

Fresh from

BEHR

2026





## Back in the day

fruits and vegetables were cultivated on 1.5 hectares of land. The village's valuable harvest was shipped by barge along the Elbe river to the wholesale market in Hamburg.



## Today

we cultivate around 4,000 hectares of vegetables and sell about 60 types of crop throughout the whole of Europe. For us, production is still the core of our company.



'We do everything ourselves, from sowing and planting to harvesting and marketing our products. Because of this, we can feel secure.'

**RUDOLF BEHR**  
CEO at BEHR AG

## Quality based on experience

### ABOUT US

We're not only a large-scale vegetable producer, but also an owner-managed family company in its fourth and fifth generation. As a vegetable production group with operations throughout Europe, BEHR AG cultivates around 4,000 hectares of vegetables, of which over 600 hectares are organically cultivated.

### RELIABLE ALL YEAR ROUND

Thanks to our location in Spain, we can supply our customers with fresh vegetables year-round, even in the winter months. In the spring, our company in southern Hesse also ensures a smooth seasonal transition between the Spanish and German harvests. At all locations, we guarantee consistently high quality. That's why customers all over Europe place their trust in us.

### SATISFACTION THROUGH QUALITY

For us, high-quality products and collaboration with our customers based on trust are a top priority. Whether it's in production, harvesting, processing, the warehouse, logistics or sales, the purpose of everything we do is to ensure the satisfaction of our customers, which takes the form of a safe product for the consumer.



## Great products grown by BEHR

1977

### ICEBERG LETTUCE

In 1977, Rudolf Behr was the first in Germany to grow iceberg lettuce, popularising the look everyone's familiar with today – with the head free of any loose leaves and packaged in a film.

1997

### MINI ROMAINE LETTUCE

The BEHR company introduced mini romaine lettuce to the German market in 1997 as an alternative to the smaller, more compact Little Gem. With its mild, slightly sweet flavour, mini romaine has established itself in Germany and is now one of the most popular types of lettuce.

1998

### BLUCCOLI

Bluccoli is a combination pack of one small head of cauliflower and one small head of broccoli. Our company created and named 'Bluccoli' in the early 90s, but it wasn't until 1998 that Bluccoli found its place in food retail. The name is now generally accepted and in common use.

2009

### SALARICO®

SalaRico combines the advantages of two classic lettuces: it's crisp like iceberg lettuce and flavourful like romaine. We introduced SalaRico to the German market in 2009, and it has since then established itself as a genuine lettuce for the connoisseur.

2012

### MINI-PAK CHOI

BEHR AG launched the mini version of pak choi onto the German market in 2012. Pak choi has been a delicacy in South East Asia for many centuries and is now also a trendy product here. Mini-Pak Choi features wider, fleshy leaf veins that are guaranteed to taste even better.





We do everything in our power to ensure our customers are satisfied with our products and services. For us, high quality means having vegetables whose taste and appearance convince people.

## Our warehouse is the field

### WE HARVEST TO ORDER

Orders placed by noon are usually delivered to our customers inside Germany the following morning. How do we do that? It's quite simple.

We harvest to order and package our products directly in the field. No intermediate storage, no middlemen. Our products thus reach their destination on time – crispy and fresh.

## Quality and safety are everything

We are farmers in our hearts and in our minds. We strive to deliver products of the highest quality. Regular quality controls are carried out during cultivation and harvesting, preparation and packaging, as well as during the transport of goods. Our in-house inspection and documentation system for all relevant processes also guarantees product safety and seamless traceability. In addition, we are audited by independent certification bodies. All relevant certificates confirm the results of our work.

### ALL PRODUCERS INDIVIDUALLY CERTIFIED

We work with a permanent group of producers, with each company inspected on a regular basis. We can thus ensure consistently high quality standards at all companies. The QS-GAP and GLOBALG.A.P. certifications, for example, are a requirement for supplying BEHR AG.

### IFS AND QS FOR RETAIL COMPANIES

Our internal quality management system is based on the current IFS standard and QS or GLOBALG.A.P. retail requirements. The work processes associated with the purchase, sale and storage of vegetables are thus clearly and transparently regulated and subject to stringent hygienic standards.

### HIGH SOCIAL STANDARDS FOR SATISFACTION

Like quality standards, social standards are a top priority at BEHR AG. Every producer undergoes the QS-inspection FIAS or its GLOBALG.A.P. counterpart 'GRASP'. Both modules represent good social practices at farms. These certification schemes check, for example, em-

ployment contracts, working hours, wages and accommodation.

### THE NEW QS SUSTAINABILITY STANDARD

Since 2024, it has been possible to have one's commitment to sustainability certified by the QS system. The certificates of the new voluntary QS inspections for sustainability in production and trade (QS-FIN) confirm BEHR AG and its producers to comply with these sustainability criteria and create transparency for our customers.

### ORGANIC CERTIFICATIONS

We also use a tried-and-tested, comprehensive control system for our organic products that covers all areas of vegetable production. Our organic producers and BEHR AG are certified in accordance with the EU Eco regulation (Regulation (EU) 2018/848) and inspected by the DE-ÖKO-034 inspection agency. This is not all: our organic company, BioBehr GmbH, and BEHR AG are certified in accordance with the requirements of the organic farming association Biopark e.V. and Naturland and they are certified members of the Biokreis.

### AND FURTHERMORE...

Our internal consultancy company AMG Agrarmanagement GmbH assists our producers with certification. AMG employees also ensure our customers' individual requirements are fulfilled. And our quality assurance department offers product support until the goods reach the customer warehouse. Visits are coordinated with our customers with the aim of promoting discussion about products and potential improvements. Because we have a presence out in the field and know our products, we're able to take action. It's extremely important to us that our customers are satisfied and we're happy to be evaluated on the basis of this satisfaction.

GLOBALG.A.P.





## BEHR organic produce – we've got the experience

We've been cultivating organic vegetables in Mecklenburg-Vorpommern for over 25 years and in Lower Saxony since 2008. We've managed to continuously expand our organic cultivation from an initial 15 hectares to over 600 hectares of vegetables today.

### **ORGANIC PRODUCE NEEDS SPACE. THAT'S SOMETHING WE HAVE IN THE NORTH.**

Expansive areas of land with well-balanced soils are essential for the organic cultivation of vegetables in particular. While synthetic chemicals are used to protect the plants in conventional vegetable cultivation, the options for organic cultivation are very limited, making crop rotation even more important. With so much land available at our locations, we can take advantage of extensive crop rotation and regularly switch between different pieces of land.

'In organic farming, we need helpers to deal with pests. We call them beneficial organisms because they help us to protect the vegetables. Whenever we harvest a field, untouched areas surrounding our fields provide our loyal helpers with a new home.'

Rudolf Behr

### **BENEFICIAL ORGANISM – IMPORTANT FOR ORGANIC PLANT PROTECTION**

Beneficial organisms play an important role in organic farming, especially when it comes to pest control. For instance, ladybirds eat aphids, birds eat caterpillars, and earthworms eat organic materials such as bacteria and fungi, producing valuable humus in the process. As well as using beneficial insects, we also rely on plant protection netting to protect our vegetables from pests.

## Fresh from Spanish fields

Also in Spain we cultivate our vegetables outdoors and exclusively in natural soil, using only the power of the sun. The climate in the south east of Spain is ideal and the soil is excellent to grow our vegetables.

### **35 YEARS OF BEHR IN SPAIN**

Since 1991, we have been producing vegetables in Balsapintada from November to May and now cultivate around 1,000 hectares of vegetables. As well as conventional vegetables, we also grow organic vegetables. Thanks to our Spanish production, we can supply our customers with fresh vegetables all year round – from Germany in summer and from Spain in winter.

### **AVAILABLE ALL YEAR ROUND. IN OUR TRIED-AND-TESTED QUALITY.**

In Spain we mainly cultivate iceberg lettuce, mini romaine lettuce, celery, kohlrabi, mini-pak choi and organic mini romaine lettuce. Farming methods follow the same strict principles as at our production facilities in Germany.

'For many crops, winter cultivation in Germany would only be possible in a greenhouse or using hydroponic systems with artificial lighting. We opted for outdoor cultivation and go where the sun shines, providing its vital light and warmth, and where the plant grows in natural soil. This is why we are in Spain.'

Rudolf Behr

## Our products

We cultivate vegetables outdoors year-round: in Germany in the summer and in Spain in the winter months.



Iceberg lettuce

1 2 3 4 5 6 7 8 9 10 11 12



Mini romaine lettuce

1 2 3 4 5 6 7 8 9 10 11 12



Little Gem

1 2 3 4 5 6 7 8 9 10 11 12



SalaCrisp®

1 2 3 4 5 6 7 8 9 10 11 12



Veroma / Treviso mix

SalaCrisp® and Radicchio Treviso

1 2 3 4 5 6 7 8 9 10 11 12



SalaRico®

1 2 3 4 5 6 7 8 9 10 11 12

Country of origin

Germany Spain Other countries



Romaine lettuce

1 2 3 4 5 6 7 8 9 10 11 12



Lettuce / Butterhead lettuce

1 2 3 4 5 6 7 8 9 10 11 12



Butterhead lettuce hearts

1 2 3 4 5 6 7 8 9 10 11 12



Lollo Rosso / Lollo Bionda

1 2 3 4 5 6 7 8 9 10 11 12



Baby spinach

1 2 3 4 5 6 7 8 9 10 11 12



Spinach

1 2 3 4 5 6 7 8 9 10 11 12



Lamb's lettuce

1 2 3 4 5 6 7 8 9 10 11 12



Rocket, mowed

1 2 3 4 5 6 7 8 9 10 11 12



Rocket, bundled

1 2 3 4 5 6 7 8 9 10 11 12



Babyleaf

1 2 3 4 5 6 7 8 9 10 11 12



Radicchio

1 2 3 4 5 6 7 8 9 10 11 12



Radicchio Treviso

1 2 3 4 5 6 7 8 9 10 11 12



Chicory

1 2 3 4 5 6 7 8 9 10 11 12



Kohlrabi

1 2 3 4 5 6 7 8 9 10 11 12



Broccoli

1 2 3 4 5 6 7 8 9 10 11 12



Broccoli crowns

1 2 3 4 5 6 7 8 9 10 11 12



Cauliflower

1 2 3 4 5 6 7 8 9 10 11 12



Bluccoli

small cauliflower and small broccoli

1 2 3 4 5 6 7 8 9 10 11 12



Brussel sprouts

1 2 3 4 5 6 7 8 9 10 11 12



Pointed cabbage

1 2 3 4 5 6 7 8 9 10 11 12



Red cabbage

1 2 3 4 5 6 7 8 9 10 11 12



White cabbage

1 2 3 4 5 6 7 8 9 10 11 12



Flat cabbage

1 2 3 4 5 6 7 8 9 10 11 12



Savoy cabbage

1 2 3 4 5 6 7 8 9 10 11 12

#### Country of origin

Germany Spain Other countries



Kale

1 2 3 4 5 6 7 8 9 10 11 12



Chinese leaves

1 2 3 4 5 6 7 8 9 10 11 12



Mini-Wok Choi® /  
Mini-Pak Choi

1 2 3 4 5 6 7 8 9 10 11 12



Beetroot

1 2 3 4 5 6 7 8 9 10 11 12



Golden beet

1 2 3 4 5 6 7 8 9 10 11 12



Coloured beet

1 2 3 4 5 6 7 8 9 10 11 12



White radish

1 2 3 4 5 6 7 8 9 10 11 12



Small white radish

1 2 3 4 5 6 7 8 9 10 11 12



Black radish

1 2 3 4 5 6 7 8 9 10 11 12



Turnips

1 2 3 4 5 6 7 8 9 10 11 12



Celery

1 2 3 4 5 6 7 8 9 10 11 12



Fennel

1 2 3 4 5 6 7 8 9 10 11 12



Carrots, bunch

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



Carrots

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



Mix of multicoloured carrots

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



Parsley roots

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



Parsnips

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



Salsify

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



Potato Annabelle

Thin skin

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



Celeriac

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



Celeriac with leaves

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



Swedes

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



Leek

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



Garlic, fresh

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |

#### Country of origin

Germany Spain Other countries



Beans

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



Zucchini / Squash

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



Rhubarb

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



Halloween pumpkin

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



Hokkaido pumpkin

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



Butternut pumpkin

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



BEHR'S Dampfgenuss®

Single-Pack Cauliflower

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



BEHR'S Dampfgenuss®

Single-Pack Broccoli

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



BEHR'S Dampfgenuss®

Single-Pack Pointed cabbage

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |

## Our organic products

Our organic vegetables grown outdoors thrive in Germany in the summer and in sunny Spain in the winter. Our range also features selected vegetables from protected cultivation.



**Organic iceberg lettuce**

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



**Organic mini romaine lettuce**

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



**Organic colourful salads with root ball**

from protected cultivation

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



**Organic spinach**

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



**Organic rocket**

from protected cultivation

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



**Organic kohlrabi**

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



**Organic broccoli**

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



**Organic beetroot**

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



**Organic celery**

from outdoor and protected cultivation

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



**Organic leek**

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



**Organic beans**

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



**Organic zucchini / squash**

yellow and green – from outdoor and protected cultivation

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



**Organic cherry roma tomatoes**

from protected cultivation

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



**Organic Hokkaido pumpkin**

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



**Organic Butternut pumpkin**

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



**Organic Sombra pumpkin**

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



**Organic spaghetti pumpkin**

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



**Organic cress**

from protected cultivation

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |



DE-ÖKO-034  
EU-Agriculture

### Country of origin

Germany

Spain

Other countries

# Our locations

## GERMANY

- Gresse/Gallin
- Hamburg
- Seevetal
- Rosenweide (Stelle)
- Büttelborn

## POLAND

- Gościno

## SPAIN

- Balsapintada

● Sales      ● Production      ● Sales and production

# One for all!



Production



Quality control



Sales & Marketing

BEHR AG is a contracted agent of Mecklenburger Ernte GmbH, which is recognised as a producer organisation in accordance with the requirements stipulated by the European Union. It's the only one in the fruit and vegetable sector in Mecklenburg-Vorpommern. There are currently 26 partners represented in the federal states of Mecklenburg-Vorpommern, Brandenburg, Saxony-Anhalt, Lower Saxony, Hamburg, Schleswig-Holstein, Hesse and North Rhine-Westphalia as well as in Spain: 22 vegetable and 4 fruit growers.

The producer organisation's core tasks and objectives are to ensure high-quality, market-oriented production and joint marketing of products. While some producers are highly specialised particularly in the field of outdoor vegetable cultivation, the cultivation range of Mecklenburger Ernte is extraordinary as a whole, thus ensuring exceptional conditions for fulfilling market demands in terms of central and regional supply.

|                                                                                                                                                                                                                | CONTRACTED AGENTS                       | TARGET CUSTOMERS                        |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|-----------------------------------------|
| <div> <b>PRODUCER ORGANISATION</b><br/>                     Bundling, supply, planning, cultivation, coordination, marketing, national and regional pricing, order to contracted agents                 </div> | BEHR AG >                               | Food retail, regional customers, export |
|                                                                                                                                                                                                                | BEHR Iberia S.L.U. >                    | Export, food retail                     |
|                                                                                                                                                                                                                | EO Mecklenburger Ernte GmbH >           | Regional customers, food retail         |
| <div> <b>PRODUCERS</b><br/>                     Shareholders                 </div>                                                                                                                            | Herrmann Vermarktungsgesellschaft mbH > | Food retail, regional customers, export |
|                                                                                                                                                                                                                | SL Schwanteland GmbH >                  | Regional customers, food retail         |
| <div> <b>QUALITY MANAGEMENT</b><br/>                     AMG &amp; LMS                 </div>                                                                                                                  | Werder Frucht GmbH >                    | Regional customers, food retail         |

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