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# PALESTINE AT FRUIT LOGISTICA

Enterprise Development and Investment Promotions Project (EDIP)

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## Palestine at Fruit Logistica

The Sinokrot Group represented Palestine for the first time this year at Fruit Logistica, and left with one clear message from the marketplace: Palestine needs to grow more export-quality fresh produce. Buyers were impressed with the quality of the items on display at the Sinokrot booth, as well as with the firm's strong credentials, including GlobalGAP, BRC and SA 8000 certifications. They also saw an opportunity to take advantage of the unique positioning of produce from Palestine for the growing number of socially conscious consumers.



Visitors to the PalGardens booth speak with owner Mazen Sinokrot and Issam Abu Khaizaran, Executive Manager.

With more than 2,300 exhibitors from 71 countries and 53,000 attendees—including importers, wholesalers and retailers from across the globe—Fruit Logistica is the largest fresh produce trade show in the world. The Sinokrot Group, representing PalGardens, Khaizaran Herb Farm, and Moon Valley Dates, hosted a booth displaying fresh herbs, tomatoes, sweet peppers and medjool dates.

Given the overwhelming size of the show—the exhibition covers more than 90,000 square meters—it is nearly impossible to visit every stand, and success depends largely on a targeted approach to identifying

potential partners. In the weeks leading up to Fruit Logistica, EDIP supported the Palestinian delegation by conducting in-depth research to select firms that would be a good fit for Sinokrot. Contacting the companies before the show ensured a mutual level of interest and provided a way to break through the chaos of the trade show floor to speak directly with lead buyers/purchasing managers and immediately engage in serious talks about the potential for new business.

After three days at this vast global marketplace, Sinokrot received interest from more than 35 companies requesting a variety of different items. Unfortunately, given the limited number of greenhouses and other growers cultivating export-quality produce, the current maximum production through Sinokrot's packinghouse is unable to meet this demand. The table below highlights the shortfall:

ITEM	MARKET DEMAND	CURRENT SUPPLY
Fresh herbs	19 tons/wk	7 tons/wk
Tomatoes	18 containers/wk	4 containers/wk
Sweet peppers	10 containers/wk	1 containers/wk
Medjool dates	3 tons/wk	negligible

Although Sinokrot is unable to currently supply all of the companies that expressed interest in Palestine's produce, the firm was able to concentrate on building new relationships with a few key

partners. This provides the agriculture sector with a strategic focus—namely, increasingly production of export-quality produce. EDIP is planning a phased approach, with a short-term plan to ensure that test shipments are sent out this season, followed by additional investment in greenhouses to meet the resulting demand next season. (The high season is November to April, the off season for European producers.)

Highlights of new relationships established at Fruit Logistica include:

AJB's Fruitbox ([www.ajbfruitbox.com](http://www.ajbfruitbox.com)): This Dutch firm distributes to supermarkets throughout Eastern and Western Europe and sees an opportunity to create a new line with retailers for produce from Palestine. Sinokrot will send a trail shipment of one container of cherry tomatoes (with a value of approximately €25,000), and upon satisfactory receipt of goods, representatives from AJB's Fruitbox will then visit Palestine to tour Sinokrot's operations and discuss further details of their partnership.

Bud Holland B.V. ([www.bud.nl](http://www.bud.nl)): Bud Holland, also headquartered in the Netherlands, has been buying herbs and dates from Israel for 11 years, but complained about frequent problems with poor quality items. They were attracted by the fact that Sinokrot is the combined grower, packer and exporter, ensuring a harmonized product and better quality control. Sinokrot will send a trial shipment of a half-ton of mixed herbs along with several 5-kilo bulk packages of medjool dates.



Visitors review PalGardens' display of fresh herbs.

EDEKA Aktiengesellschaft ([www.edeka.de/EDEKA/Content/Presse/Englisch](http://www.edeka.de/EDEKA/Content/Presse/Englisch)): Edeka is the third largest discount retailer in Germany, with approximately 15,000 stores and 30% market share. They prefer to buy directly from growers through their import division, and are interested in the full range of products that Sinokrot can supply. Sinokrot will send a trial shipment of herbs, tomatoes, peppers and dates, and was invited to then visit the company in Hamburg to develop a more permanent relationship.