



Making your products move

Container Centralen A/S, Odense, 5 November 2009

## Development Is the Future

**EU Commissioner responsible for Agriculture and Rural Development, Danish Mariann Fischer Boel, is still a very active lady, although she has recently announced that she plans to retire at the end of her term. A rainy morning in November, she visited Container Centralen in Odense, Denmark, which is the company behind the acknowledged standard for pot plant transportation in Europe, the CC Container.**



Mariann Fischer Boel was welcomed by the chairman of Container Centralen's board of directors Søren Bøgede Andersen, CEO Tonny Vangsgaard Gravesen, and member of the board Cees Kuypers, who is also the CEO of GASA Group A/S, one of the main shareholders of Container Centralen A/S. They showed the Commissioner around at the premises and explained the cost- and carbon emission-saving logistic system which the pot plant trolley – the CC Container – is part of.

The commissioner seemed to be particularly interested in the imminent implementation of RFID (electronic tagging) of all CC Containers. The utilisation of RFID will facilitate even larger cost savings for all CC Container users in the supply chain, and will also have a positive impact on the environment thanks to more efficient – and therefore fewer – transports. Mariann Fischer Boel expressed that technological development is the future, also within the horticultural industry. Similarly, traceability via RFID is also an important theme in the EU Commission.

EU's school fruit scheme (provision of free fruit for pupils) was also discussed during the commissioner's visit; the EU Commission has dedicated € 90 million in the budget for establishment of this. The aim of the proposal is that all children of the age of 6-10 must be offered one piece of free fruit once a week. The possibility for standardising and optimising the use of reusable transport units, e.g. crates for fruit and vegetables, was also discussed in this connection.

Container Centralen's reusable plastic crates are already used as the industry standard by the food industry in the Netherlands, which significantly reduces the vast quantities of one-way packaging. Apart from the economical and environmental gains, a pan-European crate system in line with the Dutch model would also enhance the free movement of goods in EU.

### **More information:**

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