

Luonnosta Finland Oy establishes subsidiary in the Netherlands

Luonnosta Finland Oy and Heero Gramsma are excited to announce the establishment of Luonnosta Holland B.V. in the Rotterdam area, Holland, very close to the harbours and the fruit and vegetable centers. Luonnosta's strategy for several years has been to develop international business and strengthen networks worldwide. Now the time was right to take the operations to the next level with a subsidiary in Holland. The establishment will be run by Heero Gramsma, who has a vast experience and contact network in the international potato, wholesale, retail and foodservice sectors and is eager to start doing fruit and vegetable trade together with Luonnosta's Finnish team.

With the new subsidiary, Luonnosta will gain presence in one of the most important fruit and vegetable trading hubs in Europe. The subsidiary will help operate daily business, especially in import and export products and supply chain management. It will also improve our customer service as we will be closer to many of our suppliers and customers. The aim is to establish a business unit with € 8 million turnover and 3 employees in the coming 3 years. The products will be sourced from Europe, Africa and South America in close cooperation with local farmers and trading companies. The product portfolio for both Luonnosta Finland and Luonnosta Holland will be strategically extended in the coming years.

Luonnosta Finland Oy is a Finnish trading company in the fruit and vegetable industry. The company was founded in 1986 and is owned by potato farmers. About half of the turnover comes from export, import or trading outside Finland, and our contact network reaches from all over Europe to Middle East and Africa. Our main trading products are table potatoes, onions, carrots, cabbages, beetroots, sweet potatoes and avocados – both conventional and organic.

The Luonnosta way of doing business is flexible, active, knowledgeable, solution focused and global. Our mission is to supply our customers with exactly the right kind of product for their needs. This is made possible by using professional suppliers and tight quality control.

Heero Gramsma started his career in 1986 too, and has over 30 years of experience in the potato industry and in general and sales management. Heero Gramsma has an excellent international network in the produce, retail and foodservice business.

For more information:

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