



ENJOY ALL OF OUR FLAVOURS
Welcome





- WHO ARE WE ?
- WHAT DO WE DO ?
- HOW DO WE DO IT ?
- COÖPERATION...





WHO ARE WE ?



REO Veiling *in some figures*



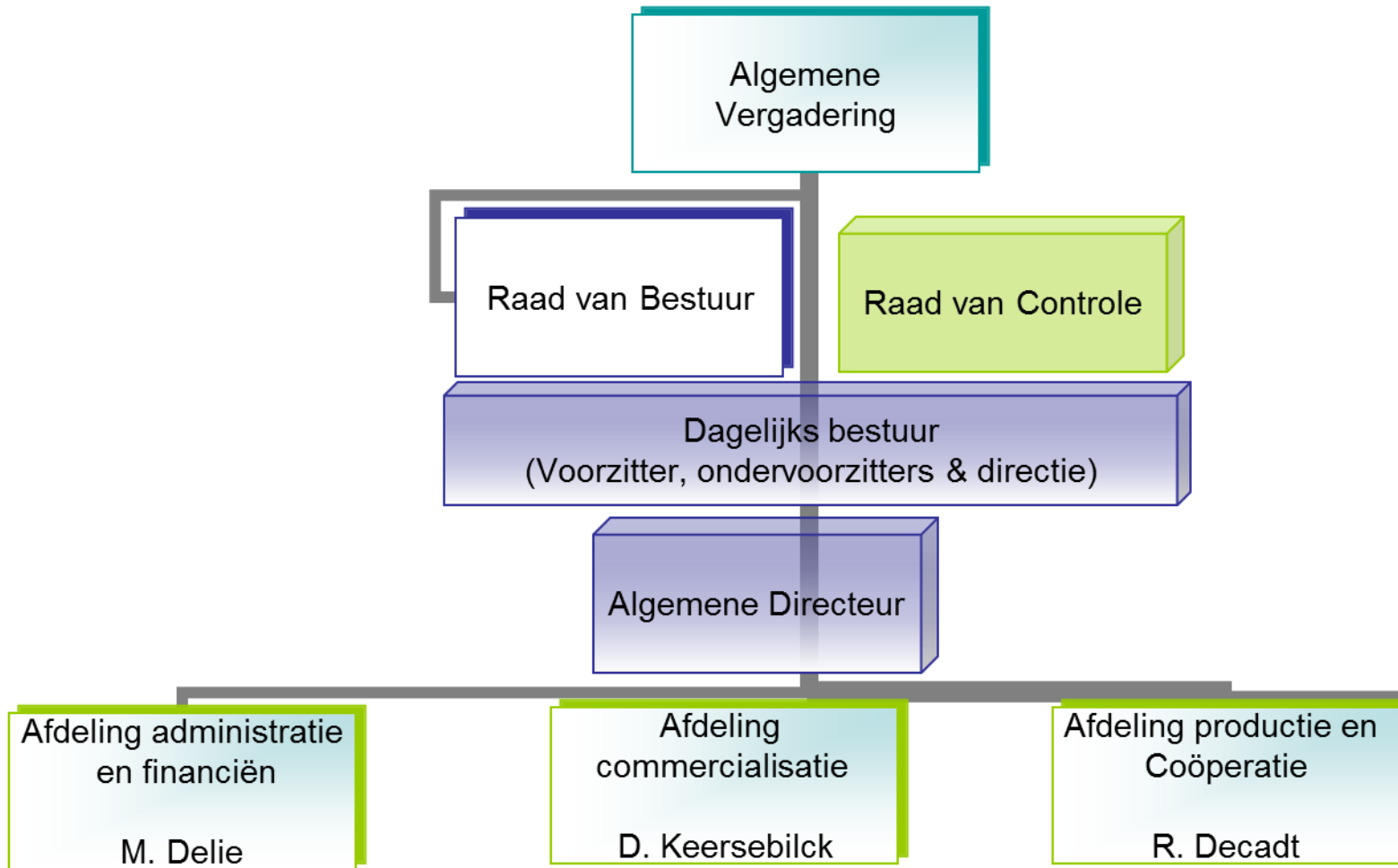
- Cooperation with 2.900 shareholders
- **± 1.200 active producers**
- more than **65** different kinds of vegetables
- Average turnover and volumes :
150 million €
250 000 tons of fruit and vegetables.
- **137** employees
- **Supply platforms: Afcowest (Poperinge) & PGV (Wetteren)**



REO Veiling *in some figures*



REO Veiling *structure*





WHAT DO WE DO ?



REO Veiling, *mission*

Support family run businesses in sustainable development (liveability between environment and optimisation of the production.

Fulfilling the expectations of the consumers through market analyses, demand driving scientific research and be the center of the communication towards the producer



Cooperation with other organisations who share the same vision.

Be the center of the commercialisation of fruits and vegetables of the highest quality!

Constant assurance of the quality, also as an organisation



REO Veiling *Daily Operation*



Supply :

Producers deliver their products in our supply warehouse (4 HA),

Registration :
Producers electronic registration on arrival or through internet:
volumes, quality, caliber.
Is the producer OK for the delivery of the product?



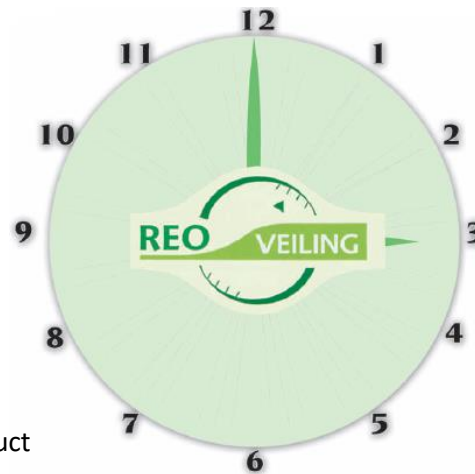
Quality Control:
Quality control checks the AUTO control of the producer!

Does the product meet the requiries mentioned in the book of specification?



Loading docks:

Simultaneously with the selling of the product the distribution starts towards the 120 loading docks



Temperature controlled storage:

Each pallet of F&V gets an individual identification (ID)
Products of the same quality will be sold under the same "BLOCK"



Auction room:

The center of the sales.
Simultaneously with other auctions and internationally towards several clients in different countries. Also presales.



Packaging warehouse:

Producers collect new, washed reusable crates or pick up one way packaging

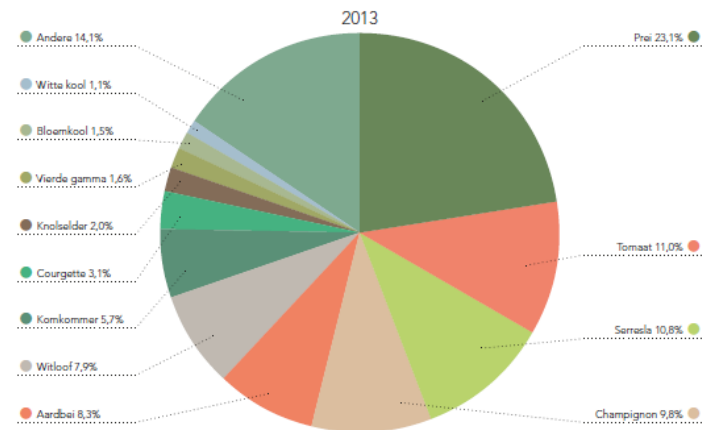
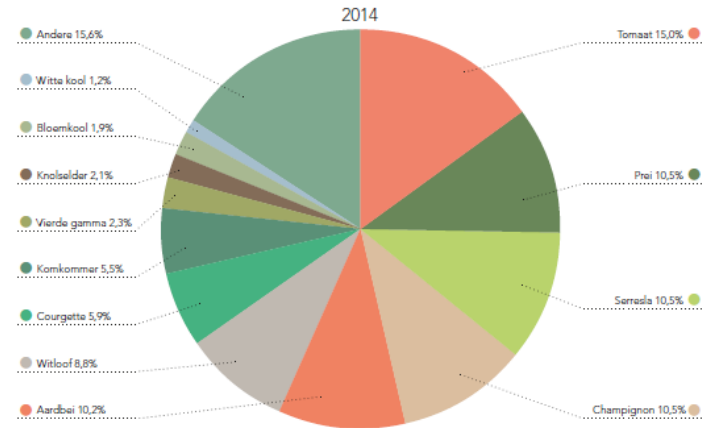


REO Veiling, *most important products in 2014*

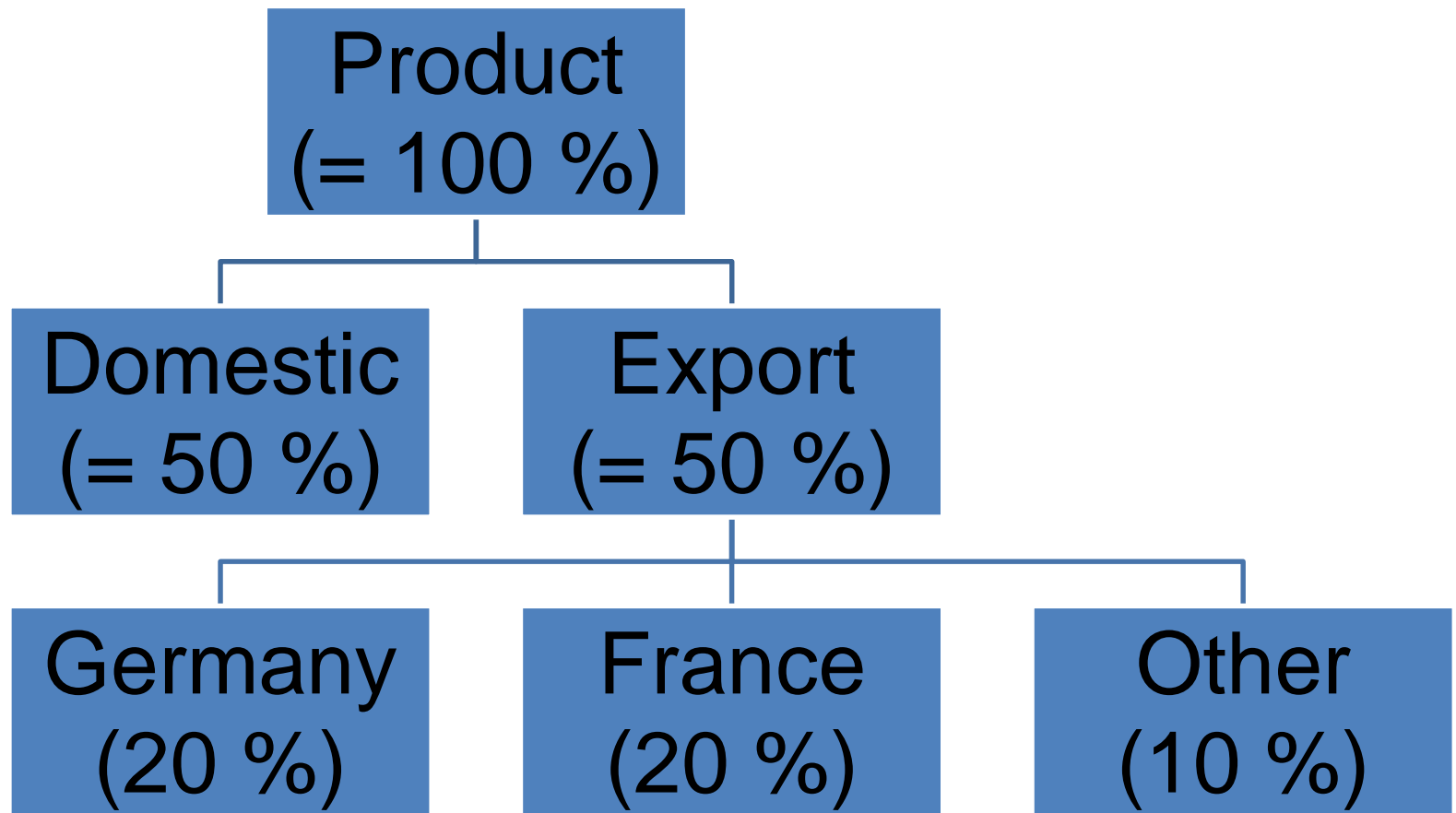
Leek	58.610 tons
Tomatoes	30.000 tons
Glasshouse lettuce	52 million heads (21.000 t)
Belgian Endive	19.000 tons
Red & white cabbage	7 million heads (17.000 t)
Celeriac	8 million heads (14.500 t)
Mushrooms	10.000 tons
Cucumber	12.500 tons
Courgettes	35 million pieces(12.500 t)
Cauliflower	3,3 million cabbages (4.690 t)
Strawberry	4.600 tons



Belangrijkste producten naar omzet



REO Veiling, *sales destination*





HOW DO WE DO IT?



REO Veiling, *sales*



REO Veiling, *sales AUCTION CLOCK*

- Product is sold through the auction clock (offer and demand)
- Simultaneously selling in different auctions
- Requirement of STANDARDISATION
- 40 % virtual auction
- 6 times X week
- Product day A => cooled from supply till selling => morning day B
- Presales in many products



REO Veiling, *sales*

- Auction clock stays the center:
 - Price formation on daily base for fresh produce
 - Correct price formation for producers
 - Open competition for the buyers of fruit and vegetables
- Contracts for...
 - Liability
 - Quality
 - Product
 - Price
 - Packaging
 - Promotion



REO Veiling, *quality of the company and products*



REO Veiling, *quality of the company*

Quality assurance within the company through certification :

- ISO 22000 version 2000 since Dec. 2002 (Base of all other certification systems)
- IFS, BRC and QS since November 2005
- Charter of Sustainability of the Government



REO Veiling, *quality of the growers*

- 1) Is the producer allowed to the market?
Foodsafety, residu... red light in database
REO!
- 2) Is the producer certified? Does he meet
the standards of the book of
specification?... Red light in database
REO!
- 3) Weight - quantity per case
- 4) Caliber
- 5) Indications: each case is marked with
product, producer, weight and date.
- 6) Product quality in accordance with
required quality



REO Veiling, *Flandria Quality*

Flandria :

- Certified producers
 - GlobalGap or IKKB
 - Guide food safety
- Controlled product quality
 - Flandria guidelines
- Certificated quality control at auction level

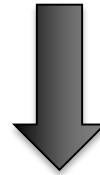


REO Veiling, *permanent guaranteed Quality*

3 brands



Flandria:
collective label of Quality



Exclusive Brands:
Extra attention on Quality, service,
presentation, preservation ...





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Thank you for your interest!

