

Dutch-Ukrainian forum for the production and processing of vegetables and fruit

Nova Kakhovka, Kherson region, October 10, 2017

Dutch-Ukrainian forum for the production and processing of vegetables and fruit was held in the framework of the Dutch working visit to Kherson region headed by Carolien Spaans, Agricultural Counsellor of the Embassy of the Netherlands in Ukraine. The event took place in Nova Kakhovka city at the Premier entertainment centre on 10th of October, 2017.

Main subjects of the forum were: technological aspects of improving the quality and competitiveness of vegetables, fruits and berries production as well as storage technologies, post-harvest handling and processing of these agricultural products. Apart from other topics speakers also highlighted export perspectives and demand formation on Ukrainian market.

Dutch-Ukrainian forum for the production and processing of vegetables and fruit was organized in cooperation with the Embassy of the Netherlands in Ukraine, Kherson Regional State Administration as well as Kherson Chamber of Commerce and Kherson state agricultural university.

The forum was attended by Oleksandr Adamchyk, deputy Head of the Kherson Regional State Administration, director of agricultural development department of the Kherson Regional State Administration Oleksandr Palyvoda, vice-president of the Kherson Chamber of Commerce Sergiy Kocherzhenko and vice-rector for scientific work of Kherson state agricultural university Oleksandr Averchev.

Representatives of the Kherson Regional State Administration and Chamber of Commerce unanimously emphasized that the main goal for producers of fruit and vegetable products is access to foreign markets with high-quality competitive products. **Oleksandr Adamchyk** noted that for this purpose agricultural producers should learn the technologies of processing and adding value to their products. **Oleksandr Palivoda** pointed out that Kherson Regional State Administration is actively working on the development of the agricultural sector of the region, attracts investments, grants, and also works on the implementation of the Kherson region agricultural brand «made in Kherson region» for the promotion of products on the local and international markets.

Within the framework of the forum the best workers of the food processing industry were awarded the diplomas of the Ministry of Agrarian Policy on the occasion of their professional holiday - Day of the food and processing industry workers.

Technological session of the forum was opened by **Carolien Spaans**, Agricultural Counsellor of the Embassy of the Netherlands in Ukraine. In her speech Ms. Spaans mentioned that: "The Netherlands have a high estimation of Kherson region potential and perspectives for the development of new agricultural technologies as well as experience exchange for the purpose of enhancing world markets entry".

Benno Grimberg, project coordinator of public-private partnership FoodTechLink Ukraine in his presentation highlighted main tendencies of the world blueberry market as well as positions of China and Morocco on the berry market in general. Mr. Grimberg emphasized that participation in international events like Fruit Logistica in Berlin and Anuga in Cologne is crucial for the promotion of Ukrainian products on external markets.

Iryna Kuhtina, president of Ukrainian Berries Association, described general tendencies on the consumer market, trends in healthy food and organic products: fruit consumption is growing by 3-4% per year, organic fruits - by 8-10% per year. Ms. Kuhtina told about the rating of Ukraine in the world

production of berries and fruit and noted that Ukraine is one of the top five countries in apples production. Iryna Kuhtina also identified the characteristics of the processing market, the potential directions of development as well as main challenges of the industry.

Natalia Zadorozhnia, head of the commercial department of the Ukrainian Food Export Board, told about the structure of world trade in berries, almost half of which is strawberry, 20% - cherry, followed by raspberries, blueberries, cranberries and others. At the same time, Ukraine belongs to the TOP-10 producers of sweet cherries in the world and TOP-5 producers of sweet cherries in Europe, but is 40th among exporters of cherries. In terms of production of raspberries Ukraine is on the 4th place in Europe, according to the volume of production of strawberries on the 7th place, but on the list of exporters Ukraine occupies 25th place in Europe.

Valery Lyashynsky, representative of Rosetta-Agro company, reported on the history of the development of such a refrigerant as freon from the moment of its invention and in the process of research on climate change which it enhances. Mr. Lyashynsky also talked about perspectives for the development of refrigeration equipment using ammonia.

Igor Ivanyk, representative of Rid Logistics Solutions, has demonstrated the benefits of using the automatic weighing and counting system to prevent product losses at all stages of the logistics chain from harvesting to shipment from the warehouse.

Victor Vasilenko, from ICL Specialty Fertilizers company, presented technological solutions for more efficient use of water, which helps to decrease its consumption by 20-30% both in open soils and in drip irrigation systems because according to the International Institute of Water Management Ukraine is already in zone of risk of physical water shortage.

Igor Chechitko, representative of HZPC, spoke about potato varieties for different segments of the market: fresh market, retail, chips or potato-fries, as well as about peculiarities of growing some potato varieties on different soils and in climatic zones.

Alexander Gurytsky, representative of Fresh Engineering Group, told about ventilation systems, air humidifiers in vegetable storages and weight controllers. He emphasized the need to monitor these indicators in order to ensure long-term and high-quality product storage and loss reduction.

Andriy Maruschak, from Agrovent company, pointed to the growing demand for food in the world in general and onion in particular. Thanks to the professional knowledge in the field of cultivation and effective storage solutions which require minimal costs the Netherlands managed to become a powerful player on the world onions market. Mr. Maruschak also told about professional solutions for storing onions offered by Agrovent.

Oles Kapitanchuk, representative of Tolsma Ukraine, paid attention to the peculiarities of onion storage, necessity to maintain a special microclimate in the onion storage to prevent product losses as well as automatic climate control systems which can control the time and the need to turn on the ventilation system offered by Tolsma company. Mr. Kapitanchuk also told about solutions for processing of agricultural products from washing and packaging to slicing and deep processing: drying or freezing, making of finished products etc., which increases added value.

In general, all forum participants both representatives of local authorities and Dutch companies as well as local farmers from Kherson region stressed the importance of implementing the processing of fruit and vegetable products in order to create added value and expand the opportunities on foreign markets. It was also concluded that the Netherlands as the second largest exporter of agricultural products in the world has not only tremendous experience in the production, processing and logistics of fruit and vegetables but also can offer reliable and innovative technological solutions for Ukrainian producers and processors of fruit and vegetables.

SPEAKERS

 <p>Oleksandr Adamchyk, Deputy Head of the Kherson Regional State Administration</p>	 <p>Oleksandr Averchev, Vice-rector for scientific work of Kherson state agricultural university</p>	 <p>Oleksandr Palyvoda, Director of agricultural development department of the Kherson Regional State Administration</p>	 <p>Sergiy Kocherzhenko, Vice-president of the Kherson Chamber of Commerce</p>
 <p>Carolien Spaans, Agricultural Counsellor of the Embassy of the Netherlands in Ukraine</p>	 <p>Benno Grimberg, Project coordinator of public-private partnership FoodTechLink Ukraine</p>	 <p>Iryna Kuhtina, President of Ukrainian Berries Association</p>	 <p>Natalia Zadorozhnia, Head of the commercial department of the Ukrainian Food Export Board</p>
 <p>Valery Lyashynsky, Rosetta-Agro</p>	 <p>Igor Ivanyk, Rid Logistics Solutions</p>	 <p>Victor Vasilenko, ICL Specialty Fertilizers</p>	 <p>Igor Chechitko, HZPC Ukraine</p>
 <p>Alexander Gurytsky, Fresh Engineering Group</p>	 <p>Andriy Maruschak, Agrovent</p>	 <p>Oles Kapitanchuk, Tolsma Ukraine</p>	