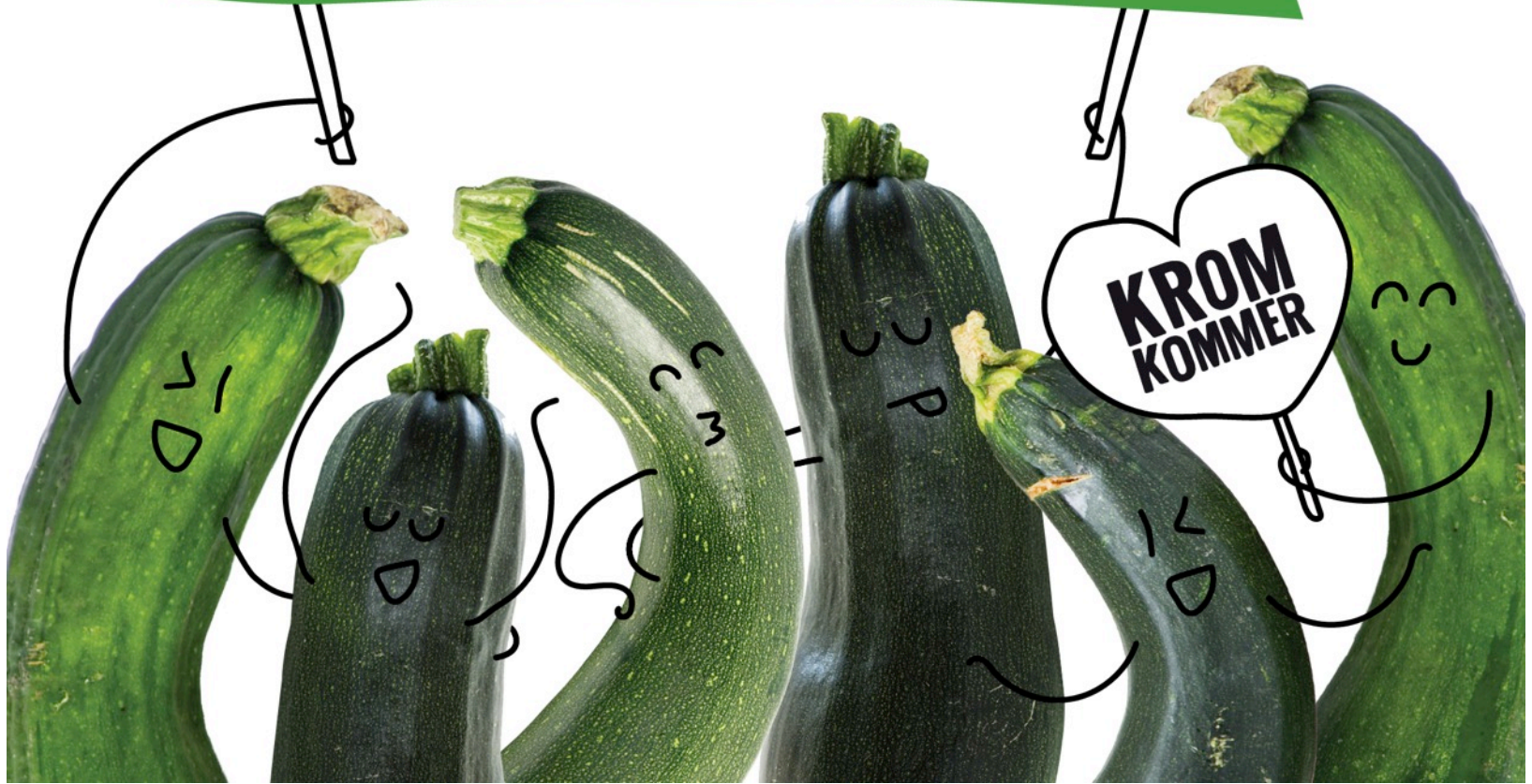


Equal rights for
all fruit and vegetables!



Chantal Engelen | co-founder Kromkommer

 @kromcommunity





We kennen onze telers al jaren
Zij zorgen elke dag weer voor lekkere, verse groente en fruit.

We kennen onze telers al jaren
Zij zorgen elke dag weer voor lekkere, verse groente en fruit.

De lekkerste mandarijnen uit Spanje.
Dit zijn mandarijnen worden stuk voor stuk met de hand geplukt en met veel zorg getrouwd op kwaliteit. Daarom zijn ze altijd lekker, sappig en zoet.

**KROM
KOMMER**



**KROM
KOMMER**



**KROM
KOMMER**



**KROM
KOMMER**



**KROM
KOMMER**

SIZE DOESN'T
MATTER



KROM
KOMMER

I'M NOT
STRAIGHT EITHER!



KROM
KOMMER

I'M NOT
STRAIGHT EITHER



KROM
KOMMER

**KROM
KOMMER**



In België (vanaf 2017) zijn consumenten van kromme
of te kleine producten vaak niet bereid
te betalen voor deze producten. Dit kan tot
vervalsing van de markt leiden en tot
vervalsing van de markt. Het is belangrijk
om te weten dat consumenten van kromme
of te kleine producten vaak niet bereid
te betalen voor deze producten. Dit kan tot
vervalsing van de markt leiden en tot
vervalsing van de markt.

**KROM
KOMMER**

Think what you eat
and what you think
is better for you
and the planet.

Mooi
krom is niet
lelijk



Krom is het
nieuwe recht



Gelijke rechten voor
al het groente en fruit!



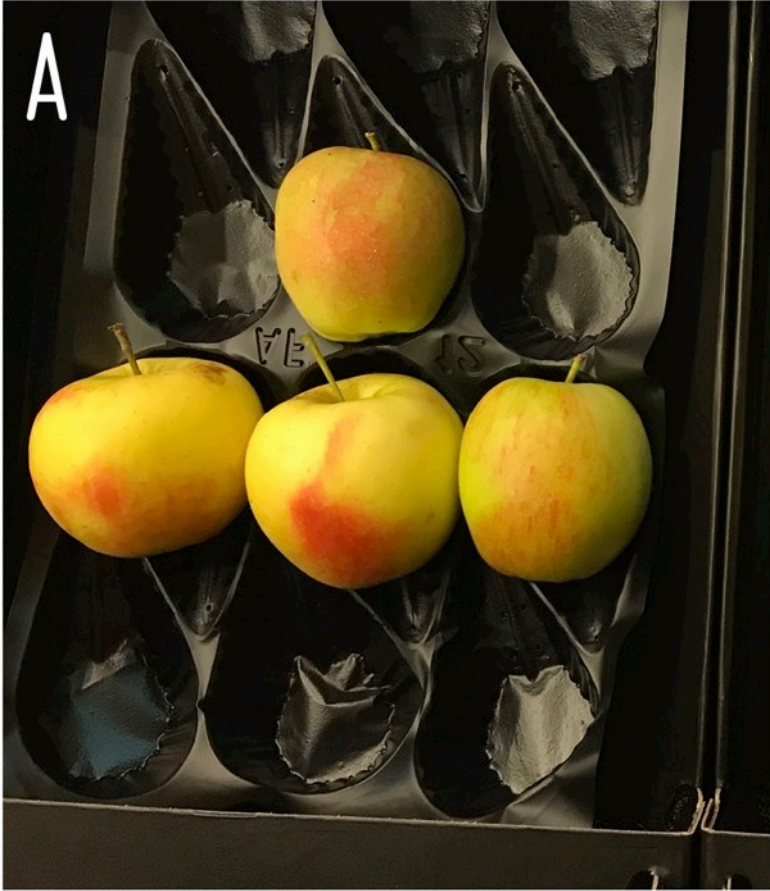
**KROM
KOMMER**



**KROM
KOMMER**



**KROM
KOMMER**



**KROM
KOMMER**

IT'S TIME FOR A NEW DEFINITION OF QUALITY

KROMKOMMER CALLS FOR ABOLITION OF SPECIFIC EUROPEAN MARKETING STANDARDS FOR FRUITS AND VEGETABLES

Over [a third](#) of all food that is produced worldwide goes to waste. This has an enormous influence on food security and the availability of resources. This wastage occurs during processing, at the retailer or in the consumer's kitchen, but food also goes to waste at the beginning of the production chain. For example, around 10% of all fruit and vegetables never even get to our table, because they do not satisfy the requirements for certain external characteristics. Food can be rejected for not meeting the retailer's quality standards, but

also because of European marketing standards that prescribe how fruit and vegetables should look. Quality standards for fruit and vegetables that focus on external appearance help exacerbate the problem of food wastage. Kromkommer believes that quality should stand for fresh, safe and delicious, and not for perfect looks. In this document, Kromkommer calls for the abolition of specific European marketing standards for fruits and vegetables.

DIFFERENT TYPES OF QUALITY REQUIREMENTS

After World War II, Dutch farmers have become adept at the efficient production of large quantities of inexpensive fruits and vegetables. This increased efficiency, combined with frequent surpluses in the Western world, has enhanced the focus on external characteristics (size, colour, shape, texture, etc.). As a result, over the past 30 years, quality has primarily been defined in terms of products that look identical, without external blemishes. The EU marketing standards reflect this assumption, and they provide a guideline for countries to define quality standards in the EU.

At the moment, there are three types of quality standards for fruit and vegetables:

1. The [general marketing standards](#), based on norms formulated by [UNECE](#) and [Codex Alimentarius](#), and embedded in EU legislation. In the Netherlands, these are enforced by the [Quality Control Bureau](#) (KCB) and

apply to all fruits and vegetables. These marketing standards are primarily focused on ensuring freshness, safety and flavour.

2. The [specific marketing standards](#), prescribed by EU legislation. These standards are also enforced in the Netherlands by the KCB. They supplement the general marketing standards, and broadly deal with external characteristics, such as size, shape, uniformity and flawlessness. In 2009, the specific marketing standards for 25 types of fruit and vegetables were [repealed](#). However, there are still specific standards for 11 types of fruit and vegetables, which together represent [75% of the commercial value](#) in the trade of fruits and vegetables.

3. Retailers' supplemental quality standards that primarily focus on external appearance and shelf life, and have almost no link to health or safety. These quality standards are not required by law, but strongly influence what growers may and may not supply to retailers.

THE CURRENT APPROACH TO QUALITY LEADS TO WASTAGE

The products that cannot find a home due to the market's current quality standards are occasionally used in the processing industry or sold at the street markets. However, a portion of the fruit and vegetables that do not meet these standards find their way back to the field, are never harvested, or end up as livestock feed or in the biodigester, even though they are fresh, safe and delicious. Based on visits to a large number of growers, Kromkommer estimates that 10-15% of the harvest never makes its way to our tables. These figures correspond to those published in this [Belgian](#), [Dutch](#) and [British](#) report. In fact, around [40%](#) of tropical fruits such as kiwis and bananas never make it to the market because they do not have the ideal

size or shape. The general marketing standards have a clear added value: they are intended to guarantee fresh, safe and delicious products.

The specific marketing standards are primarily linked to external characteristics, and result in a division of products into quality classes 1, 2, and 3 (industry). Years ago, supermarkets (where [70%](#) of all fruits and vegetables end up) sold class 2 products as well as class 1. Today, most retailers sell only class 1 products. The focus on external perfection has even become one of the most important competitive values for the largest supermarkets in the Netherlands ("[For 6 years, the best in fruit and vegetables](#)" - Lidl).

**KROM
KOMMER**

WIJ GAAN SAMEN MET KROMKOMMER VOOR EEN NIEUWE DEFINITIE VAN KWALITEIT VOOR GROENTEN EN FRUIT

DE
VERSPIJINGS
FABRIEK



Bidfood



Four Seasons Food



asn bank



EKOPLAZA



Willem&Drees



heldergroen
BRANDING ACTIVATIE



MaatschapWij

LOUIS BOLK
INSTITUUT



FEED
BACK

TUINBOUWBEDRIJF
F.J.J. DE KONING

THYSTEA
TASTE THE WASTE



GOSUN
FRUIT



FEED
BACK

KWEKERIJ
NOORD - OOST



BIOREY
organic vegetables & fruit



Triodos Bank



local2local
krommerijnstreek

BIOTOON
Biologische akkerbouw

zonneheerdt

BIOLOGISCHE
TUINDERIJ G.
VAN BRAKEL



HENRI







**KROM
KOMMER**



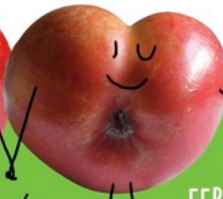
KROM
KOMMER

APPELS

— ONGESORTEERD —



DÉ LEKKERSTE
BIOLOGISCHE
APPELS



EERLIJKE PRIJS
VOOR DE
TELER

VERSPILEN = ZÓÓO KROM:
DEZE APPELS ZIJN NIET
GESORTEERD OP LOOKS



KROM
KOMMER



Join the
Krommunity! ↗



www.kromkommer.com

**KROM
KOMMER**