closer to home, or having them delivered along a shorter distribution chain, has become more convenient and therefore more appealing.

It's a trend that was already in motion prior to the coronavirus outbreak, he says, but one that has also been accelerated by the pandemic.

"In countries like Germany, UK, Switzerland and Austria we already saw before the corona crisis a trend towards more domestic production," Doldersum tells Fruitnet's Chris White in the latest episode of the conversation series Fruitbox. "This of course has a huge

impact for export countries like Holland and Spain."

During the interview, Doldersum discusses the impact of coronavirus on the vegetable market, as well as the potential for lasting and permanent change in the global vegetable supply chain.

Hosted by Chris White in London, Fruitbox now attracts a big audience across the global fruit and vegetable business that tunes in twice a week to hear exclusive interviews and expert analysis.

Produced by Fruitnet Media International, the show is essential listening for everyone in the fresh produce industry.

To find out how you can tell your story on Fruitbox, email chris@fruitnet.com.

To learn about sponsorship and advertising opportunities, email advertising@fruitnet.com.

The latest episode of Fruitbox, as well as

all previous episodes, can be found on any of the following podcast services:



Apple

[Click here to visit Apple Podcasts](#)



Spotify

[Click here to visit Spotify.com](#)



Anchor

[Click here to visit Anchor.fm](#)



Google

[Click here to visit Google Podcasts](#)



Overcast

[Click here to visit Overcast.fm](#)



Soundcloud

[Click here to visit Soundcloud.com](#)



Stitcher

[Click here to visit Stitcher.com](#)



Pocket Casts

[Click here to visit Pocket Casts](#)

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

© Copyright Market Intelligence Ltd - Fruitnet.com 2014. The copyright on this article and all content published on Market Intelligence Ltd - Fruitnet.com is held by Market Intelligence Ltd - Fruitnet.com Limited, a joint venture between Market Intelligence Limited and Dr Rolf M Wolf Media GmbH. All rights reserved. Neither this article nor any part of it may be reproduced, stored or transmitted in any form, including print-outs, screen grabs and information retrieval systems, without the prior permission of the copyright owners.