



HOOGSTRATEN
HOME OF QUALITY

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PRODUCTS

Our strawberries	8
Our berries	12
Our cherries	14
Our tomatoes	16
Our peppers	18
Our guests	20
Our specials	22

Fruitful collaboration

At **Coöperatie Hoogstraten cv** we do a lot more than sell fruit and vegetables. We are all about getting an honest price for delicious products, whether they are strawberries, tomatoes or peppers. Our crops are grown with great passion on fields and in greenhouses around us, and we make sure that all those trays of fresh fruit and vegetables reach their destination.

A taste of what is to come?
Visit www.hoogstraten.eu



Quality and food safety

We cultivate a philosophy where **quality and food safety** are the core values. Our fruit and vegetables meet strict labels in which quality is key. Hoogstraten is the quality label for strawberries; for vegetables this is Flandria.

We make sure this quality ends up on your plate. This is guaranteed by our **various quality labels and certificates** such as the FSCC 22000 and ACS (Gids Handel) **food safety certificates**.

And finally, all our products meet GlobalGap and Vegaplan **specifications**, which stand for food safety as well as environmental awareness.

Did you know...

For research and development we work closely with **Research Centre Hoogstraten (PCH)**, which conducts scientific and hands-on research into strawberries, tomatoes and peppers.
www.proefcentrum.be

Always the right price

Our sales system is **clock** or **mediation-based** to let supply and demand take their course and to ensure a transparent, competitive price. We also offer part of the expected produce at a predetermined, set price through **LAVA**, an alliance of the most important fruit and vegetable cooperatives in Belgium.

Custom-tailored service

At Coöperatie Hoogstraten cv we go out of our way to guarantee the freshness and quality of our products at any given time. We continually invest in efficient product handling. For instance, our **state-of-the-art packaging department** meets the client's every wish in a flexible manner. We also bring large growing companies in **direct contact** with the client to better match supply and demand.

For people and the environment

We gladly make a huge effort to contribute to a sustainable future for our staff, our partners and our planet. Our work in this regard has been rewarded by the **Responsibly Fresh** quality label, which is a sustainability label for the Belgian fruit and vegetable industry.
www.responsibly-fresh.com





Our strawberries

Strawberries are the main quality product for our cooperative. They account for about half of our sales: more than 30 mio kg of strawberries are traded each year. Did you know that one third of all strawberries sold at Hoogstraten are grown in the Netherlands? This is the direct result of our long-term collaboration with CLTV Zundert. All our strawberries carry the Hoogstraten quality label and are GlobalGap certified.

The strawberries are inspected and classified in uniform quality sections. Once they have been cooled, the strawberries are offered together with similar products from other Flemish cooperatives in simultaneous clock auctions. A small volume of strawberries is sold by e-mediation, a system that allows buyers to purchase their weekly volume of strawberries at a pre-set price.

Hoogstraten strawberries provide a living to more than 200 Belgian family businesses. They use all the knowledge and energy they have to carefully pick, cautiously select and perfectly present their produce. As a result, Hoogstraten strawberries are known all over the world. Our strawberry growers are proud of their achievements.

Find out more

Discover what makes Hoogstraten strawberries so unique on the **following pages**.

Quality: what makes Hoogstraten strawberries so unique?

Hoogstraten finest quality strawberries are classified in **4 categories**: GOLD, Double Extra (EE), Extra (E) and Extra Direct (ED). This classification is based on the strawberries' external characteristics.

GOLD and EE strawberries excel in uniformity (size and colour) and offer outstanding quality. The strawberries are carefully placed in their packaging to ensure a beautiful presentation. The difference between Gold and EE is in the packaging.



Category overview:



GOLD

- Special packaging (GOLD box) with insert
- Offered for grades 4A to A



EE

- Standard packaging with sticker
- Possible for all grades

E

- Main quality type for Hoogstraten strawberries and the basis of our daily offer
- Stands for excellent strawberries: a good shape, attractive presentation and a beautiful colour

ED

- External quality similar to Extra
- Slightly less firm and therefore less suitable for remote export destinations
- Extra sweet (brix content larger than 8 - late harvest)

Lots that do not meet the extra quality standards are categorised as **quality 1, 2 or 3** depending on the extent of their deviation.

Varieties: strawberries in a wide variety of colours and flavours

The **colour and distinctive taste** of our strawberries are different for every variety, but they are always shiny red, smooth and juicy. The **main variety** is still Elsanta. Elsanta definitely dominates the range, but is certainly not the only variety we offer. **Other varieties** such as Sonata, Sonsation and Murano are on the rise as fully-fledged alternatives.

Elsanta: Red and tasty. The main variety of Hoogstraten strawberries.

Sonata: Fresh red, round and sweet. Perfect for enlightened crop in winter and very successful in spring.

Sonsation: Shiny deep red, nicely shaped with a sweet taste. Most successful in early summer.

Murano: Everbearing variety with typically conical and regular shape. Murano strawberries are firm, large and uniform in size. They have a remarkable red colour.

Did you know...

Every year **new varieties** are tested on the farms under the supervision of the Research Centre Hoogstraten. Find out more on www.proefcentrum.be/en.

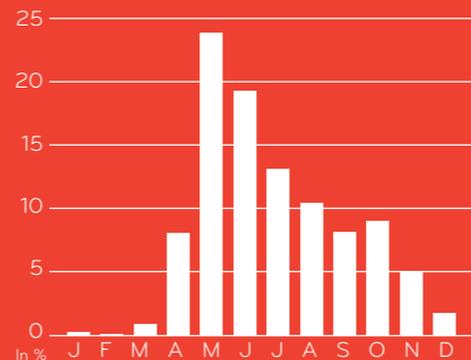
Meet our growers!

If you want to know where your strawberries come from, go to www.hoogstraten.eu, enter the **unique code** on your tray and find out which producer grew them.

Did you know...

For many years we have been working hard to improve the **storage of the strawberry plants**. By keeping our storage in-house, we have managed to keep growers' storage costs down.

Average Strawberry supply per month.



Facts and varieties

- **Elsanta** is the main variety.
- The strawberries are **available all year round**. Crop types vary: winter illuminated crops, heated greenhouses, plastic tunnels, open air ... However, the taste and quality always remain high.
- **Most production** occurs between May and November with a peak in May - June. Also in autumn, there are significant volumes Hoogstraten strawberries available.
- **Size is assessed** on sight, based on the average diameter. Strawberries qualify for a grade if the diameter of the smallest strawberry is at least two thirds of the diameter of the largest strawberry.
- Strawberries are normally offered in **30 by 50 cm boxes of 8 punnets (500 g)**. Since 2016 we make a distinction between table top , open field  and everbearer culture . Each recognizable in its own packaging.
- **Custom made** packages with special grades or presentation are available on request. Please contact sales@hoogstraten.eu.

Availability: all year round

Varieties: Elsanta, Sonata, Sonsation and Murano

Grades: 4A (> 45 mm), 3A (40 - 45 mm), 2A (35 - 40 mm), A (31 - 35 mm), AB (unsorted), B (27 - 31 mm), C extra (22 - 27 mm), C (> 18 mm)

Marketing: simultaneous clock sales or e-mediation



Our berries

Since its inception, our cooperative has been known for its strawberries, but in recent years other soft fruit crops have also grown in popularity like berries for example.

All our berries carry the Hoogstraten quality label and are GlobalGap certified. Kiwi berries are our main category. The supply continues to increase each year. Our range also includes blueberries, raspberries and blackberries.



Did you know...

Kiwi berries are **rich in vitamin C**: 70 mg per 100 g or 87.5% of the recommended daily amount.

Facts and varieties

KIWI BERRY

The kiwi berry is as delicious as a kiwi and as small as a grape. Its skin is smooth and edible and certainly not fuzzy. The **flesh** is juicy and very sweet with dozens of black, edible seeds inside. It has a round egg **shape** ranging from elliptical to cylindrical. The **colour** can be green, greenish red or red.

Availability:
September and October

Varieties: include Geneva, Weiki, Ken's Red and Issai

Grades:
medium
large

Marketing:
mediation by Coöperatie Hoogstraten cv

BLUEBERRY

The blueberry is dark blue in **colour** and has a matte, dull **surface** due to the fruit's natural bloom. 'Bloom' is a quality feature of manual harvesting. Hoogstraten blueberries are primarily grown **under protection**.

Availability:
mid-May to the beginning of October

Varieties:
include Liberty, Aurora, Duke, Draper, Brigitta Blue, Cargo, Last Call, Huron, Blue Ribbon, Topshelf, Candler

Grades:
4A (> 17 mm), 3A (15 – 17 mm), 2A (12 – 15 mm), A (< 12 mm), AB (unsorted)

Marketing:
simultaneous clock auction and mediation by Coöperatie Hoogstraten cv

RASPBERRY

A raspberry is an **aggregate fruit** of lots of small fruits. Depending on the variety, it has a long, conical or round **shape**.

Availability:
end of April to October

Varieties:
include Kwanza

Grades*:
4A (> 35 mm), 3A (> 30 mm), 2A (25 – 30 mm), A (18 – 25 mm)

Marketing:
simultaneous clock auction and mediation by Coöperatie Hoogstraten cv

* Raspberries are sorted based on the length of the fruit.



HOOGSTRATEN BERRIES

BLACKBERRIES

Blackberries are a very **dark purple**, almost indeed black. The fruits are red before they are ripe. They have a **sweet taste**.

Availability:
August to mid-October

Varieties:
Lochness

Grades:
4A (>35mm), 3A (>30mm), 2A (25-30mm), A (18-25mm)

Marketing:
simultaneous clock auction and mediation by Coöperatie Hoogstraten cv



There are several possibilities with regard to packaging.

Want to know more? Then please feel free to contact sales@hoogstraten.eu.

Our cherries

Our sweet cherries burst with flavour and are the perfect healthy summer snack. Different varieties offer a wide range of colour from purple red to black red with all shades in between. Our cherries are the result of protected cropping and are harvested when ripe. All of our cherry growers are therefore GlobalGap certified. The Hoogstraten quality label is only provided if their cherries meet the strictest requirements.

Facts and varieties

- Harvested when **ripe**
- From **purple red to black red** with all shades in between
- 100% **protected cropping**

Availability: June and July

Varieties: include Kordia, Regina, Bellise, Carmen and Samba

Grades: 6A (> 32 mm), 5A (> 30 mm), 4A (> 28 mm), 3A (> 26 mm), 2A (> 24 mm), A (> 22 mm)

Marketing: Clock sales and mediation by Coöperatie Hoogstraten cv

There are several possibilities with regard to packaging.

Want to know more? Then please feel free to contact sales@hoogstraten.eu.

Did you know...

Each variety has unique characteristics and can be classified according to maturity. The maturity is indicated in **weeks**.

Meet our growers!

If you want to know where your cherries come from, go to www.hoogstraten.eu.



HOOGSTRATEN
CHERRIES



Our tomatoes

Loose or on the vine, every tomato leaving the cooperative will be blushing with flavour and goodness. All our tomatoes have firm flesh and are similar in colour across their entire surface. Their regular form shows no deformities or blemishes, which makes them sought after by the more demanding consumers.

This is hardly surprising: all Hoogstraten tomatoes are GlobalGap certified and only top quality produce receives the Flandria quality label. This ensures that the tomatoes are grown with respect for people and the environment. Each tomato is classified according to grade, flavour and texture. Every segment is easily recognisable by its own packaging. Custom-tailored packagings and/or presentations are available on demand.

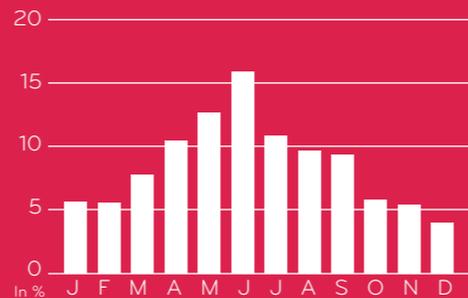


Since 2005, we have added some specials to our standard range: read page 22.

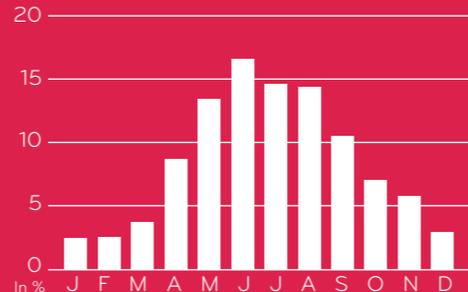
Did you know...

Our cooperative is a market leader in tomatoes in Belgium with year-round production and a broad product range. Every year we trade about 100 mio kg of tomatoes (loose, on the vine and specials)!

Average supply loose tomatoes per month.



Average supply vine tomatoes per month.



Facts and varieties

LOOSE TOMATOES

Our loose tomatoes are **fresh, juicy and tasty**. There are nice, round varieties and so-called hybrid types shaped like pumpkins.

BARON

Description: traditional Belgian beef tomato, pumpkin-shaped, firm flesh, full of flavour and juicy

Availability: all year round

Grades: 50 – 60 mm, 60 – 70 mm, 70 – 82 mm, 82 – 92 mm, 92 – 102 mm, > 102 mm

Marketing: clock sales and mediation through LAVA

PRINCE

Description: loose tomato with deep red colour, good uniformity, consistent quality and long shelf life

Availability: all year round

Grades: 40 – 50 mm, 50 – 60 mm, 60 – 70 mm, 70 – 82 mm, 82 – 92 mm, 92 – 102 mm, > 102 mm

Marketing: clock sales and mediation through LAVA



VINE TOMATOES

Vine tomatoes are **firm, fresh, shiny and red**. The vine stem is firm and green.

ELITE

Description: fine, flat vine tomato, full of flavour, shiny, on the vine, long shelf life, label on bunch (3 pieces/pack)

Availability: all year round

Grades: medium – medium to large

Marketing: clock sales and mediation through LAVA

PRINCESS

Description: vine tomato with a deep red colour, good uniformity, large, consistent quality, long shelf life

Availability: all year round

Grades: medium – medium to large – large

Marketing: clock sales and mediation through LAVA



Our peppers

Our peppers are firm and uniform in colour and have smooth, shiny skin. The white core inside contains seeds. The peppers have a smooth green calyx without any cracks, blemishes or burns. Each pepper has a stalk that has been cleanly cut at the natural breaking point.

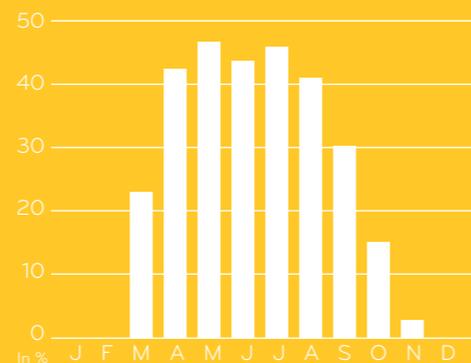
Of course all our peppers are GlobalGap certified and receive the Flandria quality label if they meet the strict standards.



Did you know...

We have a warehouse with an **automated sorting system**. Growers can have their produce centrally sorted here, so they can focus fully on growing their crops. This enables the cooperative to meet customer demands.

Average supply peppers per month.



Facts and varieties

- Every pepper is classified according to **colour and grade**.
- Peppers are our third biggest revenue generator. We trade **28 mio kg** each year. A large percentage of our peppers are grown in the Netherlands.
- The **Piccantina** was added to our standard range. This hot pepper is ideal for hot dishes and can be red, green or yellow. The table with specials on page 21 offers more details.

Colours: red – green – yellow – orange

Availability:

from March to early November
(production peak in the summer)

Grades: 63 – 75 mm, 73 – 85 mm,
83 – 95 mm, 95 – 105 mm, > 105 mm

Marketing:

clock sales and mediation through LAVA



HOOGSTRATEN
PEPPERS



Our guests

Coöperatie Hoogstraten offers also products which are sold by other cooperatives, f.e. cucumbers, zucchini, gherkins, asparagus, cauliflower, radish and pumpkins.

Our main ambition is to put safe and healthy food on the market at the best possible price for our members. To fulfill this task to the best of our ability, we work closely with other organisations who also strive for the highest quality. Other cooperatives can sell their products here (and vice versa) without any of the growers being members. This type of guest auction is clearly very effective: we have been mixing our own product offer with that of other cooperatives since 1996.



Advantages of this economy of scale

- Interesting quantities are marketed at a fair and transparent price
- Promotion of strong brands with a wide audience
- Optimum quality and food safety



HOOGSTRATEN
HOME OF QUALITY



Our specials

The specials brought a breath of fresh air to our range. We used new products – our specials – to fill a gap in the market. Our specials follow the contemporary food trend perfectly. We offer a wide variety of innovative products with over 30 different specials. A nice shape, vibrant in colour ... and above all packed with flavour!

Our specials are grown according to the strict Flandria standards and are sold in various packings. They are usually sold by mediation through the Hoogstraten sales team (weekly prices and long-term contracts), but sometimes also in clock-based auctions.

Curious to find out which growers offer specials? Visit www.hoogstraten.eu and click on 'specials'.



Discover the whole range on the following pages.



Loose tomatoes

Colours

Vine tomatoes

Others

																
	Bellino	Romared	San Marzano	Intense	Kumato	Coeur de Boeuf	Party Mix	A'Roma	Wild Mix	Cherrystar	Kubello	Miss Perfect	Ministar	Annaluca	Sweetest Queen	Piccantina
TYPE	Plum cherry loose	Plum tomato loose (also available on the vine)	Elongated tomato	High density tomato	Brown tomato	Heirloom tomato	Mix of cherry tomatoes	Mix of plum tomatoes	Mix of cherry tomatoes	Cherry tomato on the vine	Mini plum tomato on the vine	Cherry tomato on the vine	Cocktail on the vine	Cocktail on the vine	Cherry tomato on the vine	Hot pepper
VARIETY	Sweetelle	Volantis Romindo	Portento	Intense	Olmecca	Arawak	Sweetelle Summer Sun Bamano Mini-Kumato	Brown: SV0946TS Pink: DRK936 Orange: Chinouk San San Marzano: Portento Red: Ardilles	-	Juanita	Redetto	Axiandy	Brioso	Annaluca	Strabena	-
FRUIT WEIGHT	±12 gram	85 - 120 gram	±100 gram	±100 gram	±100 gram	200 - 250 gram	±12 gram	-	12 gram	10 - 12 gram	20 - 25 gram	12 gram	34 - 40 gram	40 - 50 gram	18 - 25 gram	±20 gram
BRIX (AVERAGE)	9	-	-	-	-	-	8 - 10	-	8 - 10	8 - 10	8	10 - 11	-	-	9 - 10	-
NUMBER OF FRUITS PER VINE	-	-	-	-	-	-	-	-	-	+12	+9	+12	+9	+7	+9	-
CHARACTERISTICS	Sweet and juicy tomato Plum shaped	Beautiful deep red colour	Rich, complex, sweet flavour Low in juice	Extended shelf life Low in juice	Beautiful brown shades Original sweet tomato flavour Ripens from the inside out	Unique ribbed shape Full, fresh flavour Ripens from the inside out	Colourful mix of cherry tomatoes	Festive mix of plum tomatoes	Colourful mix of cherry tomatoes	Attractive full red shape Perfect round shape	Pepper shaped Good balance between sweet and sour	Very sweet tomato with a crispy bite	Lovely sweet aftertaste	Nicely balanced flavour with a long aftertaste Rich, intense flavour Excellent shelf life	Beautiful deep red shade Strawberry shaped Juicy texture	Available in red, yellow and green Excellent shelf life
USAGE	Salads Snack Appetizer	Salads Sauces	Salads Italian sauces Sun-dry	Ideal for slicing Sandwiches Gazpacho	Carpaccio Salads Sauces	Salads Soups Decoration Carpaccio	Salads Snack Decoration Appetizer	Salads Carpaccio Decoration	Salads Snack Decoration Appetizer	Salads Snack Decoration Appetizer	Grill Salads Snack Decoration	Salads Snack Appetizer	Salads Decoration	Salads Grill Stew	Salads Snack Appetizer	Spicy sauces Salads Gazpacho
AVAILABILITY	All year	All year	All year	March - November	March - November	All year	All year	March - November	March - November	All year	All year	All year	All year	March - November	All year	All year
LIGHTED CROP	■	■	■	■	-	■	■	-	-	■	■	■	■	-	■	-