

# Trends in the frozen vegetable industry

## Detail Introduction :

Jan said, "In the past, high-quality vegetables went to the fresh market and lower quality vegetables went to the frozen market. This is no longer the case. The quality of vegetables used in the frozen market is just as good. In the case of beans, compared to fresh beans, there is not much difference in the quality requirements for beans in the frozen industry. Some vegetables are even more suitable for the frozen category than the fresh market. There are also vegetable varieties for the frozen industry only, such as pea and spinach."



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Within the frozen vegetable category, the demand and popularity of vegetable varieties have also changed. Heidi Goovaerts, director of marketing and innovation at Ardo, points out that there are some trends in the frozen vegetable industry right now. Heidi said, "We've seen a greater demand for vegan food over the last two years, which is good for the vegetable industry. At first, vegan food was seen as a niche market, but

anymore. Thanks to the trend of vegetarianism, people are starting to eat more vegetables. "

Heidi continued, "Not only are frozen fruits being processed into smoothies, but vegetables and herbs are also being used more and more in smoothies. For example, kale smoothies are gaining popularity."