Marketing research in France

(Graduation internship from February to June 2010)

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Foreword

To conclude my educational program, Vlissingen, in the final year of Commercial Engineering. I was looking for an internship in a company in which I am able to specialize in marketing and commercial projects.

In order to follow my internship, I write this report firstly for the university and the company.

For this reason, I want to thank especially Simon Kleinjan, my tutor, for all the times he brings me to exhibitions or customers, and Jason Vrijhof for the times he shows me installations to his customer and what happens to the beginning of projects with future customers.

Moreover, I want to thank everybody of my office who never refuse to answer my questions and helped me in my project, but also persons from other departments like Charlotte Langerak for her point of view on my newsletters, or Mark van Voorthuisen for all his work on brochures and newsletters.

Finally, I thank Viscon and its leaders for their kindness.
Summary

Viscon is a worldwide company which develops product and material handling solutions in different sectors. To be able to supply complete turn-key projects in fruit & vegetables, and mushroom markets, they have partnerships with specialized companies in grading, weighing and packaging equipments.

The company sells over the whole world, however, regarding the French fruit & vegetables, and mushroom markets. They don't have many customers. Thus, the focus of the report is based on the marketing research of these markets in France in order to approach French customers, and so improve Viscon’s sales in the future.

The research allows to see that French mushroom and fruit markets have decreased more than 20% in ten years, while the vegetables market has remained stable. Today, the mushroom production reaches 186 Kt, and the fruit and vegetables ones reach together more than 12 000 Kt. We can also see that production places are mainly located in the North, belong the Atlantic coast, and in the southern half of the France.

Within these markets, more than 300 target companies have been selected, along production and expedition chains, in order to send information about Viscon’s products to them, but also to compile them in the Viscon’s database; there are producers, producer organizations, cooperatives, exploitations, expeditors and processors.

After calling all of these prospects, 19 companies were interested to receive information about Viscon’s automations in the mushroom market, and 250 were interested for the automation in fruit & vegetables market. This was representing about 80% of the targeted companies. Then, after selection of interesting products and solutions for each market, it was decided to approach these companies through sending newsletters that present Viscon’s products. So two newsletters have been made and sent; one for the mushroom automation and one for the fruit & vegetables automation.

Regarding the French competition, it allows to see that no supplier is concentrated on the mushroom market. However 19 main competitors have been found in the fruit & vegetables market. The defined competitors such as direct competitors are focused companies on the fruits and vegetable automation. Nevertheless, most of them are limited to realize complete turn-key project like Viscon supplies. Concerning the indirect competitors, they are the same kind of company than the direct ones, but their main focus is the general food market. Thus we can conclude that there are not many threats coming from French companies.

So to conclude, according to the project results, we can see that there is a real potential in France and also that Viscon may well compete in these markets.
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1 - Introduction

1.1 - Background

To graduate the Commercial Engineering bachelor of the Hogeschool Zeeland University of Applied Sciences, and, as a part of an internship, the present project has been done for the company Viscon B.V.

Viscon is an organization focused on product and material handling solutions in different business lines. They design, manufacture, and install from the simple machine to complete turnkey projects. Moreover, through different partnerships, they can also provide projects including different additional systems or processes.

The studied businesses, in this project, are business of fresh fruits, vegetables and mushrooms in France. In fact, Viscon produces systems through the whole world, however, French customers in these businesses are actually a very small part of their turnover. So, following successful previous sales, and through this project, Viscon would wish to penetrate more strongly in this country.

The person responsible for this investigation is M. Bergel Anthony, a French student. His manager from the company is Mr. Kleinjan, sales manager, and his school supervisor is Mr. Korevaar, teacher of the HZ University.

The main goal of this project is first, investigate and make a market analysis of the France, and then, get a complete knowledge on the French potential. By this way, the project is after focused on the approach of the selected companies in the aim to reach customers.

1.2 - Problem Definition

Viscon has been developing its products in the world, however, they only have few customers in France. So, in this context, without market analysis made previously on this country, the main objective of this investigation is to provide Viscon with information about the markets of mushrooms, fruit and vegetables, then to know what is the customer potential and which products in the different ranges of Viscon’s solutions can they extend through the whole France. At least, the analysis should allow to correctly reach customers and so, help the French department of the company to improve its sales in this country.
Once this marketing research project has been finished, it should answer the following main questions:

❖ Who are Viscon’s target groups?
❖ Who are the ideal customers?
❖ What is the potential of these customers?
❖ Which products may be interesting for these customers?
❖ How is the current competition?
❖ Which companies are interested in Viscon’s products?

But these main questions are followed by many sub-questions as:

› What are the market segments?
› What is the market size of each market segment?
› What is the growth rate of each market segment?
› What are the opportunities for the different available market segments?
› Which market segments do we have to focus on?
› Do we have to focus on some regions particularly?
› Which kind of companies can we reach with our products?
› Who are the potential customers?
› How can we find and select them?
› How many potential customers are there?
› For what kinds of replacement or project may they be interested?
› Which products may there be the most appropriated to them?
› How can we contact these potential customers?
› How can we show our products to them?
› How is the structure of French competition?
› Who are our direct and indirect competitors?
› What is the profile of these competitors?

1.3 - Structure of the report

The project begins with information about the company and the product in chapter two. Then will follow the research activities in chapter three, explained through differentiating the desk research from the field research. After that comes the results chapter, following the same structure as the research. The final chapter mentions the conclusions and the recommendations, were the results obtained in the research are commented and some recommendations will be given.
2 - Viscon B.V.

2.1 - Visser Group

Viscon is a member of the Visser Group, an organization that consists of three different divisions: Visser ITE, Viscon, and Visser Supplies B.V.. Each one has its own specialization. Moreover, since a few years, these companies can work very closely together. In fact, they are joined in the same head-office in ‘s-Gravendeel where about 150 employees work. The total turnover of the group is approximately 40 million euros.

• **Visser International Trade and Engineering** is specialized in the horticultural technology. They manufacture machines and complete production lines for small and large nurseries. In short, their product range gets the complete automation for the cultivation of young plants and the processing of the final product.

• **Visser Supplies B.V.** manufactures products completing the product range of Visser and Viscon. This may relate to stand-alone machines, but also half-finished products, like trays, crates, pallets, trolleys...

• **Viscon** is specialized in the area of Product & Material handling systems mainly in the sector food. Due to cooperation with well-established partners and its capacity to independently develop and manufacture any missing links, they can realize turn-key projects of any size.
2.2 - Viscon

With their handling solutions, Viscon can respond to needs from different business lines. However, they are divided in three departments. Each one has its own area of specialization.

2.2.1 - Viscon B.V

Viscon B.V is the main division that develops the ranges of handling systems:
palletizers, loaders/unloaders, strapping, labeling, stacking / de-stacking, washing machines, conveyors...
They are focused on the food market but especially on poultry processing, poultry / hatchery automation, red meat, bakeries, fish, convenience food, dairy and confectionary.

2.2.2 - Viscon Horti Systems B.V

This division uses most of the products of Viscon B.V, however, it focuses itself on markets of fresh fruits and vegetables, onion and potatoes, mushrooms, and cut flowers.

2.2.3 - Viscon Logistics B.V

This division mainly focuses itself on the design and manufacturing of storage systems. Their main markets are the distribution centers and the non-food market.
Unifortes is a company resulting from a cooperation of 4 specialized companies: Viscon B.V., Freshpack, Sorma Group, and Compac. Their main activity sector is the market of fruits and vegetables. This cooperation allows Unifortes to provide turn key projects through the different know how of each one, however, commercial activities are under the responsibility of Viscon and Freshpack.

- **Viscon B.V.** provides systems of product and material handling to link all machines included in projects, and its know how in turn key projects.

- **Freshpack Handling Systems BV** is a Dutch company that manufactures and supplies individual machinery like packing machines, weighers, palletizers, strappers and flow-packers, but also performs in the greenhouse industry.

- **Sorma Group** is an Italian company, shareholder of Freshpack, that performs in packing and weighing machines but also in fruits and vegetables processing systems.

- **Compac** is a New Zealand company and member of Sorma Group, that performs in grading and sorting systems for fruits and vegetables.
3 - Research

3.1 - Desk research

The project activities needed for the research are divided into several parts responding to the different sub-questions, as mentioned previously in the problem definition section.

3.1.1 - The different market segments

Because the automation within companies is private informations, it is not possible to estimate the current automation process within the markets of the fruit & vegetables, and mushrooms directly. Thus the research will be focused on the size and the growth of each market during the last ten years. So, the different values and sharing charts, made from government websites, will allow to get an overview of the potential of these markets, and to know which market segments are interesting to approach.

3.1.2 - The geographical market distributions

Through analysis of French departmental and regional production volumes, from different government and associative websites, the general geographical distributions will be found out and represented on French maps for the fruit & vegetables, and mushrooms markets. Moreover, because the fruits and vegetables markets include a lot of different products, the distribution of the most popular fruits and vegetables will be made. So in this way, the most active regions and departments will be highlighted in order to know where the most important regions/departments are.

3.1.3 - The target groups

Firstly in this part, the research focuses itself on the different actors of fruit & vegetables, and mushrooms markets, in order to find out what are the different kind of companies intervening on these markets. Thereby, organization charts of each sector will be made and so allow us to learn about the different activities and exchanges between companies.

Then, the profiles of the different types of company will be made and this will help us to find out the target companies of Viscon. Thus we can define the required characteristics, that can be found from internet, like turnover, number of employees, production volume..., in order to know how to select prospects.
3.1.4 - The potential customers

After getting a profile of potential customers, the research will focus itself on the corresponding companies and so, find prospects as much as possible. A file with all data will be made in the aim to employ it later during the phoning.

The fruit and vegetables companies will be regrouped in the same file, while the mushrooms companies will be put in a separate one. Each file will be filled with the names, localizations, websites, types, produced or processed products, turnover, number of employees of these different companies. If some informations about the production volume, equipments, brands, group of these companies are found, it will be put into the comment of the file.

3.1.5 - The branch organizations

The aim of this part, is to look for any associative or professional organizations in the market segments, in order to understand how the different companies are managing within the country, but also to know if some organizations could allow us to reach some customers.

3.1.6 - Interesting products for customers

To be able to answer correctly to the prospects during the phoning, and to know what they need exactly, the research will focus itself on the different products and processes that companies are using or could use in the future. Thus this will help us later, to make newsletters with appropriated products for each market segment.

3.1.7 - The competition

To be able to position Viscon against the French competition, the research will focus itself on the structure of this competition. The competition includes direct and indirect competitors. The characteristics of these competitors will be described in order to make a file with all of them and determine the profile of each one. The direct and indirect competitors will be differentiated following there main activity and in comparison with the Viscon targets.

3.1.8 - Different customer approaches

There are several ways to approach customers directly : with questionnaires, newsletters, in exhibitions... So in this part, we will see which ways we will use to approach customers. A file with all data will be made in the aim to employ this later for the project or for Viscon in the future.
3.2 - Field research

The field research activities start once the desk research part has been finished, when the lists of potential companies to Viscon’s interest has been created. So the field research will focus itself on the approach of these different companies.

3.2.1 - Customer contacts

In order to send newsletters, each company, from the lists made previously, will be called. This will enable us to get interested contact persons with the right email address. We do do this also to be sure that the different targeted companies have been selected correctly. Moreover, this may also enable us to know more companies or organizations.

3.2.2 - The newsletters

To show what Viscon can offer, two newsletters will be made in French language, including one for the mushrooms companies, and one for the fruits & vegetables companies. It will be copied from the Viscon’s newsletters already made in other languages, and completed with products or solutions, from the desk research, and Viscon realizations.

Moreover, some translations of Viscon’s website will have to be made as Viscon’s and Unifortes’ brochures, in order to get more understandable information for French person who have difficulties to understand the English language.

To finish, when the content of newsletters (text and illustrations) will be made, and checked by Mr. Kleinjan and Ms. Langerak (communication responsible), these will be given to Mr. Voorthuisen (marketing responsible) for the finalization and the accessibility on the website.

3.2.3 - Customer approaches

Once the newsletters will have been made, a list for each market with all the right informations : name, group, address, sector, phone number(s), contact name, email address of the prospects will be given to Mr. Voorthuisen, in order to compile it in the database of Viscon and then to effectuate the emailing to the interested companies.

3.2.4 - Contacting interested customers

As a result of the newsletters, some customers will call back in case they intend to do a project within their company. So this way will show the efficiency of the newsletters, but also this will reflect the current potential market of Viscon business in France.
4 - Results

4.1 - Desk research

The results are shown according to the research structure. In the two first parts, the markets of mushrooms, fruits, and vegetables are interpreted separately. However, then the fruits and vegetables markets are joined together because both sectors work closely together.

4.1.1 - The different market segments

‣ In 2008, the volume of produced mushrooms reached 186 Kt\(^1\) of which 134 Kt of layer mushrooms; this represents a decrease of 27% in 10 years. The evolution of the market during these years is detailed in the charts 1 and 2 in *appendix 1*.  

‣ In 2009, the volume of produced vegetables reached 9 443 Kt of which 68% of potatoes. The evolution during the last 10 years as the sharing between different vegetables are represented in the charts 3 and 4 in *appendix 2*.  

‣ In 2009, the volume of produced fruits reached 2 904 Kt of which 60% of apples; this represents a decrease of 22.6% in 10 years. The evolution during these years as the sharing between fruits are represented in the charts 5 and 6 in *appendix 3*.  

4.1.2 - The geographical market distributions

‣ Most of the mushroom productions are concentrated in the Maine-et-Loire (49)\(^2\), and in the Indre-et-Loire (37).  

‣ Most of the vegetables productions are in the North and the West of France. The most active regions are the Nord-Pas-de-Calais, the Picardie, and the Bretagne especially with the Finistère (29).  

‣ Most of the fruit productions are in the southern half of the France. The most active departments are the Bouches-du-Rhône (13), the Gard (30), the Drôme (26), the Lot-et-Garonne (47), the Tarn-et-Garonne (82) and to finish the Maine-et-Loire (49).  

The departmental distributions are represented in the maps 1, 2, 3 in *appendix 4* (incomplete for fruits and vegetables), as the regional distribution in the map 4, 5 in *appendix 5* (only for fruit and vegetable markets).  

The regional production distributions according to the main vegetables are represented in the maps 6 to 11 in *appendix 6*, and according to the main fruits in the maps 12 to 17 in *appendix 7*.  

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\(^1\) Kt: 10\(^3\) tons  
\(^2\): In France, each department has an affiliated number.
4.1.3 - The target groups

- For the mushroom market, all the biggest companies within the production and expedition parts of the market are in target and so the big producers, the exploitations/expeditors and the big groups.

- For the fruit & vegetables market, targets are the producers/expeditors, cooperatives and Sica\(^3\), producers organizations, private companies, and processors. The different actors of these chains are detailed in appendix 8. The trade structures you will find in the organization charts 1 and 2 in appendix 9.

4.1.4 - The potential customers

- 30 prospects have been found for the mushroom market. 3 of them are already known to Viscon. You will find the list of them in the table 1 in appendix 10.

- 304 prospects have been found for the fruit and vegetables market. 9 of them are already known to Viscon. You will find the list of them in the table 2 in appendix 11.

4.1.5 - The branch organizations

- For the mushroom market, this is only the FNSCC (National Federation of Mushrooms Producers), and the ANICC (National Association of the Inter-Branch of Layer Mushrooms).

- For the fruit and vegetables market, this is several branch organizations; see all as the structure in the organization chart 3 in - Appendix 12 -.

There are also a lot of professional organizations, but there are not interesting for us because its is more in the distribution chain than in the production or expedition ones.

4.1.6 - Interesting products for customers

- You will find all the range of products for the mushroom market in appendix 13.

- You will find all the range of products for the fruit and vegetables market in appendix 14.

4.1.7 - The competition

- For the mushroom market, no competitor has been found.

- For the fruit and vegetables market, I found 11 direct competitors and 8 main indirect competitors. You will find the profile of direct competitors in appendix 15 and the profile of indirect competitors in appendix 16.

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Sica\(^3\) : Cooperation of producers with a different status than cooperatives.
4.1.8 - Different customer approaches

The selected method of approach is first the direct contact by phoning, and then the sending of newsletters by emails or mails; more information later.

Moreover, a table of several existing exhibitions has been made. See table 3 in appendix 17.

4.2 - Field research

4.2.1 - Customer contacts

Following the phoning, 19 contacts have been established in the mushroom market, and 250 contacts in the fruit & vegetables market; this representing 80% of positive answers. The lists with all the prospects and details are in the tables 1 and 2 in appendixes 10 & 11. The interested prospects with calling dates and contact persons are in the table 4 in appendix 18 (mushrooms) and in the tables 5 and 6 in appendixes 19.a and 19.b (fruits and vegetables).

4.2.2 - The newsletters

‣ The newsletter on the automation in mushroom market you will find in appendix 20.

‣ The newsletter on the automation in fruit and vegetables market you will find in appendix 21.

4.2.3 - Customer approaches

‣ 19 mushroom newsletters have been sent. You will find the companies to which the newsletters have been sent in appendix 18.

‣ 240 fruit & vegetables newsletters have been sent.

‣ 10 mails, with printed newsletter and brochures, have been sent to fruit and vegetables companies.

The contacted companies by email you will find in the table 5 in appendix 19.a and the contacted companies by mail you will find in the table 6 in appendix 19.b.

4.2.4 - Contacting interested customers

At the moment of writing this report, I haven’t received any calls from interested customers.
5 - Conclusions and recommendations

5.1 - Conclusions

In France, the mushroom market has decreased in ten years with 27%, but since three years, it is increasing and reaches, actually around 180 Kt. Moreover, we can note that the layer mushroom production is the leader of the market with 72% of the total production, even if the other kinds of mushroom tend to increase seriously since a few years.

For the vegetables, the market remains stable with a current production of 9443 Kt of which 68% of potatoes. Then we can see that tomatoes, carrots, and salads represent together 20% of the total production. Since 10 years, this configuration has never been changed, these products are the main vegetables of the market.

For the fruits, during the last 10 years, the market has decreased with 22%, however, it is more or less stable since a few years, and represents now 2904 Kt of which 60% of apples. We can see that peaches, pears, apricots, and strawberries represent about 30% of the total production, so together with apples they are the main fruits at this moment.

About the distribution through the country, the mushroom productions are mainly located in the midwest, especially in Maine-et-Loire and Indre-et-Loire. Most of the vegetables are produced in the regions belong the Atlantic coast, principally Bretagne. But the biggest production of vegetables are in the North, in Nord-Pas-de-Calais and Picardie, in particular potatoes.

Regarding the fruit production, this is mainly present in the southern half and especially in the regions of the Provence-Alpes-Côte-d’Azur, Rhônes-Alpes, Languedoc-Roussillon and Aquitaine. The most active departments are Bouches-du-Rhône and Tarn-et-Garonne.

In these markets, there are four main parts: the production, transportation and distribution. The automation is present only in the production and transportation, so the research was focused on these ones, of which the producers, cooperatives, Sica, exploitations, transportation companies, producers organizations, big group / brand, and to finish industrial companies. All of them are Viscon’s targets.

To find out correct prospects, it is necessary to search with the help of branch organizations websites that represent the cited companies previously, like the website of the comities of FEDECOM for the producer organizations, or FELCOOP for cooperatives and Sica... Moreover, to refine the research, characteristics of the companies have to be found in order to select enough big customers but also to see if this is a group, and so several companies within the same brand.
It is difficult to assess the number of potential customers because there are a lot. However during the project, 334 companies have been found. The interests of companies lie more and more in turn-key projects, because this allows them to have contact with a minimum of suppliers. Moreover, more and more, companies join themselves together to invest in new structures, so they need a turn-key project supplier. However, the automation is already present in middle and big companies, so several replacements are possible because of the development of technology. Thus companies have to be “updated” to survive the competition.

The most appropriate products for these companies are all systems allowing to enlarge production capacity while decreasing the labour costs. In this way, we can find products and materials handling solutions like palletizing, handling on-line, conveying for trays, boxes, punnets, pallets..., grading systems with high capacities and different control settings of sorting, and to finish all systems of weighing, packaging, labeling and traceability.

To contact these companies, first is it imperative to call them in order to get correct details of contact persons, but also to get an overview of the selection. During the projects, 269 contacts have been made, with a negative answer rate of about 20%, so this is not negligible. Then, newsletters are a good way to show Viscon’s products to them, and allow to put link in order to attract prospects to see brochures, websites and so, this opens more possibilities to present Viscon in first instance.

In terms of Viscon’s competition in France, this is no competitor which focuses on the mushroom market, but there is a lot of automation manufacturers for the fruit & vegetables market. However it is a competition where each company has it own specialization. In this way, it is difficult to define close competitors of Viscon. During the project, 11 direct competitors have been found following a main criterion : a main focus on fruit and vegetables markets, nevertheless, all of these companies have different specializations, so they will not reach exactly the same kind of project that Viscon can realize alone. Within these competitors, it seems that the most important competitor is Maf Roda because it is the biggest company in this sector, with a strong background in France. But they focus themselves more on grading projects, even if they are able to supply turn-key projects. To finish, also 8 indirect competitors have been found, but most of them focus themselves mainly on general food sectors and not only fruit and vegetables in first instance, so they don’t represent a big threat for Viscon.
5.2 - Recommendations

The mushroom market shows that layer mushrooms are losing importance within the market, and the others become more important. So maybe is the moment to get in touch with companies which are producing different mushrooms than the layer ones, while keeping a focus on the leader group France Champignon that could increase its by investing in new equipments in the future. Moreover, France Champignon productions represent a big part of the total production, so I think that in first instance, reach France Champignon is the best way to become the reference in France regarding the other companies, especially because this is no specialized supplier in automation in this market.

In the fruit and vegetables market it is more complicated to be known because of the diversity of customers and competitors. However after the mailing of the project the companies will get a first point of view that needs to be strengthened. So I think that secondly it will be necessary to be present on French exhibitions to begin the relational contact with these companies and show that Viscon is really present in France.

Thirdly, a research can be carried out on the market of the wholesalers and the companies of import/export with the storage solutions. In fact, there are a lot in France, and the quantities of exchanged products are huge. In this way, it can be interesting to know more about possibilities of automation in the MINs (National Interests Market), because some of them have a big structure like the MIN of Rungis, near to Paris. Moreover, it can also be interesting to focus on big wholesaler networks due to their scope and their capacity of investment.

Moreover, I think that a particular attention can be given to the french innovation centers of fruit and vegetables, in order to make projects with companies but also with schools for the research parts. Moreover, the government favors this kind of project, giving grants. However it is paying to register in these organizations and the effectuated projects need to prove that they are really innovative. So it can be interesting to know what are accessibilities, opportunities, and advantages to become a member of these organizations.

Finally, I think that in the future, when Viscon will be known on the French market, to assure an efficient maintenance service, and maintain a customer network, it will be necessary to create a distribution platform in a strategic place, and thus to be fully integrated within the French market.
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www.jbc.fr/ (Mar. and May 2010)
www.marceau.fr/ (Mar. and May 2010)
Appendixes
Appendix 1: Mushrooms market.

Chart 1: Evolution graph of mushrooms market from 2000 to 2009.

Appendix 2: Vegetables market.

![Chart 3: Evolution graph of vegetables market from 2000 to 2009.](chart1)

![Chart 4: Sharing productions graph of vegetables market in 2000 and 2009.](chart2)
Appendix 3: Fruits market.

### Chart 5: Evolution graph of fruits market from 2000 to 2009

<table>
<thead>
<tr>
<th>Year</th>
<th>Apple (in Kt)</th>
<th>Others (in Kt)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>1380</td>
<td>2180</td>
</tr>
<tr>
<td>2001</td>
<td>1234</td>
<td>1919</td>
</tr>
<tr>
<td>2002</td>
<td>1292</td>
<td>2045</td>
</tr>
<tr>
<td>2003</td>
<td>1232</td>
<td>1760</td>
</tr>
<tr>
<td>2004</td>
<td>1225</td>
<td>1847</td>
</tr>
<tr>
<td>2005</td>
<td>1214</td>
<td>1879</td>
</tr>
<tr>
<td>2006</td>
<td>1072</td>
<td>1698</td>
</tr>
<tr>
<td>2007</td>
<td>896</td>
<td>1782</td>
</tr>
<tr>
<td>2008</td>
<td>1171</td>
<td>1702</td>
</tr>
<tr>
<td>2009</td>
<td>1171</td>
<td>1733</td>
</tr>
</tbody>
</table>

(calculated with apple, pear, peach, apricot, grape, kiwi, plum, strawberry, cherry, nuts, clementine, red fruits)

### Chart 6: Sharing productions graph of fruits market in 2000 and 2009

**Fruits production in 2000**
- Apple: 63%
- Peach: 14%
- Pear: 7%
- Apricot: 4%
- Grape: 2%
- Kiwi: 2%
- Plum: 2%
- Strawberry: 2%
- Cherry: 2%
- Nuts: 1%
- Clementine: 1%
- Red fruits: 1%

Total: 3,560,000 T

**Fruits production in 2009**
- Apple: 60%
- Peach: 12%
- Pear: 6%
- Apricot: 6%
- Strawberry: 6%
- Kiwi: 2%
- Cherry: 2%
- Grape: 2%
- Plum: 1%
- Nuts: 1%
- Clementine: 1%
- Red fruits: 1%

Total: 2,904,000 T
Appendix 4: The different departmental distributions in 2008.

Map 1: Departmental mushrooms production distribution

Map 2: Departmental vegetables production distribution

Map 3: Departmental fruits production distribution
Appendix 5: Regional production distributions.

Map 5: Regional production distribution of vegetables market (2005-2007)

Map 6: Regional production distribution of fruits market (2005-2007)
Appendix 6 : Regional production distributions of main vegetables.

- **Potato production : 4700 KT**
  - Map 6: potato production distribution

- **Tomato production : 742 KT**
  - Map 7: tomato production distribution

- **Carrot production : 550 KT**
  - Map 8: carrot production distribution

- **Salad production : 457 KT**
  - Map 9: salad production distribution

- **Onion production : 320 KT**
  - Map 10: onion production distribution

- **Melon production : 287 KT**
  - Map 11: melon production distribution
Appendix 7: Regional production distributions of main fruits.

Map 12: apple production distribution
Map 13: peach production distribution
Map 14: pear production distribution
Map 15: apricot production distribution
Map 16: strawberry production
Map 17: kiwi production distribution
Appendix 8 : The Different actors.

Producers, Producers/Expeditors :
They are the beginning of the chain and mostly of them are a small exploitations, however when it’s a bigger exploitation, the automation may be present. Moreover some producers join themselves together to invest in equipments to be able to send themselves their production. So in this way, they may need systems for handling of materials, grading of fruits and/or vegetables, packing and washing machines.

Cooperatives, Sica :
They are collectivities for the producers, managed by the producers. In this kind of company, the decision-maker is a group of main producers, shareholders of the company. These companies are created to join productions of several producers in order to send it thanks to “collective” equipments. So in this way, the cooperatives and Sica are productions stations with bigger capacities. They are the main target of Viscon because a lot of different automations may be useful for them; handling, grading, several packing, washing machines, traceability systems, storage...

Producers Organizations (PO) :
They are commercial companies managed by the producers who created them. They join producers but also cooperatives and Sica in order to improve their sales through a sales office. Most of the time, a PO is just a “commercial coverage” and so is a producer, or cooperative, or Sica. However, sometimes it is really a new company but with just a sales office. In this case, they can help to get to know companies.

Private companies :
They can be transportation companies so like wholesalers but with smaller quantities, and a direct contact with the producers. So they don’t really need automation.
They can also be packers, and so they package the production of the producers. In this way, they need packaging machines, but also handling solutions.

Import/Export (I/E) companies, Wholesalers :
The difference between both is where they buy and where they sell. The I/E companies are international companies and the wholesalers are national companies. So they buy fruits and vegetable in big quantities, take a commission, and sell in big quantities to the distributors. They are the last B2B actors of the chain, so they are only sellers and mostly don’t touch products that they buy. In this way, they don’t need automation, maybe, only for the storage when it’s a big company.

Transformers, Industrial companies :
They are the actors with the highest automation, but it’s a specialized automation in the processing of fruits and vegetables or mushrooms. They are companies of the 4th and 5th range, so the peeling, washing, cutting, hydro-cooling, icing, cocking... of the products. Most of these companies are big companies with high production. However, they use handling solutions but the main equipments that they use for the processing are not really in the range of Viscon’s products, so they are not main targets.

Distributors :
They are the last of the chain before the consumers, supermarkets, proximity shops, markets, restaurants... So they don’t have any automation.
Appendix 9: Current trade structures.

Organization chart 1: Trade structure of fruits and vegetables market.

Organization chart 2: Trade structure of mushrooms market.
Appendix 10: The mushrooms prospects.

(Confidential)
Appendix 11 : The fruits and vegetables prospects.

(Confidential)
Appendix 12: The branch organizations.

Interfel (Interprofession des fruits et légumes), manages all organizations of the market:

- FNPF (National Federation of Fruits Producers): 33 departmental offices.
- FNPL (National Federation of Vegetables Producers): 53 departmental offices.
- FEDECOM (Federation of the Economic Committees of basins):
  - Bassin de Normandie: less than 10 organizations
  - Estifel (Northeast): 16 organizations, 300 producers
  - Cerafel: 7 organizations, 2400 producers
  - Celford: 13 organizations, 800 producers
  - IDFEL: 40 organizations
  - APFEL SO: 60 organizations, 800 producers
  - BRM: about 100 organizations
  - Bassin Corse: less than 10 organizations
- FELCOOP (Federation of the F & V Cooperatives): 300 cooperatives.
- FCD (Federation of the Retail and Distribution Companies):
  - ANEEFEL (National Association of F & V Packers & Exporters)
    - between 150 and 200 expeditors
    - 450 exporters
  - UNCGFL (National Union of the F & V Wholesalers): 1250 companies.
  - UNFD (National Federation of F & V retailers)
- AOP (Association of Producers Organizations): around of 12 associations that join companies focused on the same fruit or vegetable.
- The Inter-Branch Associations are like AOPs. Companies coming from different activities join it. At this moment, only 2 associations have been created.

4: Different geographical areas of France
Appendix 13 : Interesting products for the mushrooms market.

Conveying of pallets, trays, plastic and wood boxes, punnets... : 
- Belt conveyors, troughed conveyors, curved conveyors and chain conveyors.
- Driven and non-driven roller conveyors.
- Flexible plastic chain and belt conveyors and spiral conveyors.

Handling of products and materials :
- Stacking and de-stacking systems for trays, boxes, trolleys and pallets.
- Semi-automatic and fully automatic palletizing and de-palletizing systems.
- Loading and unloading systems for trolleys.
- Line dividers and in-liners for punnets, bags, crates and boxes.
- Walking beams for trolleys.
- Shunters and lifting units.
- Push-over units, turning units and rotation units.
- Sorting systems for punnets, trays, boxes and various other products.
- De-nesters for plastic, polystyrene and cardboard punnets.
- Automatic storage systems for crates, racks, boxes or pallets.
- Case-packers for bags and punnets.

Packing and labeling :
- Flowpackers (horizontal en vertical), stretchfilm packing machines.
- Lidding machines.
- Coding and labeling equipment.
- Vision technology for several purposes.

Weighing :
- Multihead weighers en linear weighers for several products.
- Checkweighers

More :
- Industrial washing machines for trays, crates, and trolleys.
- strapping and stretch wrapping machines.
Appendix 14: Interesting products for fruits and vegetables market.

Conveying of pallets, trays, plastic, wood and cardboard boxes, punnets...:

‣ Belt conveyors, troughed conveyors, curved conveyors and chain conveyors.
‣ Driven and non-driven roller conveyors.
‣ Flexible plastic chain and belt conveyors and spiral conveyors.
‣ Pallet transfer units and turntable.

Handling of products and materials on-line:

‣ Stacking and de-stacking systems for trays, boxes, trolleys and pallets.
‣ Loading and unloading systems.
‣ Harvesting systems, tipping units.
‣ Walking beams for trolleys.
‣ Shunters and lifting units.
‣ Push-over units, turning units and rotation units.
‣ Check-weighers, line dividers and in-liners for punnets, bags, crates and boxes.
‣ Sorting systems for punnets, trays, boxes and various other products.
‣ Grading systems by weight, color, blemish, diameter, shape, density sorting.
‣ De-nesters for plastic, polystyrene and cardboard punnets.
‣ Flowpackers (horizontal en vertical), stretchfilm packing machines, baggers
‣ Weighing and packing line for grape products.
‣ Lidding machines.
‣ Manual packaging line with several workplaces.
‣ Case-packers for bags and punnets.
‣ Coding and labeling equipments, readers...
‣ Vision technology for several purposes.
‣ Industrial robots for different applications.

End-line:

‣ Automatic or semi-automatic palletizers, de-palletizers, with buffer system
‣ Storage systems
‣ Industrial washing machines for trays, crates, and trolleys.
‣ Wrapping and strapping machines for pallets.

Figure 20: belt conveyors for punnets
Figure 21: harvesting line for grapes
Figure 22: line divider by weigh for punnets
Figure 23: electronic grading machine
Figure 24: case-packer for punnets
Figure 25: automatic palletizing system for cardboard boxes
Appendix 15 : The direct competitors.

<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>Turnover</th>
<th>Number of employees</th>
<th>Target market</th>
<th>Specialization</th>
<th>Turnkey project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maf Roda</td>
<td>Montauban (82)</td>
<td>100M€</td>
<td>200</td>
<td>fruits and vegetables</td>
<td>grading systems</td>
<td>yes</td>
</tr>
</tbody>
</table>

- Maf Roda is the leading company in France in grading systems, and sells also in the world. They can realize turn-key projects, because they develop some handling equipments, packaging solutions, washing and strapping machines. However, they focus themselves more on projects of grading equipments.

  ➡ references: Sica Pom'alpes, Novacoop, JMC-Fruits, Planavergne...

<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>Turnover</th>
<th>Number of employees</th>
<th>Target market</th>
<th>Specialization</th>
<th>Turnkey project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agence Alain Juredieu</td>
<td>Cholet (49)</td>
<td>?</td>
<td>?</td>
<td>sectors of the agricultural exploitations and</td>
<td>washing, palletization, fluid</td>
<td>yes</td>
</tr>
</tbody>
</table>

- Agence Alain Juredieu is a group of 3 companies : Hubert Metal like manufacturer of technical solutions (washing lines, robots of handling, handling equipments...), Crom like designer of industrial equipments (washing machines, handling, conveying, storage...), and Aquaval for the fluid treatment installations, irrigation, pumping... They can realize turn-key projects, however they focus themselves more on the handling and treatment of the vegetables.

  ➡ references : Océane, Fleuron d’Anjou, Les 3 moulins, Primco, Val Nantais, Nanteurop...

<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>Turnover</th>
<th>Number of employees</th>
<th>Target market</th>
<th>Specialization</th>
<th>Turnkey projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Filpack</td>
<td>4 sites</td>
<td>&gt; 20M€</td>
<td>&gt; 150</td>
<td>agricultural sectors, and 4th range</td>
<td>packaging products,</td>
<td>yes</td>
</tr>
</tbody>
</table>

- Filpack group is divided in 4 departments : Filpack Emballage for the packaging solutions for fruits and vegetables (National network of distribution), Filpack Industry for the engineering in handling and packaging solutions for the 4th and 5th ranges products (processed products), Filpack Agricole for the green house industry, and Filpack Technipac for printing solutions.

<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>Turnover</th>
<th>Number of employees</th>
<th>Target market</th>
<th>Specialization</th>
<th>Turnkey projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Noble</td>
<td>Pertuis (84)</td>
<td>4M€</td>
<td>&lt; 50</td>
<td>vegetables</td>
<td>packaging, process solutions</td>
<td>yes</td>
</tr>
</tbody>
</table>

- Noble makes turn-key projects on vegetables that needs some preparation like washing, polishing... Their different realizations have enabled them to develop full processes, however they are limited by the size of the company.
<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>Turnover</th>
<th>Number of employees</th>
<th>Target market</th>
<th>Specialization</th>
<th>Turnkey projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hexa-Pac</td>
<td>Compiègne</td>
<td>5M€</td>
<td>&lt; 10</td>
<td>fruits and vegetables, and 4th range</td>
<td>packaging, weighing.</td>
<td>yes</td>
</tr>
<tr>
<td></td>
<td>(60)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sormaf</td>
<td>Cavaillon</td>
<td>15M€</td>
<td>40</td>
<td>fruits and vegetables</td>
<td>grading, packaging, weighing</td>
<td>?</td>
</tr>
<tr>
<td></td>
<td>(84)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caustier</td>
<td>Perpignan</td>
<td>5M€</td>
<td>30</td>
<td>fruits and vegetables, and 4th range</td>
<td>grading systems</td>
<td>for dattes</td>
</tr>
<tr>
<td></td>
<td>(66)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Setop</td>
<td>Cavaillon</td>
<td>&lt; 2M€</td>
<td>&lt; 20</td>
<td>fruits, and 4th range</td>
<td>grading systems</td>
<td>no</td>
</tr>
<tr>
<td></td>
<td>(84)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Calibrex</td>
<td>Cavaillon</td>
<td>2M€</td>
<td>15</td>
<td>fruits and vegetables, and 4th range</td>
<td>grading systems</td>
<td>no</td>
</tr>
<tr>
<td></td>
<td>(84)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Besnard ste</td>
<td>La flèche</td>
<td>2M€</td>
<td>&lt; 20</td>
<td>leeks, shells, and 4th range</td>
<td>grading systems</td>
<td>maybe</td>
</tr>
<tr>
<td></td>
<td>(72)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fachaux</td>
<td>St Martin</td>
<td>&lt; 2M€</td>
<td>&lt; 10</td>
<td>fruits and vegetables</td>
<td>grading systems</td>
<td>no</td>
</tr>
<tr>
<td></td>
<td>(18)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Hexa-Pac is the manufacturer and distributor of Newtec in France for weighing equipments. Moreover thanks to Newtec and others partners, they can supply packaging, grading machines, but also handling solutions. However, they focus themselves more on packing activities than full processes.

- Sormaf is the French distributor of Compac for the grading systems, and GNA Packaging for the packaging and weighing solutions. Because they don't have, in first instance, any handling equipments, we can not define their capacities to realize turnkey projects.

- All these companies are specialized in grading systems, but also extend their range on solutions for products of the 4th range (washing, cutting, waxing...). However, because they are small companies, and they focus themselves mainly on one activity, they are limited to realize turn-key projects.  

Table 2 : Prospects of the fruit & vegetables market

- Fachaux is a small company whose manufactures grading machines since 50 years. They extend their range with some handling solutions, but they are limited to realize projects more diverse.
Appendix 16: The indirect competitors:

<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>Turnover</th>
<th>Number of employees</th>
<th>Target market</th>
<th>Specialization</th>
<th>Turnkey projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biaugeaud</td>
<td>Artigues (33)</td>
<td>?</td>
<td>?</td>
<td>5th range of fruits and vegetables</td>
<td>processing, packaging</td>
<td>yes</td>
</tr>
</tbody>
</table>

- Biaugeaud is not a direct competitor because they focus themselves only on the fruits and vegetables of the 5th range (cutting, cooking, processing...). However in this sector they can deliver diverse complete processes with an international background since 75 years.

<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>Turnover</th>
<th>Number of employees</th>
<th>Target market</th>
<th>Specialization</th>
<th>Turnkey projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ishida Europe</td>
<td>Roissy (95)</td>
<td>?</td>
<td>?</td>
<td>food, 5th range</td>
<td>packaging, processing</td>
<td>yes</td>
</tr>
<tr>
<td>CSM Quemener</td>
<td>St Pol de léon (29)</td>
<td>5M€</td>
<td>&lt; 50</td>
<td>food, 5th range</td>
<td>handling, washing, cooking</td>
<td>yes</td>
</tr>
</tbody>
</table>

- These companies can realize turn-key projects but mainly for products of the 5th range and not especially in fruits and vegetables.

<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>Turnover</th>
<th>Number of employees</th>
<th>Target market</th>
<th>Specialization</th>
<th>Turnkey projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ebel - Spinnekop</td>
<td>Hardifort (59)</td>
<td>3M€</td>
<td>&lt; 20</td>
<td>agricultural, food, industry</td>
<td>handling, processing, storage</td>
<td>yes</td>
</tr>
</tbody>
</table>

- Ebel and Spinnekop work closely together. They can delivered turn-key projects in some processes, but they are limited by the size. Moreover, in fruits and vegetables sector they focus themselves only on the products of the 4th range (washing, peeling...).

<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>Turnover</th>
<th>Number of employees</th>
<th>Target market</th>
<th>Specialization</th>
<th>Turnkey projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promalyon</td>
<td>Grezieu (69)</td>
<td>5M€</td>
<td>27</td>
<td>all sectors</td>
<td>handling solutions</td>
<td>yes</td>
</tr>
<tr>
<td>JBC</td>
<td>Lempdes (63)</td>
<td>&lt; 5M€</td>
<td>?</td>
<td>industry, food, pharmaceutical</td>
<td>modular handling equipments</td>
<td>yes</td>
</tr>
<tr>
<td>Marceau</td>
<td>Doubs (25)</td>
<td>6M€</td>
<td>37</td>
<td>all sectors</td>
<td>handling systems for pallets</td>
<td>yes</td>
</tr>
<tr>
<td>Machines Emballage</td>
<td>Nime (30)</td>
<td>?</td>
<td>?</td>
<td>all sectors</td>
<td>packaging, end-line handling</td>
<td>yes</td>
</tr>
</tbody>
</table>

- All these companies are like Viscon B.V. so focused on handling solution, however they don’t have main sector of activity in fruits and vegetables.
# Appendix 17: Fruits and vegetables exhibitions.

<table>
<thead>
<tr>
<th>Exhibitions</th>
<th>City</th>
<th>website</th>
<th>main activities</th>
<th>interesting activities</th>
<th>more</th>
<th>Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semaine internationale du transport et de la logistique</td>
<td>Paris Nord Villepinte</td>
<td><a href="http://www.sitl.eu">www.sitl.eu</a></td>
<td>transport and logistic</td>
<td>6000 m² of equipments and systems of handling, storage and packaging</td>
<td>40K of professional visitors</td>
<td>March</td>
</tr>
<tr>
<td>SCS expo</td>
<td>Paris Nord Villepinte</td>
<td><a href="http://www.scs-expo.com">www.scs-expo.com</a></td>
<td>electric, automation and mechatronic solutions</td>
<td>automation solutions</td>
<td>30K visitors</td>
<td>December</td>
</tr>
<tr>
<td>Industrie Expo</td>
<td>Paris Nord Villepinte</td>
<td><a href="http://www.industrie-expo.com">www.industrie-expo.com</a></td>
<td>production technologies</td>
<td>handling automation, robotic</td>
<td>For all the industry, 25K persons but only 6% for the packaging, logistic, handling</td>
<td>March</td>
</tr>
<tr>
<td>SIMA</td>
<td>Paris Nord Villepinte</td>
<td><a href="http://www.planet-agri.com">www.planet-agri.com</a></td>
<td>transport and handling for fruits and vegetables market</td>
<td>automation ?</td>
<td>50% of foreign exhibitors, 200K professional visitors</td>
<td>in 2011</td>
</tr>
<tr>
<td>IPA</td>
<td>Paris Nord Villepinte</td>
<td><a href="http://www.ipa-web.com">www.ipa-web.com</a></td>
<td>food processing</td>
<td></td>
<td>44K visitors</td>
<td>October</td>
</tr>
<tr>
<td>Manutention</td>
<td>Paris Nord Villepinte</td>
<td><a href="http://www.manutention.com">www.manutention.com</a></td>
<td>general handling</td>
<td>systems of handling, storage and sorting</td>
<td>biggest meeting of general handling</td>
<td>November</td>
</tr>
<tr>
<td>SEPEM Industries</td>
<td>Avignon</td>
<td></td>
<td>agriculture in the southeast</td>
<td>services, equipments, processes and maintenance in fruits and vegetables</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Angers</td>
<td><a href="http://www.sepem-industries.com">www.sepem-industries.com</a></td>
<td>agriculture in the midwest and northwest</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Douai</td>
<td>agriculture in the north</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Colmar</td>
<td>agriculture in the northeast</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SITEVI</td>
<td>Montpellier</td>
<td><a href="http://www.sitiv.com">www.sitiv.com</a></td>
<td>all activities in the fruits and vegetables industry</td>
<td>automation</td>
<td>50K visitors</td>
<td>November / December</td>
</tr>
<tr>
<td>MEDFEL</td>
<td>Perpignan</td>
<td><a href="http://www.medfel.com">www.medfel.com</a></td>
<td>euro-mediterranean fruits and vegetables producers, importer, exporter, packager...</td>
<td>producers, producers organizations, cooperatives, expeditors, packagers</td>
<td>5K international visitors</td>
<td>May</td>
</tr>
<tr>
<td>Evenement Fruit et Légumes / Sival</td>
<td>Angers</td>
<td><a href="http://www.sival-angers.com">www.sival-angers.com</a></td>
<td>all actors of fruits and vegetables market</td>
<td>producers, distributors, packagers, equipment manufacturers</td>
<td>20K visitors</td>
<td>January</td>
</tr>
<tr>
<td>MIFFEL</td>
<td>Avignon</td>
<td><a href="http://www.miffel.com">www.miffel.com</a></td>
<td>all actors of fruits and vegetables market</td>
<td>producers, distributors, packagers, equipment manufacturers</td>
<td>biggest meeting of fruits and vegetables sector; presence of Maf Roda, Caustier, Calibrex, Fillpack...</td>
<td>October</td>
</tr>
<tr>
<td>SIFEL</td>
<td>Bordeaux</td>
<td><a href="http://www.bordeaux-expo.com/sifel/">www.bordeaux-expo.com/sifel/</a></td>
<td>different technics in fruits and vegetables market</td>
<td>automation</td>
<td>visitors are mostly producers</td>
<td>November / December</td>
</tr>
<tr>
<td>Fruit Logistica (Germany)</td>
<td>Berlin</td>
<td><a href="http://www.fruitlogistica.com">www.fruitlogistica.com</a></td>
<td>international fresh produce trade</td>
<td>products of handling and storage</td>
<td>leading trade fair of fruits and vegetables market, 2000 exhibitors, 50K visitors</td>
<td>February</td>
</tr>
</tbody>
</table>

Table 3: List of the most important exhibitions for the fruits and vegetables market.
Appendix 18 : Contacts of interested mushroom prospects.

(Confidential)
Appendix 19 : Interested fruits and vegetables prospect contacts.

19.a : List of the companies receiving Viscon’s information by email :

(Confidential)

19.b : List of the companies receiving Viscon’s information by mail :

(Confidential)
Viscon a standardisé une gamme complète de produits pour la manutention, le pesage et le conditionnement des champignons frais. Afin de répondre aux exigences les plus élevées, le département de recherche et développement travaille en étroite collaboration avec de grandes stations de conditionnement de champignons. De ce fait, Viscon peut fournir la meilleure expertise technique et des solutions rentables pour le marché. Toutes les machines et solutions sont des constructions modulaires, ce qui permet de les combiner facilement pour former une ligne de production complète, ou en remplacement dans une ligne déjà existante.

Au cours des 20 dernières années, Viscon a fourni de nombreuses stations de conditionnement de champignons dans le monde entier, de la simple machine jusqu’à des projets clé en main de toutes tailles.

Ainsi, grâce à son savoir sur le secteur des champignons, à sa connaissance approfondie de la logistique et à une large gamme de produits, Viscon se place en position de leader sur ce marché.

Un important fournisseur dans le monde

Viscon continue de renforcer sa position en Europe notamment avec plusieurs projets réussis chez The Greenery (Pays-Bas), Wiesenhof, Pilzland (Allemagne), Legumex (Belgique), Agro Champ, Jantex (Pologne); ou encore dans le monde comme par exemple en Australie avec Mushroom Exchange, Adelaide Mushrooms, Regal Mushrooms...

Nos installations actuelles, permettent le transport des bacs de compostage à travers des postes de travail où les opérateurs récoltent puis mettent les champignons, soit en vrac dans des caisses, soit dans des barquettes.

Les barquettes (bois ou plastique) peuvent ensuite, être directement convoyées vers différentes lignes de conditionnement et/ou de contrôle de poids.

Les installations que nous fournissons permettent d’atteindre des cadences de 10 000 à 100 000 barquettes par jour.

(Part 1)
Portionneuse de champignons

La portionneuse Viscon a été spécialement développée pour le marché des produits frais. Cette machine coupe les champignons en portion égales à la place des traditionnelles tranches.

Les champignons sont placés manuellement dans les tasses qui sont montées sur le convoyeur à bande. La machine va ensuite couper les champignons (2 ou plus par cycle) en 2, 4, ou 6 portions égales.

- cadence : 3600 à 4800 champignons / heure

Machine de remplissage pour tranches de champignons

Le matériel de manutention est une compétence de base pour Viscon, ainsi le remplissage de plateaux par des tranches de champignons est entre de bonnes mains avec Viscon. Le remplissage est exact et efficace.

En effet, après avoir été pesées, les tranches vont être placées dans le plateau avec précision. Le poids cible est atteint par combinaison des poids de chacune des tranches sélectionnées individuellement.

Notre spécialiste produit sera fera un plaisir de discuter en détails de ce système avec vous.

Ligne de contrôle de poids

Viscon a introduit plusieurs nouveaux concepts pour ces lignes de contrôle de poids, entraînant plus de facilité d'utilisation, plus de précision dans les pesées, le tout à un prix compétitif.

Contactez notre spécialiste produit pour discuter de vos différentes exigences spécifiques.

(Part 2)
Machine de remplissage pour tranches de champignons

Grâce à la collaboration de partenaires sélectionnés avec attention, Viscon est dans la mesure de fournir un ensemble complet pour la manipulation et le conditionnement des champignons répondant à tous les besoins.

*Omballeuse à film plastique étirable*  
_type STN - 8500*

*Scoudeuse de convexe à ultrasons*  
_type LW - 60*

Pour en savoir plus sur les types de conditionnement possibles, contactez notre spécialiste produit.

Si vous souhaitez voir la gamme complète des différents systèmes de manutention de produits et matériels que Viscon peut offrir, cliquez sur le lien ci-dessous pour télécharger la brochure :

_Brochure viscon.pdf_

Pour toutes autres demandes d’informations veuillez, SVP, contacter notre spécialiste :  
_Simon Kleinjan_

_téléphone : +31 8 20 39 33 33 - mobile : +31 8 20 39 33 33 - s.kleinjan@viscon.eu_

(\textit{Part 3})
Appendix 21 : Newsletter on the automation in the f&v market.

Unifortes

Viscon est l’un des principaux partenaires de la coopération “Unifortes” qui résulte de l’union de 4 principales entreprises concentrées sur l’industrie mondiale des fruits et légumes.

Ainsi, Viscon, Freshpack, Sorma Group et Compac ont joint leurs forces afin de répondre à la croissance des demandes de projets clé en main. Cependant, les activités commerciales de Unifortes sont sous la responsabilité de Viscon et Freshpack.

Cette alliance permet donc à Unifortes d’unir les compétences de Viscon, spécialisé dans la manutention de produits et matériels, avec celles de Freshpack et Sorma pour les systèmes de pesage et de conditionnement, et celles de Compac pour les activités de calibrage et de triage.

Vous pouvez visiter le site internet de Unifortes en cliquant ici (en anglais) ! Vous trouverez plus d’informations à propos de ses activités, et pourrez accéder aux sites internet de ses différents partenaires. Vous pouvez aussi télécharger la brochure Unifortes en cliquant ci-dessous:

Brochure Unifortes.pdf

(Part 1)
Faites des économies sur la manipulation des produits !

Les actions non automatisées qui exigent de la main d’œuvre ne sont pas toujours nécessaires. En effet, Viscon offre depuis de nombreuses années, la possibilité d’automatiser la production d’autant qu’il en est possible. Cela se traduit par une réduction du travail en station, et donc des coûts, ainsi qu’une accélération de la production. C’est dans cette optique que Viscon a développé des systèmes permettant la manipulation des caisses d’expédition, comme ici pour les concombres, où l’action est devenue entièrement automatisée.

Ainsi dans le cas de ce système, adaptable pour différents produits, les caisses vont être inclinées afin de déverser les concombres sur le convoyeur. Les caisses vides sont ensuite transférées sur le convoyeur de retour. Elles peuvent être alors entraînées, jusqu’à une ligne de lavage, ou directement vers le lieu de stockage.

Le calibrage Compac

Compac est la fabricant Néo-Zélandais de machines de calibrage électronique de fruits et légumes. Actuellement, la société a plus de 120 employés et possède des unités de production en Nouvelle-Zélande, Uruguay, Corée du Sud et en Italie. Cela lui a permis d’être actif dans plus de 35 pays sur tous les continents.

La Nouvelle-Zélande est connue dans le monde comme le pays des kiwis et des pommes. C’est donc sur ces produits que les premières machines ont été conçues. La gamme s’est très vite ouverte aux autres fruits et légumes.

L’électronique est entièrement développée en interne et les logiciels de gestion sont combinés à des systèmes mécaniques uniques. Le support produit (à rouleaux) breveté, avec le système double éjections latérales a permis de démarquer l’entreprise dès ses débuts.

C’est ainsi que Compac a su se positionner en tant que leader sur ce marché.

(Part 2)
Pesez et emballez les produits en grappes avec plus de précision !

Notre nouveau système breveté de pesage et d'emballage en ligne vous fera gagner de la productivité avec moins de travail. Ce système est compact, avec une balance des plus précise, et possède un très bon rendement comparé à d'autres systèmes. Les barquettes sont remplies puis l'insuffisance pondérale est comblée, aussi précisément que possible, par un système de pesage / remplissage 24 coupes. Ainsi dès que le poids cible est atteint, les barquettes peuvent être emballées.

Afin d'en savoir plus sur les différents types de conditionnements possible, contactez notre spécialiste.

Gagnez de la place sur la hauteur !

Pour la palettisation de vos produits, vous devez traiter différentes sortes de triages aussi efficacement que possible, afin d'économiser au maximum votre espace. Viscon a, ces dernières années, déployé avec succès, par différents moyens et de différentes tailles, le développement de systèmes de palettisation entièrement automatisés. Il est déjà possible de trier automatiquement caisses et boîtes en un même dispositif central. Ainsi, les produits, étant sur la même chaîne de convoyage, sont alors envoyés à un système tampon puis à la palettisation.

Dernièrement, les nouveaux systèmes sont mis au point de sorte que la mise en tampon des produits ne soit plus faite latéralement sur la chaîne, car cela prend trop de place, mais plutôt sur la hauteur. De ce fait, chaque type de produit a sa propre remontée mécanique afin d'effectuer le tamponnage. Cette mise en tampon verticale améliore sensiblement la quantité de produits déchargés dans le palettiseur. Cependant, il est toutefois possible d'effectuer une mise en tampon horizontale à des rendements spectaculaires. Pour cela, le tamponnage s'effectue sur plusieurs niveaux, dont chacun est dédié à un produit. De cette façon, la mémoire tampon est répartie sur plusieurs étages et ainsi son encombrement surfacique est réduit à seulement la taille d'une chaîne de produits.

Si vous souhaitez voir la gamme complète des différents systèmes de manutention de produits et matériels que Viscon peut offrir, cliquez sur le lien ci-dessous pour télécharger la brochure :

Brochure viscon.pdf

Pour toutes autres demandes d'informations veuillez, SVP, contacter notre spécialiste :
Simon Kleinjan - mobile : +31 6 20 39 33 33 - s.kleinjan@viscon.eu
Marcel van Steekelenburg - mobile : +31 6 53 78 08 92 - marcel@viscon.eu

Cet email vous a été envoyé par Viscon B.V.
VISCON.EU INFO@VISCON.EU
TEL.: +31 78 673 98 00 FAX: +31 78 673 34 34

(Part 3)