  

**Central European Initiative Wholesale Markets Foundation**

**Warsaw Wholesale Market Bronisze**

**I FORUM OF TRADERS AND PRODUCERS FROM CEE WHOLESALE MARKETS**

28 May 2012 – Bronisze, Poland

**Workshop**

**for Wholesale Market Managers from Central and Eastern Europe**

**“Efficient cooperation of Wholesale Markets with Wholesale Market traders**

**and producers - support mechanisms for Wholesale Market operators”**

28-31 May 2012, Poland

**Company profiles:**

**Green Factory Group (28 May)**

“Fresh vegetables all year round”

The company is one the largest and most advanced vegetable producers and distributors in Poland.

Short history

The company was established in 2006 on the basis of a long-term experience and tradition in plant production of the company owners gained over generations.

Present business

The company’s all-year sales offer includes: lettuce (iceberg, Lollo Bionda, Lollo Rossa, romaine, frisee), radicchio chicory, celery, broccoli, cauliflower, spinach, rucola, lamb lettuce. The vegetables are produced in the company own fields of approximately 250 ha (May-October) and in the fields of their contracted producers, covering an area of approximately 200 ha. From November to April, vegetables for Green Factory are grown among others in Spain, Italy, France and Cyprus, and Greece.

The company clients include most of the supermarket chains present in the Polish market, such as Tesco, Metro, Carrefour, Auchan, Biedronka, Kaufland, Lidl) and clients in the traditional marketplace.

The company export business has been developing dynamically to countries such as e.g.: Germany, Holland, the Czech Republic, Scandinavian countries, Cyprus.

The company is introducing new products all the time, including “baby leaves” products (rucola, lamb lettuce, spinach) and ready-made mixed “Fit & Easy” salads.

World standards

Green Factory ensures the product health safety HACCP, GMP, GHP, GLP requirements.

Presence at the Bronisze Wholesale Market

The company has its strategic unit at the Warsaw Wholesale Market Bronisze (since 2008). It is one of the most modern traders at the Bronisze WM, targeting mainly wholesalers and the HoReCa sector.

Apart from its core products, the company also sells seasonal products at the Bronisze WM: e.g. grapes, watermelons, pepper, tomatoes, and cucumbers.

Logistics business

The Green Factory Group includes Green Factory Logistics, a company established in 2008. Its core business includes logistics services (2-6oC in the entire logistics chain). The company provides services to its own Group and to external clients. Professional staff, certified warehouses and modern car fleet are the basis for the provision of high quality logistics services.

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**Gospodarstwo Ogrodnicze JERZY WILCZEWSKI (29 May)**

**Jerzy Wilczewski Horticultural Farm**

Short history

The farm has been developing and evolving for over thirty years to become one of the biggest blueberry producers in Europe.

When in the 1950’s the highbush blueberry was „discovered” in Europe, the plant was imported into Poland as well. Several years later, one of the world’s biggest blueberry gardens began to be developed at this farm.

Present business

Currently, in its area of 2500 ha, the company core business includes growing blueberries and roses as well as breeding deer. The company is extending its fields and range of activity all the time.

The blueberry field covers 320 ha. There are 17 blueberry varieties grown at the farm.

The company cooperates with the world’s best suppliers, including American Fall Creek Farm and Nursery. Its blueberries have won the UK market, where they found their way to the renowned Marks & Spencer and Sainsbury food store chains, as well as the markets of Holland, Germany, and Scandinavia. Its first-class blueberries, picked and stored with the use of the state-of-the-art technologies, provide an excellent cooperation basis for those who value the highest quality of fruit.

Modern technological solutions

Apart from typical agricultural equipment, the company has the most advanced blueberry harvesters, a fully automated line for sorting roses, a fertilizing system, the newest generation equipment for capturing and transporting biomass, and 35 MW boiler rooms using renewable energy sources.

There is also a rose plantation at the farm. Today, at 5.5 ha of modern foil tunnels, the company grows over 30 licensed varieties of roses. From March to December, a several dozen thousand fresh roses are sent daily to their customer all over the country.

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**Grzybek Łosicki Cooperative (31 May)**

„Fresh Champignons from Poland”

Short history

Grzybek Łosicki was established in 2004. In 2005, a cold storage was opened. At that time, the company united 15 manufacturers and a weekly production volume was 80-100 tons of mushrooms. Polish agents working in export business were the first clients of the Cooperative. In 2006, the Cooperative started its direct cooperation with foreign clients.

Present business

At present, Grzybek Łosicki Cooperative is the largest union of mushroom manufacturers in Eastern Poland, comprising currently 39 members. Manufacturers – members of the Cooperative, have extensive experience in growing and exporting white and brown champignons and oyster mushrooms. A weekly production volume is 500 tons of mushrooms.

Members of the Cooperative deliver fresh goods to the Cooperative modern cold storage every day. Immediately from refrigerated trucks, pallets with mushrooms are placed in the so-called shockers to quickly cool the mushrooms down to the temperature of 2oC. Treated in this way, mushrooms can be stored for as long as 10 days. The method makes it possible to supply customers with fresh mushrooms on a continuous basis.

The products are exported to countries of Eastern, Western and Southern Europe, such as: France, Belgium, and the Netherlands. Germany, Cyprus, the UK, and Russia.

World standards

Since the beginning, the Cooperative focused on the product quality and safety. EUREPG.A.P. system has been implemented since the beginning of the operations and used to verify manufacturers accepted to the group of suppliers. At present, all the manufacturers in the Cooperative meet the requirements of GLOBALG.A.P. system.

In order to ensure even better quality of their products, the company implemented the HACCP system in the central warehouse in 2006. In 2008, it obtained the PN EN ISO 22000: 2006 certificate.

The Cooperative won numerous Polish awards for their top quality products.

New developments

In 2010, the Cooperative opened its new premises in Kopce near Łosice. The new logistics facility provides a large cold storage (approximately 4000 m2), a packing facility and modern re-loading ramps, an office building, and a large manoeuvre area for trucks. The facility provides state-of-the-art equipment for mushroom sorting, storing and packing.

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