



*Our first choice is **QUALITY***

*Intensive Greek fruit tree  
cultivation started in Imathia  
Province in the '40s*



The Veria Agricultural  
Cooperative, VENUS, was  
founded in 1963.

*What were the reasons  
behind the foundation of  
Venus ?*



- **The producers' decision to assume the management and common marketing of their Produce**
- **Basic infrastructure needs in the processing and packaging of the Produce.**

*In 1980 Greece joined the  
European Union*



In 1983, after 20 years of  
dynamic growth, VENUS  
changed its legal status from  
Limited Company to **Farmers’  
Group.**

# *Why did we create the Farmers' Group ?*



**1**

In order to implement a business plan, based on the common marketing of the members' produce, which would be subsidised by the E.U.

**2**

To take full advantage of the CAP, both in terms of marketing, and in subsidised investments in processing.

*The producers actively  
supported these choices,  
and...*



- ◆ Membership is now in excess of 400 farmers
- ◆ We distribute 35,000 tons of industrial peaches  
10,000 tons table peaches  
2,000 tons pears  
2,000 tons apples, and  
2,000 tons various small fruit.

*... made important investments  
in these choices !*



- ◆ In '92 we built our first canning factory, followed by a second one in '98.
- ◆ Warehousing and cold-storage space is being constantly expanded.
- ◆ There is an ongoing programme for improving the grading, processing and packaging equipment.

*Our survival and growth  
are mainly thanks to :*



- ✓ Our unwavering decision to exclude party politics from the life of our organisation.
- ✓ Our decision that each farmer-member participates in the cost of any investment.
- ✓ The staffing of the organisation with highly qualified specialists to implement the decisions of the management and of the farmer-members.



*However, the serious crises we overcame are also very instructive :*



- ⚡ Leading groups which wanted to exploit the Organisation's power for their own profit.
- ⚡ The economic dangers created by the globalisation of the fruit market.
- ⚡ The tendency of each individual farmer-member to underestimate his own responsibility in matters of product quality and competitiveness.



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