

# Export prices of frozen vegetables to Europe higher than in previous years

## Detail Introduction :

In recent years, with the continuous improvement of freezing technology, the market advantage of frozen vegetables has become more and more obvious. First, there is less nutrient loss. After the vegetables are harvested, they are processed and frozen near the planting site, the respiration is almost stagnant, and the microorganisms cannot grow and reproduce, which retains more nutrients than the long-distance fresh vegetables. Secondly, frozen vegetables are easy to store and can be stored in the freezer layer of the refrigerator for months to two years. In addition, frozen vegetables are convenient and quick to eat, which just caters to the consumers pursuing portable diets.



"Compared with previous years, the export price of frozen vegetables is higher this year, which is mainly due to the price fluctuation of vegetable raw materials. As we all know, China has experienced several extreme conditions during the year, such as floods, hail, etc. This has resulted in a reduction in vegetable production in multiple areas and an increase in overall market prices." Mr. Xu said in an interview with FRESHPLAZA.

"Our frozen products are mainly exported to Europe and other countries, mainly frozen onions, garlic, ginger, especially this year, the export volume of these products is quite high. The reason is that consumers generally believe that these products can enhance people's immunity. At the same time, small quantities of frozen vegetables are sold to the domestic market. In the past few years, our sales in the domestic market have been increasing, and the market recognition has also been greatly improved."