



**IFMA**

TRANSFORMING AGRICULTURE

# IFMA 19

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## FIELD TRIP

## 3 Factories



FACULTY OF  
ECONOMIC SCIENCES  
— WULS-SGGW —

## **9:00 – 10:30 „VEGAPOL”- Tomatoes Producers Group**

**Company: VegaPOL**

### ***About Us***

We are greenhouse vegetable growers located in the central part of Poland with most of our production being cucumbers and tomatoes.

Since 2003 we have worked as a Group of Vegetable Growers and all members of the group are continuing the long time tradition of a family business.



Each of the growers came with their own individual experience. The best solutions were later selected and applied in practice at the group's 32 ha greenhouse complex.

We use the latest available production technologies bearing in mind any possible environmental consequences and the safety of consumers. Biological plant protection is an absolute priority in production of vegetables at our facilities. The methods and technologies of cultivation we use comply with any applicable European standards, confirmed by the GlobalGap certificate, Poznaj Dobrą Żywność / Try Good Food certificate, and BRC requirements.

As a Group with concentrated production we are one of the leading fresh vegetable growers in Poland, with a big potential to expand export deliveries of our products. Since 2009 our assortment of products has been enhanced by bringing a raspberry tomato to the market. Currently, VEGAPOL is the main supplier of that variety in Poland.

Our products are always prepared in accordance with the customer's requirements. Vegetables are subject to sorting with the use of modern machines which allows delivery of any desired quantity according to four different size-classes and in ten colour tones. The packaging is always adjusted to the product size. Large-size and medium-size tomatoes are packed in carton boxes of 6 kg; cherry tomatoes are packed in 500g and 250 g containers; cucumbers are packed in foil bags with the company's logo, 5 kg each.

The VEGAPOL company is also an importer of products. In order to provide continuous deliveries to our customers a variety of vegetables are brought in winter from other countries, e.g. tomatoes, cucumbers, paprika, eggplant and citrus fruit.

### ***Our Products***

- Tomatoes

Tomato variety Admiro

The tomato Admiro (130-170 g) is a robust fruit with an attractive colour and a distinctive shine. The tomato has a red colour and a round shape. The calyx points to the side, avoiding any damage to the skin of tomato during sorting and transportation. The tomatoes are sorted according to four different size-classes and in ten colour tones. The packaging is always adjusted to the product size.

### Caliber

- A (MM) - 47-57 mm
- B (M) - 57-67 mm
- BB (G) - 67-82 mm
- BBB (GG) - 82-102 mm

The tomato is packed in:

- carton 30x40 – 6 kg
- punnet 1kg – 10 kg
- layer 30, 33 pcs - 6kg



### Pink Beef Tomato

The Pink Beef Tomato is our Polish specialty. It has a fleshy fruit with a unique and excellent taste. It is both refreshing and sweet (brix value of about 4.5-5.5). It has a fifth taste: umami. The tomato has an attractive pink color and round shape. The star shaped calyx stays fresh for a long time. It contains natural antioxidants and vitamins.

### Caliber

- A (MM) - 47-57 mm
- B (M) – 57-67 mm
- BB (G) – 67-82 mm
- BBB (GG) – 82-102 mm

The tomato is packed in:

- carton 30x40 – 6 kg
- tray 4 pcs – 750 g
- layer – 30 pcs



### Capsicum Tomato - Confetto RZ

Tomato Santa-type is characterised by an excellent flavour. It is very sweet (brix 9.2). The colour is red and the shape unusual, irregular, like a small capsicum. The tomato is prepared loose or in trusses. Fruit weight is 14-18g.

The tomato is packed in:

- box 250 g
- box 500 g





*12:00- 15:00 – “PULAWY S.A.” – Nitrogen Fertilizers Producer*

**Company: PUŁAWY S.A.**

*About us*

We are a Polish chemical company based in Puławy, Lublin Voivodeship, specializing in the production of mono-volumes of nitrogen fertilizer (ammonium nitrate, urea, UAN, ammonium sulfate), one of the world's largest producers of melamine. It also produces caprolactam, hydrogen peroxide, AdBlue and technical gases.



Grupa Azoty has concentrated complementary companies with different traditions and expertise to make use of their potential and to implement a common strategy. This gave rise to the largest Polish and one of the largest European chemical company.

Owing to a well-thought-out architecture, the Group can offer its customers a diversified product portfolio - from mineral fertilizers and engineering plastics through OXO alcohols and plasticizers to pigments. Many of them are recognizable commercial brands which have enjoyed an excellent reputation. Their high quality is confirmed by numerous certificates and branch awards. The own R&D, design and servicing units allow also the Group to render various services.

The new structure of Grupa Azoty guarantees a strong market position both in Poland and abroad and makes the Group the largest Polish and the second European producer of mineral fertilizers. Its products are sold to over fifty countries all over the world. Sales at such a level and presence in so many markets would be impossible without creating a modern logistics infrastructure within the Group.

The mission of Grupa Azoty includes further strengthening its market position, widening its international reach and guaranteeing harmonious development of the subsidiaries – the most precious asset of the Group. The success induces responsibility and therefore the new strategy of the Group contains not only targets and economic indices but also rules and regulations of sustainable development, i.e. care for the environment and local people. Grupa Azoty is the brand of the highest standards in all dimensions of its activities.

16:00 – 18:00 “JMP Flowers”- Roses and Orchidea Producer

Company: JMP FLOWERS



### *About Us*

Greenhouse flowers have been cultivated by the Ptaszek family for four generations. Thanks to many years of experience and continuous perfection of cultivation techniques, JMP Flowers is the European leader in the quality flowers; our rose, *Anthurium* and orchid greenhouses (in total more than 11 ha) are ranked among the most modern in the world.

Thanks to the state-of-the-art production technologies, our flowers are characterised by exceptional beauty and durability. The majority of the varieties of our roses remain fresh (if kept in a vase) for about 2 weeks, in the case of *Anthurium* even 3 to 5 weeks is possible. We offer a wide selection of varieties. The quality of our flowers is our great advantage.

You are cordially invited to visit our retail outlet centres countrywide.

### **HISTORY**

The JMP Company was established in 1977. The family traditions in flower growing go back over half a century. Many years of experience and qualification improvement has made us the biggest flower grower in Poland and the second biggest producer of *Anthurium* in Europe and our rose cultivation is amongst the most modern in Europe.

In 1997, **Jarosław and Maria Ptaszek** with their children – **Agnieszka, Michał and Jacek**, decided to build a new greenhouse and initiated the promotion of a new trademark - **JMP®**, derived from the first letters of the founders` names and surname. In **2001**, another extremely modern greenhouse for roses (2 ha) was built and in **2002** JMP Flowers started a new *Anthurium* greenhouse (1.7 ha), which is considered to be the most modern greenhouses for growing cut flowers in the World. The development of **JMP Flowers** continued.



In the years 2007-2008, a new and extremely modern greenhouse for *Phalaenopsis* orchids was constructed (2.2 ha), being the biggest such enterprise on the Polish market. The sale of flowers was initiated in the first quarter of **2009**.

The recent investments of **JMP Flowers** are a breakthrough in the history of Polish greenhouse horticulture – the most modern *Anthurium* and orchid greenhouses came into existence in Poland, in the Lublin region, and not in Holland as might naturally be expected.

At present, JMP Flowers from **Stężyca** is one of the most modern companies in Poland ranking among the world leaders in its category. Thanks to experience and continuous development of cultivation techniques, JMP Flowers is the leader in quality flowers. The specialized greenhouse cultivation, one of the most excellent and biggest worldwide, covers an area of more than 11 ha; the company employs about 100 workers.



The range of flowers offered by **JMP Flowers** includes about 60 varieties of roses (5.7 ha), 40 varieties of *Anthurium* (3.2 ha) and several dozen pot orchid varieties (2.2 ha).

## DEVELOPMENT



To preserve the highest quality of our flowers during the production and packing process we use the most up to date technological innovations. The latest generation climate and fertilizer computers, triple shade - energy screens, high pressure air fogging, drizzling and watering systems, all creating and maintaining a unique climate typical and necessary for such demanding plants. Also the increase of light level and heating in JMP greenhouses, causes our flowers to be the best quality and are available to our customers' throughout the year, even in winter.



Nowadays we grow over **40 species of *Anthurium***, including many novelties. All our plants originate from the biggest grower of new species, the Dutch company- Anthura. Amongst novelties grown, it is worth naming Maxima series species, the name of which comes from princess Maxima- the wife of the heir-to-the-throne, Prince Wolelm-Alexander.

In order to honor many years of successful cooperation between JMP Flowers and Anthura, one of the newly launched varieties was named “**Marysia**” by **Ms Maria Ptaszek**. It is worth mentioning that “Marysia” is a prime variety in yellow which makes it greatly prized by our customers. To assure the highest quality of our flowers we apply biological protection for growing roses. Our company was the first in Poland to install an automatic line for sorting and packing roses.

Before dispatching, roses are stored in the warehouse with a constant adequate temperature. The modern growing technologies used make us capable to offer high quality and durability of our flowers. We were the first in Polish gardening to apply a Total Energy System on such a scale. Presently we have gas power stations provided by ABB and Jenbacher generating a total power of 7, MW (megawatt) m<sup>2</sup>. The periodic excess of thermal energy from the power station is gathered in buffers looking like huge thermos flasks of 1,5 million litres capacity which is subsequently used for heating the greenhouses.

### **ACHIEVEMENTS AND REWARDS**

Thanks to the most modern greenhouse built, **JMP Flowers** has been ranked first in Poland, second in Europe and third worldwide among the producers of *Anthurium* cut flowers.

The Marshal of the Lublin Province awarded an honorary title "**the AMBASSADOUR OF THE LUBLIN PROVINCE 2003**" to the JMP Company for special achievements in promoting the Lublin area in Poland and abroad.

**2003** brought another success. Out of 600 companies taking part in a competition organized by the Polish Employers Confederation and Lublinian Employers Association, JMP received a statue "**LUBLINIAN EAGLE OF BUSINESS**" from the Province Governor of Lublin.

In **2004** in the presence of the Deputy Minister of Economy, Jerzy Hausner, the JMP Company was awarded with an economy prize of the Lublinian Business Club "**BUSINESS FORUM 2003**".

In **2005**, the Ptaszeks received awards in the poll of TVP agricultural section and Agrobazar magazine. Moreover, the Minister of Agriculture and Rural Development honoured them with the “**Golden Cup of Agroleague Championship**”.

In **2007**, the flowers produced by **JMP Flowers** were awarded several medals (3 gold, 3 silver and 1 bronze) at the **Zentralverband Gartenbau exhibition in Munich**.

In September **2008**, Marek Sawicki, the Minister of Agriculture and Rural Development awarded the Maria and Jarosław Ptaszek horticulture farm with the title “**Model Gardener 2008**”.

***JMP Flowers - we grow our flowers with passion.***