

AGRANA opens new fruit preparation plant in China

20 March 2019 | News

The fruit, starch and sugar group AGRANA yesterday officially opened its second production site for fruit preparations in China. Around € 22 million have been invested in this new facility in Changzhou.



AGRANA now with three facilities in China

The fruit, starch and sugar group AGRANA yesterday officially opened its second production site for fruit preparations in China. Around € 22 million have been invested in this new facility in Changzhou.

Changzhou is located in Jiangsu province, around 150 km north-west of Shanghai. The plan is to initially employ around 70 personnel at this new site, which will manufacture approximately 30,000 tonnes of fruit preparations, particularly strawberries, blueberries or peaches, for the fruit yoghurt, bakery and ice cream sectors, as well as for food services.

Fruit preparations at AGRANA contain top quality fruit which is either puréed or diced and used in dairy products or in the ice cream and bakery products industries. These products are individually developed and produced by AGRANA on the basis of close development-related collaborations with customers. In addition to the food processing industry, AGRANA also supplies its fruit preparations to fast-food companies and food service providers.

The Chinese yoghurt market has nearly doubled in the last five years, partly due to the rising demand for yoghurt drinks. According to Euromonitor, the yoghurt market in China is forecast to grow by an average of 7.9% annually until 2023.

AGRANA produces fruit preparations at 28 sites worldwide.