

Multi programme Netherlands & Belgium Conférence pears in Germany

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In general

- Multi programme – internal market
- Groenten & Fruit Bureau (Netherlands) and VLAM (Belgium)
- 2017 - 2019
- Total budget over 3-years: 1.650.000 EUR
- Main focus : tastings in retail

Why?

- Conférence : a typical European pear
- Belgium & Holland : 2 strongly export-focused fruits and vegetables sectors
- Import ban by Russia (august 2014) : pear sector highly impacted as Russia was the main market
- Germany : an important sales market with major import of fruit (incl pears) from outside of the EU

How : Objectives?

- General
 - **Create awareness** around the quality of fresh pears from the European Union in general and Conference pears in particular
 - **Build up a good image** of European Conference pears in Germany by focusing on its main characteristics
- Marketing
 - **Increase German imports of pears**
from the EU-28 +10%, from NL +10%, from BE +20%
 - **Increase notoriety** of the conference pear in all of Germany up to 25%
 - An **increase of 5%** of German consumers that recognize the five most important product characteristics of the Conference pear

Campaign strategy

- **Convince German retail** of the advantages of the Conférence pear to get the product in the German shops
- Offer **consumers** the opportunity to taste the Conférence pear

Campaign activities

- POS material
- Tastings in retail (1500# in 3 years)
- Website (www.conferencebirnen.de)
- Advertisements
- Events



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Die leckere Birne aus Europa



Lecker kochen mit der Conference Birne

Die Conference Birne ist mehr als nur ein Snack. Die Frucht glänzt, auch als Zutat in einem Salat, Dessert oder Abendessen. Welches Gericht Sie auch wählen, die Conference Birne sorgt so oder so für Abwechslung in der Küche. Entdecken Sie unsere Rezept des köstliche Guten Appetit!

Website

Mehr über die Conference Birne

Die Conference Birne ist die unangefochtene Nummer Eins unter den niederländischen und belgischen Birnen. Die Frucht ist bekannt für ihren köstlichen Geschmack und lange Haltbarkeit. Man kann sie knackig frisch aber auch lecker saftig verzehren. Die Conference Birne ist immer eine gute Idee.

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Fünf Vorteile der Conference Birne

- 1 Lecker, erfrischend und durstlöschend
- 2 Kalorienarm und reich an Ballaststoffen
- 3 Die Hälfte der täglich empfohlenen Menge an Obst
- 4 Steht das ganze Jahr über zur Verfügung
- 5 Fast kein Kern, also ideal für Kinder.

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Die leckere
Birne aus
Europa



Die leckere
Birne aus
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Immer eine gute Idee

Immer eine gute Idee

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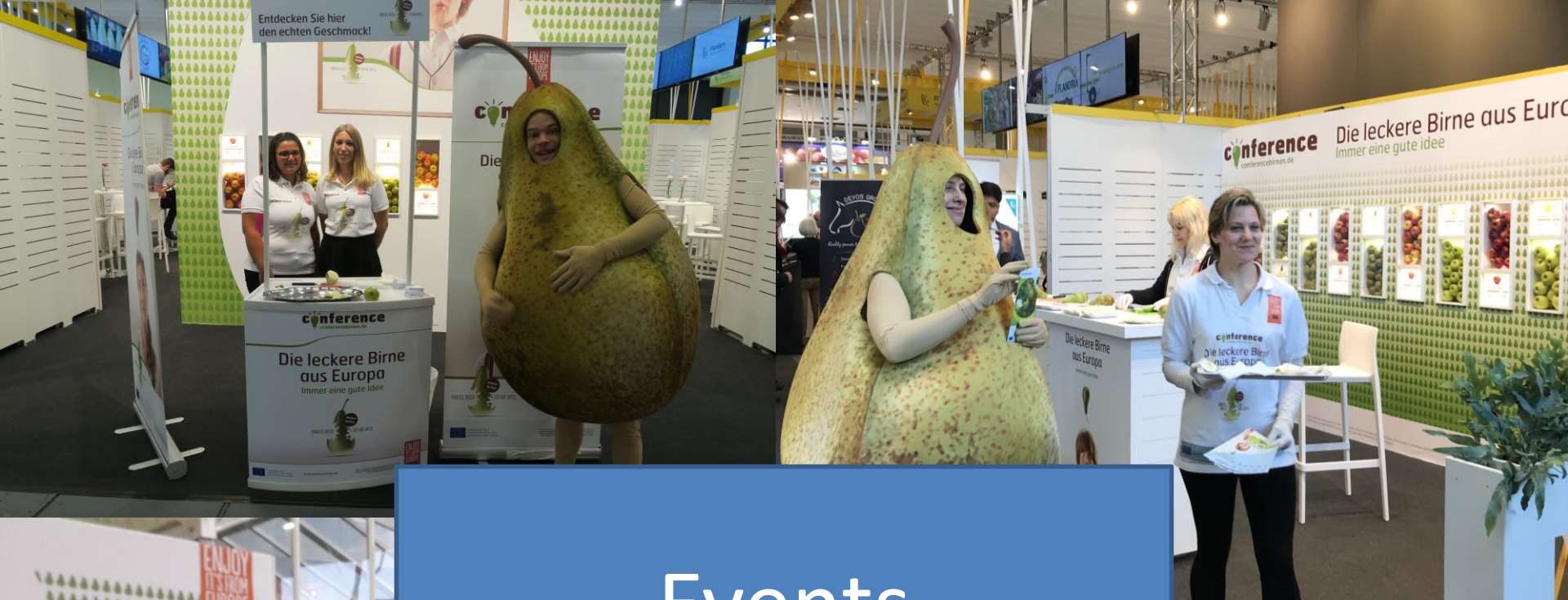
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Tastings in retail

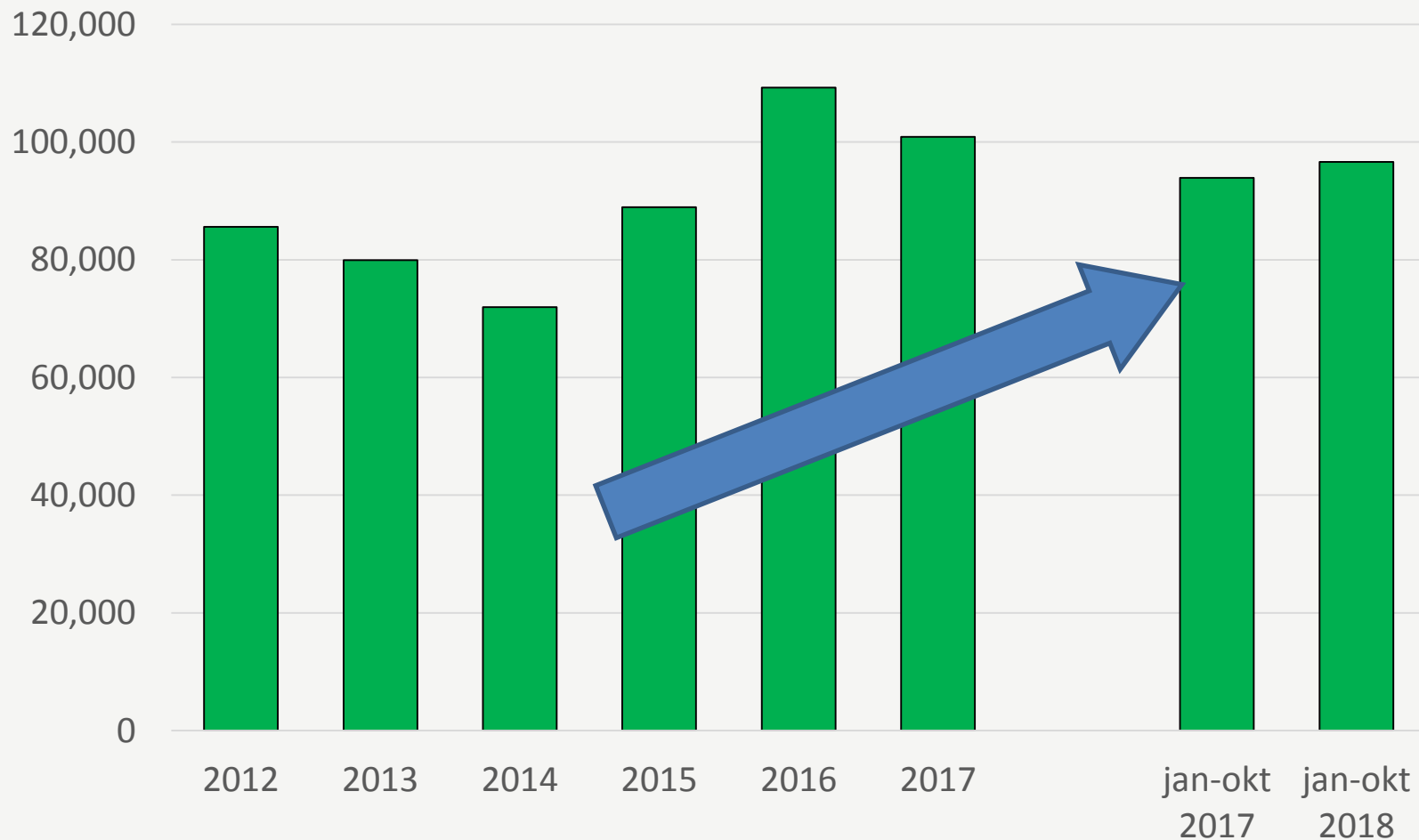


Events





Increase of BE & NL exports to Germany (# tonnes)



Rise marketshare to 29,1% (2018)

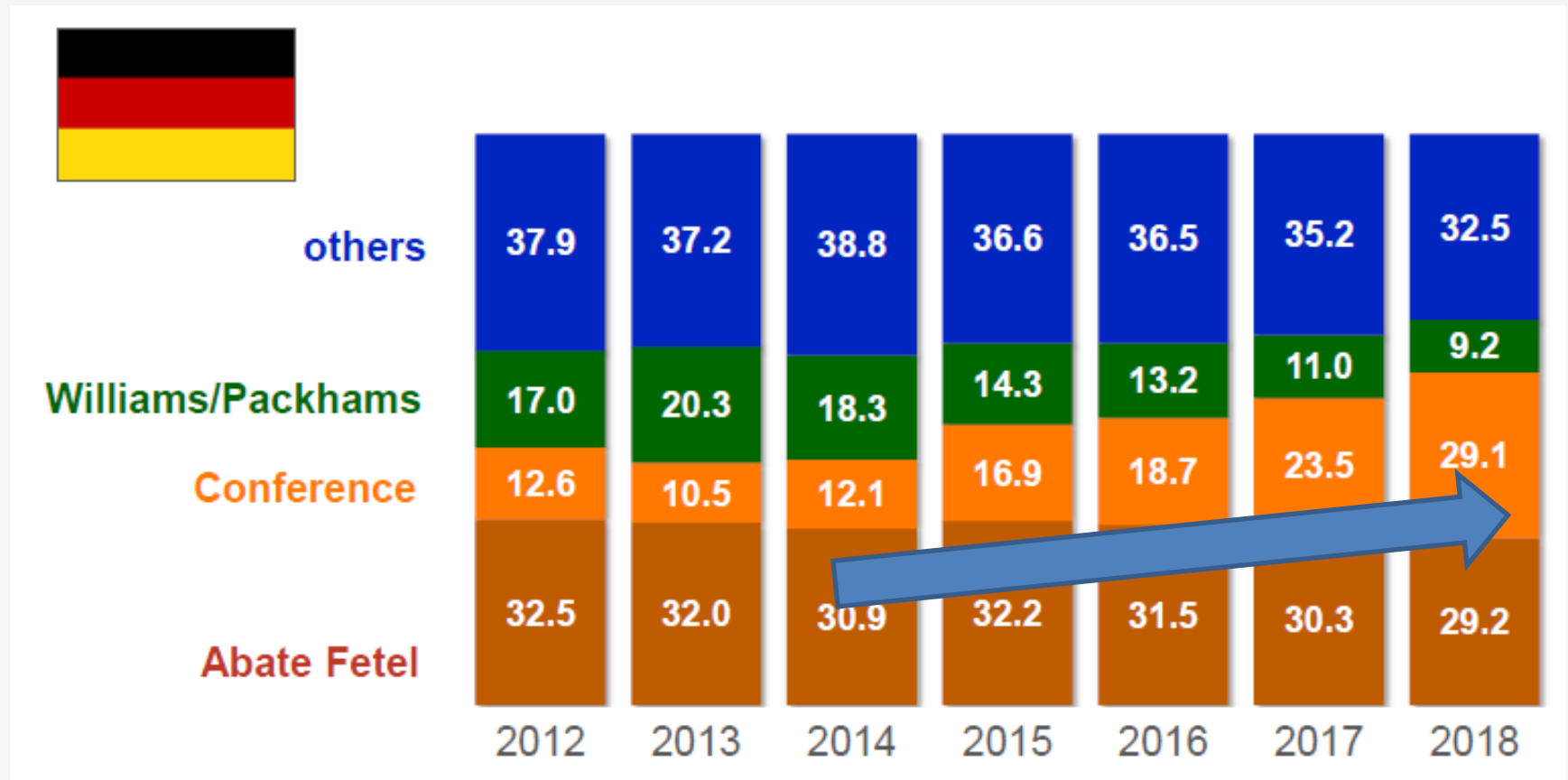


Image of Conférence pears in Germany

- 9% awareness (stable)
- 3rd preferred variety
- 62% of consumers like the good quality
- Increase of the 5 most important characteristics esp. 'firm and crunchy'
- General high satisfaction in terms of taste

Main succes factors

1. Experience of both partners with EU projects
2. Collaboration and support of the fruit sector in BE and NL
3. Confidence and good collaboration between the 2 partners ie Groenten & Fruit (NL) & VLAM (BE)
4. Commitment between the different actors in the project

Thank you!

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