



SOUTHERN HORTICULTURAL COOPERATIVE (DÉLKERTÉSZ)

The largest paprika marketing and processing cooperative in Hungary

Identification details

Name: Sándor Nagypéter

Location: Csongrád-Csanád county, Szentes, Hungary

Farm size: 147 ha greenhouse and foil tent, 1390 ha arable land

Year of foundation: 2002

Main activities: vegetable production - green peppers, tomatoes, cucumbers, cabbage

Web / Facebook / Twitter: <https://www.delkerteszt.hu/>

Since its establishment in 2002, the Southern Horticultural Cooperative has been striving to bring together producers and family farms in Szentes and the surrounding area, and to effectively integrate the production activities of its nearly 510 cooperative members. As they see, they are the largest and the most prosperous producing and selling cooperative in Hungary. Szentes is the home of green peppers – so it is obvious that they offer mostly different types of green peppers (sweet yellow peppers, capia peppers, pointed hot peppers). Besides, they produce tomatoes, English cucumbers, as well as a limited quantity of head cabbage and Chinese kale. Barcode traceability, Globalgap system, full consultancy support - all ensure that the goods entering the cooperative reach their consumers in a uniformly high quality, whether they are vegetable products from cold foil, heated foil or greenhouses equipped with the latest technology. By integrating production, they can offer a competitive base in both quality and quantity, which is there on the shelves of the largest Hungarian retail chains, as well as in foreign markets.

Nothing proves the freshness of DélKerTÉSZ products better, that the vegetables are picked, sorted and graded, quality-accepted, prepared and delivered to the stores as unpackaged goods or packaged goods in a single day. Their main product, the sweet yellow pepper, has had a protected geographical indication in the European Union since 2014, so consumers can meet it under the name of „Szentesi paprika”.

In their policy, they keep both tradition and innovation in mind. In this way, they can preserve the intrinsic values and flavours of their vegetables, which were introduced by Bulgarian gardeners in the countryside, and follow the technological changes that can ensure the success of their producers.

The cooperative has 510 members, 210 permanent employees, 60-150 casual workers, 35-40 student workers (in July and August).

It is located in Szentes and its surroundings within max. 30 km since the main product of the cooperative is the „szentesi paprika” which has a protected geographical indication in the European Union.

The producer cooperative has no holdings, production areas are owned by the members. A total of 147 ha is greenhouses and foil tents; 1,390 ha is field industrial vegetables. Cultivated plants are tomatoes, peppers, cucumbers and cabbages. The type of cooperation established ranges from production to sales.

The benefits available to farmers through membership are common logistics, common trade, common quality assurance, expert advice. Another advantage is the provision of a homogeneous commodity base and uniform quality to customers, which guarantees a secure market for producers. There are also disadvantages, however. The different interests of small producers and large farmers cause a constant

conflict within the cooperative. Each member has one vote, regardless of the estate size, which ensures a democratic decision making mechanism.

The cooperation is financed through fees. Members pay distribution and operating costs per kg of goods, e.g. 45 HUF / kg for peppers, 42 HUF / kg for tomatoes, etc. The cooperation enters into an annual cooperation with the members. The cooperation is led by managers, who are supervised by the chairman-executive. The cooperation is an open community, admission of new members is possible, in fact, it is a direct intention of the cooperation to increase the number of the members. Their unique feature is that the cooperation is the largest organization of its kind in Hungary.

The cooperation is characterized by continuous investments. Within the operational program for the period 2019-2023, the amount of investments is as follows: HUF 350 million in 2019, HUF 560 million in 2020, HUF 2.5 billion in 2021-2022 (1,500 m2 logistics hall building investment) + HUF 400 million.

Photos:

