Fruits and vegetables production in the EU

Healthy fresh products from the Mediterranean farms to the EU forks

The importance of the Specialty Crops in the EU

A 13% of the total utilized agricultural area in the UE28 (2019) is used for wine, olive oil, fruits and vegetables, generating a 50.5% of the value of the total crop output.

A 45% of the production is exported (40% intra-EU + 5% extra-UE in 2020).
Different agriculture machines

Ensuring the production of specialty crops requires a specific approach

Different investments

The reduced size of the machines to fit tree and bush crops plantations require a series of investments in targeted and economically sustainable technological innovations.

Different sustainability requirements

Permanent crops require specific adaptation of machines and technologies, and small series of machines, whilst EU regulations are drafted for arable crops machines.

A different digitalization approach

Fresh product traceability require real-time reaction of the machines to ensure a higher production, and better quality and value of fruits and vegetables.