



IFMA

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FIELD TRIP

Fruit Chain



FACULTY OF
ECONOMIC SCIENCES
— WULS-SGGW —

9:00 – 10:45 “BRONISZE” Wholesale Market

Company: BRONISZE WHOLESALE MARKET



About us

Market History

In 1995, building on the experience of European wholesale markets, in particular the Wholesale Market in Rungis, the Wholesale Market in Bologna and the Wholesale Market in Lyons a stock bearing company, named Warszawski Rolno-Spożywczy Rynek Hurtowy SA (eng. Warsaw Agricultural-Food Wholesale Market Ltd.) was brought into existence. The town of Bronisze, in the vicinity of Warsaw, was chosen for the siting of the company's head office.



Schedule of events:

- July 1995 – under the auspices of the Minister of Agriculture and Food Economy the company named Warszawski Rolno-Spożywczy Rynek Hurtowy SA was founded by: the Agricultural market Agency (Agencja Rynku Rolnego), the Agency for the Restructuring and Modernisation of Agriculture (Agencja Restrukturyzacji i Modernizacji Rolnictwa), the Agency of Agricultural Property of the National Treasury (Agencja Własności Rolnej Skarbu Państwa), the Warsaw Voivoda, Agrobest Sp. z o.o. and Giełda Ogrodnicza Sp. z o.o,
- October 1996 – the first issue of shares for future operators on the Wholesale Market,
- October 1996 – laying the foundation stone,
- April 1997 – selection of the winning tender for building the Market – Wayss&Freitag – construction of the road, parking and sanitary infrastructure – Mostostal Export SA – construction of halls and commerce shelters,
- September 1997 –building the Market begins
- May 1999 – Opening the Market for use by Prime Minister Jerzy Buzek,
- March 2000 – transfer of the trading from Okęcie to the area of the Bronisze Wholesale Market,
- December 2000 – entering of the millionth customer to the Market,



- February 2004 – deployment of the final stage of the Company restructuring,
- March 2004 – release from the National Treasury credit pledge toward the Company,
- April 2005 – deployment of Integrated Management System,
- October 2006 – gaining the certificates: ISO 9001, ISO 14001, HACCP, Market in Numbers

Warszawski Rolno-Spożywczy Rynek Hurtowy SA is located on 35 hectares of which 8 hectares are covered by halls and commerce shelters;

- 450 traders operate in the Market in halls and shelters, and around 1000 producers in uncovered commercial areas;
- The number of vehicles visiting the Market in an average 24 hour period is 5500;
- The main areas which the Market serves are Mazowieckie, Warmińsko-Mazurskie, Podlaskie, Lubelskie Voivodeship;
- And has the potential to reach 14 million customers;
- The estimated weight of the annual commercial turnover is 1 100.000 tonnes

In most training projects we cooperate with agricultural consulting centres, chambers of agriculture and other industry organisations and scientific institutions. Bronisze Wholesale Market Rynek Hurtowy Bronisze is a founder member of the Central East European Initiative Wholesale Market (CEIWMF), currently comprising 13 wholesale markets from 7 countries of Central Europe (Albania, Bosnia and Herzegovina, Croatia, Poland, Romania, Ukraine, Hungary). The representatives of member markets meet several times a year on specialist workshops dedicated inter alia to issues of marketing, cooperation with producer groups and retail markets, and improvements to the services provided by wholesale markets.

Company: P.P.H.U "ACTIV"

P.P.H.U "ACTIV" has existed since 1996. It is a family company operating in the fruit production sector. Company's headquarter is situated in Belsk Duży near Grójec, being famous in Poland for apple production. The company supplies fruits and vegetables for Polish and foreign customers. ACTIV has refrigeration facilities, a sorting line, a packing machine and a gluing machine for cartons of various types and sizes. Its products are exported to Russia, the Baltic republics, Croatia, Slovakia, Slovenia, the Czech Republic and Romania.

The main activities of the firm are:

- fruit processing
- gardening supply
- packaging production
- export of fruits and vegetables
- transportation.



Although the history of ACTIV is rather short, nevertheless it is a well-known on the Polish and foreign markets.

Own transport fleet and highly qualified team of drivers allows ACTIV for comprehensive service of customer orders. Currently, the fleet consists of 16 modern refrigerated trucks. Safety entrusted loads is provided by 24 hours. Vehicles are monitored and the company has direct contact with the drivers. Temperature of the products is continuously monitored and recorded by an electronic thermographs.

ACTIV has gardening supply shops in three locations (Belsk Large, Coniew, Bogoria Skotnicka) and is an importer and distributor of a number of recognized products for growers including fruit harvesting machines Feucht-Obsttechnik, Pellenc electric pruning shears, professional orchard sprayers Mitterer, Gripple and fastening systems AVANT chargers. The company is also a dealer of Kubota and Antonio Carraro tractors and exclusive importer and distributor of apple combines ZUCAL, platforms Pillon. ACTIV is also engaged in the sale of trees, eg. distributing trees from the Belgian nursery farm of Johan Nicolai.

ROYAL APPLE

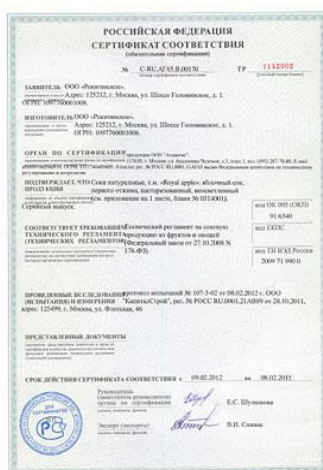
The company's portfolio has expanded recently with the production of a natural cloudy juice ROYAL APPLE, introduced in 2011. Juice is pressed from fresh apples and other fruits or vegetables without sugar and preservatives. Only ripe, fresh and good quality fruits and vegetables are selected for juice production. The juice is squeezed during the cold press process. Instantly after the pressing process, the juice is mildly pasteurized. This type of pasteurization retains almost all the components of the fresh ingredients which are beneficial for health – pectin and polyphenols (especially flavonoids).

Thanks to an innovative type of packaging Bag In Box juice stays fresh up to 30 days after opening. Royal Apple Juices are available in cartons 3l, 5l, 10l and glass bottles: 750ml, 330ml and 200ml. Fruit flavors are: apple, apple+carrot, pear+apple, apple+aronia, lemon+apple, apple+pear+lemon, apple+black currant, apple+kiwi, apple+red beet, apple+strawberry, apple+orange. In 2012, the offer was extended by tomato juice Royal Tomato.

In order to satisfy customers and safety of the products the company introduced in 2005, HACCP and quality management system ISO 9001:2008 and operates in accordance with the GlobalGap standard.

In August 2011 a new producer group FRUIT FAMILY has been established. Today the group has 78 members, who produce fruits from the area of 885 hectares (mainly apples, pears, cherries, sour cherries, black currants, strawberries). The Fruit Family Group invested in a new plant for fruit sorting, built in Sadków Szlachecki. It covers an area of about 1 hectare and it is the largest and most modern facility of its kind in Poland. It is equipped with two sorting lines (Aweta and Geosort) that allow sorting of fruit in every possible way. Fruits are candled with polarized light, so that we can assess their level of maturity and observe internal defects. Fruits, after the initial sorting, get to the cold buffer that can hold more than 3,000 tonnes of fruit or to one of the five lines for packaging products.

One of the members of the Producers Group FRUIT FAMILY is Antoni Stankiewicz, owner of the fruit farm Ton-Pol Ltd. The total area of the farm is 138 ha, of which approximately 112 ha is the cultivation of black currant. The remaining part includes apple orchards with consumer brands Idared, Gulden Delicious, Ligol, Elise and industrial brand Bojken. The plantations of black currant consist of industrial brands for juices. For the care and harvesting of fruits the modern equipment is being used of such companies as Lamborghini, Weremczuk, Tifone Vento. In 2012, production of fruits amounted: apple - 713 tonnes (yield 27.42 t / 1 ha) and black currant – 436 tonnes (yield 3.89 tonnes / 1 ha).



In 2004 the company took part in the national contest "Way to Success" organized by the Agricultural Advisory Centre in Brwinów in cooperation with the Agency for Restructuring and Modernisation of Agriculture and the Minister of Agriculture. The jury awarded ACTIV the first prize. Also in 2004 the company was awarded the license of Agro Poland-Euro Quality.

