

## Press release

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### **BayWa Global Produce: First joint presentation of all its holdings under the new umbrella brand**

Munich, 30. March 2022

2,500 employees worldwide, over 200 fruit and vegetable products and more than 100 years of experience in the fruit trade: For the first time BayWa Global Produce GmbH is presenting its new look at Fruit Logistica in Berlin. The company's broad portfolio includes the globally renowned premium apple brands JAZZ™ and Envy™, ready-to-eat avocados and mangoes, and berries, as well as sweet potatoes, apples from Lake Constance and organic fruit. BayWa r.e. is also part of this year's joint stand with innovative agri-photovoltaic technology. Through its climate neutral participation in the trade fair, BayWa Global Produce will be demonstrating its commitment to climate action.

"This first joint presentation of all our affiliates under the newly founded umbrella of BayWa Global Produce GmbH is a milestone in BayWa's fresh produce business," says

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Benedikt Mangold, CEO of BayWa Global Produce. "Our internationalisation strategy, which we launched 10 years ago with the acquisition of T&G Global in New Zealand, has developed into a success story. The spin-off of the fresh produce business from BayWa AG last year was a forward-looking step to strengthen and further expand our position in the international market."

### **Bundling of all affiliates under a new brand identity**

To underscore the importance of the fruit and vegetable business within the BayWa Group, BayWa Global Produce has implemented an independent brand and an individual design. For the first time, the joint stand at Fruit Logistica will now be characterized by the new brand identity. In Hall 27 / C-07 visitors will be met with an atmosphere resembling an oasis of tranquility. The Group's affiliates T&G Global (based in New Zealand), TFC Holland (The Netherlands), Al Dahra BayWa (United Arab Emirates), together with the German BayWa Obst, where BayWa's fresh produce business has its roots, will all be showcasing in this stimulating space.

### **Global network in procurement and sales**

As an industry-specific portfolio manager, BayWa Global Produce builds on the strengths of its affiliated companies by bundling global activities from plant genetics to high-value fruit and vegetable production and marketing. "With an overarching group strategy, we will continue to develop the newly established group of companies in a future-oriented manner and maximise the potential of the growing global demand for fresh produce through investments and partnerships," explains Benedikt

Mangold. The global network, the broad procurement base but also the access to attractive growth markets worldwide guarantees the greatest possible flexibility to counter volatilities and create stability.

With teams based on-the-ground in key markets and growing regions, BayWa Global Produce builds strong and trusted partnerships with producers, customers and consumers, maximize opportunities and respond quickly to changes. For example, T&G Global has been successfully established in Europe and the United Kingdom for many years with its Enza New Zealand Continent N.V. business and Worldwide Fruit partnership, in addition to its offices across Asia, North America and Australasia. Both Enza New Zealand Continent N.V. and Worldwide Fruit will be represented on the joint stand in Berlin.

Gareth Edgecombe, Chief Executive Officer, T&G Global says the strength of the BayWa Global Produce business model is collective scale combined with independence. “Each business has its own distinct strategy and operating model, which for T&G sees us actively growing great brands, such as our premium Envy™, JAZZ™ and Orchard Rd™ brands, winning in key global markets, and leading the future for fresh produce in New Zealand. At the same time, we can create synergies through leveraging the scale and strength of BayWa Global Produce.”

**Innovative, sustainable business models for stable value chains**

Within the global network, BayWa Global Produce focuses on value-adding and innovative business models. In particular, the company invests in long-term business success with a holistic, overarching sustainability strategy. BayWa Global Produce is not only actively involved in the areas of climate protection and responsible supply chains, but also in breeding new varieties. Through T&G Global's VentureFruit™ business, it collaborates with breeders, research partners, growers, and sales and marketing organisations to commercialise new high value and superior quality fruit, which will benefit consumers around the world. This includes new plant varieties which alleviate and adapt to environmental challenges, such as climate change. BayWa Global Produce is also innovative in its cooperation with BayWa r.e.. In joint projects the partners are promoting the use of agri-PV technology. This new approach allows combining the cultivation of high-quality fruit with the generation of electricity from solar energy, while at the same time protecting plants from extreme weather conditions.

BayWa Global Produce is demonstrating climate protection in a special way this year in Berlin: all CO<sub>2</sub> emissions generated as part of the trade fair appearance are offset by financial support for high-quality and certified climate protection projects. Among other things, this takes into account goods logistics, energy requirements, catering and employee travel.

BayWa Global Produce is looking forward to once again welcoming visitors, friends, and partners to its stand at this year's Fruit Logistica in Berlin. Text

Date 30. March 2022

Page 5

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<https://www.linkedin.com/company/baywa-global-produce/about/>

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