

# Germany: "Increasing demand for organic frozen products"

## Detail Introduction :

Meyer Gemüsebearbeitung GmbH has always been one of the market leaders for processed and frozen vegetables in bulk bags. For some time now, the long-established company in Twistringen in northern Germany has also been striving to offer its customers an ever-increasing selection of organic processed vegetables. In addition to classic vegetable products, the company supplies more and more nutmeg and fruit, explains Wilfried Schaffer, organic sales manager, in an interview with Freshplaza.de.

The company generally sees a growing demand for different products for freeze-drying. "Carrots always in the lead, followed by potatoes and onions, other popular products, in addition to the classic raw materials such as Hokkaido celery, leeks, beans, pumpkins, etc. Other products we buy are processed in-house: bell peppers, tomatoes, broccoli," explains Schaffer.

## Frozen fruit: the third area of development

Originally, the Meyer company was focused on vegetables; however, depending on demand, it also offers more processed fruits. Apples, but also other red fruits, such as strawberries, raspberries, sweet cherries and plums, are well accepted, mainly in confectionery and freeze-drying. The company has also recognized the trend toward micro-packaged products but remains loyal to industrial customers. "However, our focus is supplying the processed goods industry with 10kg or 20kg containers. We don't consider delivering to food retailers."