



Continually improving the offer with consumer and market insights

“ Through our relationship with GfK we access the latest market and consumer intelligence to continually improve our offer and the value we give to our customers. We identify opportunities to refine our assortment, promotion, price and distribution – in fact, all aspects of our business. ”

Colin Lansbergen
Manager Consumer Insights
Harvest House

Intelligence that influences every aspect of business at Harvest House

Harvest House is an international association of salad growers based in the Netherlands. The members grow high-quality tomatoes, sweet peppers, and cucumbers using innovative and sustainable methods. The association's mission is to grow healthy, nutritious salads of the highest quality in an innovative and sustainable way, together with their chain partners. They ensure that they take the most efficient routes from the greenhouses – reaching the consumers with the best prices and most appealing products. Produce is delivered to retailers in the Netherlands, Germany, Austria, the UK and worldwide. The majority of Harvest House's customers are in North West Europe.



Facts & Figures

Founded

2013

Industry

Food and Beverage Manufacturing

Largest growers' association in the Netherlands for salads

1,136 hectares of greenhouse horticulture



Business-critical market and consumer intelligence

GfK provides accurate and timely insights that help Harvest House analyze which products are performing the best and which need additional support. Harvest House uses the information to refine assortment, promotion, price and distribution. This way, Harvest House can fulfill its promise to be the specialist in tomatoes, sweet peppers and cucumbers.

The consumer insights team uses the research to create detailed socio-demographic profiles of customers to refine targeting. The depth of insight is a particular strength, covering a range of topics including for instance, which type of consumers prefer which flavor of tomatoes.

These findings are shared by the Harvest House marketing team with retailers to inform negotiations and to ensure the right products are available at the right prices.

“ This essential information helps us deepen our existing relationships with retailers and to build new ones. Crucially, it helps us stay close to the shoppers who buy our tomatoes, sweet peppers and cucumbers. ”

Colin Lansbergen
Manager Consumer Insights
Harvest House

An effective partnership

Harvest House and GfK have a strong working relationship built over a number of years. As well as regular data delivery and insights from the consultants, the team at GfK is on hand to provide ad hoc analysis and support. With a good understanding of the association's business, the team is both proactive and reactive, whatever the need.

Take your strategy
to the next level

Like what you read about how Harvest House is using our GfK Consumer Panel solutions?

Find out how GfK's unique combination of products can elevate your strategic and tactical business decision making.



[Find out more today.](#)