

# TOMATOTALK



## PAYING EXTRA ATTENTION TO THE GREENGROCER!

*Text: Marjolijn Put*

At the end of last year we sent a salesforce out on the road on behalf of Looye Kwekers in collaboration with WFMPeople. Following the many positive reactions from greengrocers, the salesforce went out again after Easter. Some of the reactions from the previous round:

*“Fantastic – it’s great that Looye is showing its face in this way.”*

*“(We notice that this) is having a positive impact on increasing sales.”*

*“Great promotion. These days it’s important to pay extra attention to us. Delicious tomato!”*

*“Really good, it’s great that Looye is doing this, very professional. Wonderful product!”*

After the previous round we were able to clean up our database even more thoroughly, allowing us to carry out a number of very effective

visits. The salesforce visited 565 specialist greengrocers in the Netherlands and Flanders. This time they went out with different objectives: checking distribution, expanding distribution of JOYN and Honeytomatoes® ketchup, and also setting up various consumer promotions.

The greengrocers were informed about the visits from our salesforce in a mailshot. If they are already carrying JOYN at the time of the visit, they are given a gift in the form of Honeytomatoes®.

To keep ourselves in our consumers' sights, we have also launched a label collection promotion. Since 15 May there has been a special label on every truss of JOYN tomatoes. Consumers can collect these labels to send off for an oil and vinegar set and we will be entering all the collection cards submitted in a prize draw to win one of 30 mini LED vegetable gardens (how cool is that!!!)

The specialist greengrocer receives a consumer gift for supporting Honeytomatoes®. When the consumer buys 400 grams of Honeytomatoes®, they are given a stylish Honeytomatoes® bag.

Of course, no Honeytomatoes® promotion would be complete without a bottle of Honeytomatoes® ketchup. So every specialist greengrocer is given a bottle of Honeytomatoes® ketchup in a stylish sleeve to thank them for their loyalty to Looye Kwekers. They also get a smart taster bowl so that they can let their customers taste our ketchup. After all, as with the Honeytomatoes® themselves, the ketchup too means: to taste is to buy!

This round is once again proving a great success for Looye Kwekers, partly thanks to the efforts and input of so many highly motivated colleagues!

## TV PROGRAMME DE MONITOR

On Thursday 11 May, the film crew from the De Monitor TV programme came along to our greenhouses in Burgerveen to do some filming. This episode was broadcast on NPO 2 on Sunday 21 May. The programme investigates the issue of food waste. Back in 2009, the Minister of Agriculture decided that food waste should be reduced by 20% by 2015. But despite all the good intentions and efforts, this did not happen. Worse still, food waste in the Netherlands barely fell at all over all those years.

De Monitor sees our initiative of making ketchup out of split tomatoes as a great example of how

to combat food waste, not to mention a good example of the problems producers face in changing the way in which they deal with waste.

[https://www.npo.nl/de-monitor/21-05-2017/KN\\_1689731](https://www.npo.nl/de-monitor/21-05-2017/KN_1689731)



# STARTING PISTOL FIRED FOR TRIAS WESTLAND



*Text: Bastiaan Bouwman*

Back in the summer of 2016, I wrote about the geothermal heat project in which Looye Kwekers in Naaldwijk is participating. Preparations were already in full swing at the time. They have since been completed and the initiators and the banks involved have reached agreement. The starting pistol was fired on 10 May! Geothermal heat is important for horticultural businesses as it offers a sustainable alternative to natural gas and helps reduce CO2 emissions.

The Trias Westland geothermal heat project involves drilling down into the Triassic layer four kilometres below the surface. This is a first in the Netherlands: drilling only usually goes down to a depth of around three kilometres. The Triassic layer has great potential as a heat source. The deeper you go into the ground, the warmer it gets. Nonetheless, geologists' opinions are divided as to how much heat potential there actually is down there. At best, all 49 participating companies could be supplied with

heat. If the outcome is less favourable, only half the companies will benefit. All the heat scenarios have been calculated in detail and it is definitely worthwhile drilling.

Drilling will start at the beginning of June. The drilling head will travel at a speed of around 45

metres per day. It is expected to reach the depth of four kilometres around Christmas time this year, by which time we will know how much heat there is in the Triassic layer. Exciting! For the attentive reader: two 4 km wells will have to be drilled – one injection well and one production well – hence the wait until Christmas. Once we know how much heat there actually is in the ground, the heat network can be mapped out. The companies closest to the drill site will be connected first. It is therefore not yet 100% certain whether Looye will be connected, but we are located close to the drilling site so the chances are good.

You only know how much heat there will be available when you drill down to it. And that will be starting in June! Trias Westland has produced a neat little animation about the project: <https://www.youtube.com/watch?v=HZIm3Vllv6c>

# SCHOOL FRUIT PROGRAMME IN GERMANY

*Text: Katja Kamp*

A school fruit programme has been launched in the German state of Bavaria, supported by the local ministry of agriculture.

The aim is to get children appreciating fruit and vegetables at an early age. Fruit and vegetables are delivered to schools and children can receive a portion free of charge once a week. One of the partners in this initiative is Citadella, a wholesale company in the Munich region that is responsible for supplying high-quality products to about 180 schools around this southern German city.

Snjeza Rossi, the contact person and organiser at Citadella, believes it is important to give children the chance to find out what good quality fruit and vegetables really taste like. So we didn't hesitate for an instant in supporting this initiative with our tasty Looye tomatoes and dispatched a consignment of them to southern Germany this week.

And it was a resounding success. The children and teachers got the taste!

We will be doing it again soon...



# MY TRIP TO COPENHAGEN, DENMARK

*Text: Martijn van den Berg*

Denmark – the land of Vikings and men with beards.

Denmark is a country in northern Europe, forming part of Scandinavia. It is north of Germany and is connected to Sweden by a bridge. Many centuries ago, Denmark was one of the most powerful countries in the world.

These days, Greenland and the Faroe Islands are the only two islands still belonging to the Kingdom of Denmark. In the era of the Vikings, Denmark was one of the most influential countries in Europe. In today's world, Denmark plays a more limited role both in the economic and the political arena. The Danes are a proud people. They are proud of their country and of themselves. The Viking era reminds them of the period in which the Danes and the Scandinavians in general played a dominant role right across Europe.

Denmark has a reputation as an expensive country. However, that is only partially true these days. The introduction of the euro in other EU member states and the increases in excise duties and taxes in countries like the Netherlands mean that the price differential is much smaller nowadays than it was several decades ago. Despite the fact that excise duties on alcohol, cigarettes and fuel are not much higher than in the Netherlands, Denmark is still one of the most expensive countries in Europe in this regard. However, everyday items such as products in the supermarket or clothing are not much more expensive there than in the Netherlands.

The purpose of my trip to Denmark was to get to know our largest Danish customer, COOP Denmark, and to draw up joint plans for the coming years with the aim of winning over even more Danes to our wonderful tomatoes.

COOP is the biggest supermarket chain in Denmark, with a market share of 42%, and operates in five formulas:

- Kvickly (hypermarket)
- Super Brugsen (supermarket)
- Dagli Brugsen (convenience store)
- FAKTA (discount supermarket)
- Irma (concept supermarket)

The range in the fruit and vegetable section at COOP is not as extensive as it is in Dutch supermarkets. COOP carries our Dulcita 8x200 g in its premium line, "Smag Forskellen". We also started supplying Vitendo 8x400 g this spring. "Smag Forskellen" means "Taste the Difference", so COOP clearly prioritises taste, which is the reason why COOP and the Danish consumer are so keen on our wonderful tomatoes.



# BIRTHDAYS



|                      |      |                      |     |
|----------------------|------|----------------------|-----|
| Iwona Pirog          | 27-5 | Mervyn Noordam       | 5-6 |
| Jevgenijs Bobrovs    | 27-5 | Andrei Bodrug        | 5-6 |
| Katarzyna Kanadys    | 28-5 | Zbigniew Karon       | 6-6 |
| Ewelina Olech        | 29-5 | Daria Zurawska       | 7-6 |
| Przemyslaw Ozarowski | 30-5 | Agnieszka Wisniewska | 7-6 |
| Sofia Sengeridou     | 30-5 | Malgorzata Mrotek    | 7-6 |
| Karolina Rudko       | 31-5 | Ewelina Wozniak      | 8-6 |
| Cornelia Fistos      | 31-5 | Ramona Tontinidou    | 8-6 |
| Marta Czyzewska      | 1-6  | Grzegorz Barszcz     | 8-6 |
| Adrian Stoica        | 2-6  | Slawomir Walkowiak   | 8-6 |
| Agnieszka Jedrzejec  | 3-6  | Zamir Almpotov       | 8-6 |
| Elzbieta Martyna     | 3-6  | Daniela Munteanu     | 9-6 |
| Marta Gizka          | 4-6  | Angelika Wzgarda     | 9-6 |
| Natalia Szul         | 4-6  | Damian Kopéc         | 9-6 |

## WHAT KEEPS YOU BUSY...

Hello, my name is Marcin Borek. I am originally from Krosno in Poland and I have been working at Looye Burgerveen since 2014. This is my first job in the Netherlands.

### ... in your personal life?

In the Netherlands I live in the small village of Rijsenhout.

In my free time I like watching a good film and listening to music.

My hobby is going on hiking tours in the mountains - I miss that very much in the Netherlands.

### ... in your work?

Like most of my colleagues, I started out at Looye removing leaves and I also spent some time cutting tomatoes. At the moment I am an assistant deleafing supervisor and I also work on the stacking line in the warehouse when needed.

## MARCIN BOREK



### ... in the world?

For some time I have been following the investigation into the case of the mysterious death of a 27-year-old Polish woman in Egypt. It is a very complicated case, with new developments happening all the time. I hope the case will be solved soon.

