



## Fruit power



**Poland is the largest exporter of fruit and vegetables in the entire European Union. The high quality of the food and modern processing methods are the key factors for foreign consumers who value our products and, consequently, like buying them.**

Since 2004, when Poland became a member of the European Union and adopted all the EU standards of food production, its sales abroad have increased fivefold. Poles currently have the most advanced agricultural and food processing industry in the world.

Despite the Russian embargo, the export of Polish food did not suffer as much as was expected. Its value in the first quarter of 2015 exceeded 5 billion Euros that is 5.5% more than in the previous year. Forecasts for the next several years are even more optimistic.

Where do such good results come from? Poland is a leader in the production of apples, raspberries, gooseberries, cherries, blackcurrants, aronia berries, blue huckleberries and blueberries. It is also at the forefront of strawberry production in the EU. Only China, the USA and recently Turkey produce more apples than Poland. In the export of apples Poland ranks second (in the 2012/2013 season, the export of Polish apples exceeded even China's export). Moreover, Poland is the biggest exporter of frozen fruit and concentrated juice made of soft fruit in the world, as well as the second biggest exporter of concentrated apple juice.

Foreign customers appreciate our fruit mostly due to its high quality, range of original flavours, natural aromas, as well as the eco-friendly approach to the production of crops. They are mostly



cultivated on family farms where agricultural traditions were passed on from generation to generation, the most important being the care for the land. Polish farmers use far less chemical substances than producers from other countries. They limit the usage of plant protection products and chemical fertilizers. For instance, the usage of nitrogenous fertilizers in Poland per 1 ha is about 73 kg, whereas in the countries of Western European it often exceeds 100 kg.

On a global scale, Poland ranks as one of top exporters and producers of fruit. Sales to foreign markets remain high. Depending on how productive the year, it amounts to over 10% of the total value of Polish export. Apart from stable sales in Europe, sales to the Asian markets, Arabic countries and North Africa are expanding fast.

Introducing modern guidelines regarding food production and being committed to the quality of the produce, are not the only reasons why Poland is so successful in this field. Our country boasts long tradition of agriculture. As early as in the Middle Ages, Poland was called the “granary of Europe”. Today’s development of the Polish processing industry was fuelled by the advancement in know-how, supported by various research centres and other private and public institutions. The most significant were: Szczepan Pieniążek Research Institute of Pomology and Floriculture and the Warsaw University of Life Sciences. For many years, the lecturers had worked with fruit-growers and gardeners on introducing new technologies (for example using machines for various tasks in orchards and fields) and expert knowledge (pertaining to cutting techniques, spraying schedules, and modern plant protection products), which in turn led to the improvement of quality and increase in yield with a relatively low rise in the use of chemical products.

Kandy has been operating on the fruit processing market for 30 years. The basis of its production is fruit bought from Polish farmers; frequently from the same trusted suppliers. Thus, the company not only supports domestic agriculture, but also chooses the best quality products. Excellent quality combined with modern production methods and proven recipes make Kandy brand products the best available choice.