

PAUL M. MÜLLER

SEIT 1956

# FOOD NEWS

## MARKET REPORT

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*„Many people overlook the small pleasures in life because they are waiting for the big ones, which often remain out of reach.“*

Pearl Sydenstricker Buck (1892 - 1973), American write



## DOSED – our column

I admit it: in the midst of the hustle and bustle of our professional lives, with countless calls, meetings and deadlines, it can easily happen that we **lose sight of „real life“**. Even though it's not easy, I always try to help myself **to provide small moments of happiness**: One of them is a **visit to the Ingolding estate**.

The farm store sells its own produce and products from regional partners. Fresh food is cooked every Friday. People come together, sit at the table and are served - competently, patiently and in a relaxed manner. It goes without saying that I was delighted when I recently a **careful look in the pantry reveals an ADRIA tin have**. In this interview, we introduce owner Valerie Hendriock and her farm.

One thing is certain: **The catering industry has a major task to fulfill**. To fill you up - of course. But also to show that you can enjoy life, escape from everyday life for a few minutes and hours and forget everything around you. **This requires passion** for your own job and profession, to ignite a spark that spreads to customers and guests. I am sure of it: **WITHOUT gastronomy it will never work** even though delivery services, takeaway and fast food have become indispensable.

Precisely because everyday life in the catering industry can be tough, I want to consciously **focus on the positive**. For example **the tomato year starts soon** - is a special time for us as vegetable fans. We like to think outside the box and present you with some good news: With [www.chefin.watch](http://www.chefin.watch) **is a new platform online**, which is currently **18 outstanding female chefs from Germany's top gastronomy**. And then there was my **visit to the INTERNORGA in Hamburg**. What was the big topic there? Convenience and how to make restaurant operations more practical. Every opportunity, every framework condition that makes everyday life in the restaurant business easier is a good thing. It should be „easy“, precisely because gastronomy gives so many people a break from everyday life and brings them joy. This is exactly what we hope to contribute to with our colorful range.

In any case, I have made up my mind, **not to miss out on a little happiness (any more)** while I wait in vain for the big one. Are you in?

Sincerely,  
Yours, Thomas Schneidawind



## Tomatoes: Initial prospects for 2025

This year's tomato year starts soon. In **northern Italy** for example, the first plants go into the ground around mid-April. The local growers hope that there will be no more heavy rainfall like in 2024, when many young tomato plants literally „drowned“ and had to be replanted. **The area under cultivation here will also increase slightly** and the **commodity price already set at 145 euros per tonne**. Different in **southern Italy**. There **price negotiations are underway** as before. **160 euros per ton of raw material is being discussed**. For the **elongated tomato varieties (Roma) even around 170 euros**. However, something else has been certain here since mid-February: due to a lack of water, the **area under cultivation in Puglia reduced by approx. 25 percent in 2025**. Also in Spain is from a smaller acreage but the information is not yet certain - a reduction of 15 to 20 percent could be realistic.

Finally a **view of the stocks**: For both the retail and gastronomy sectors **hardly any significant quantities left on the market** available. In Spain, for example, tomato paste in barrels, diced tomatoes and pulp are completely sold out. How good that the 2025 tomato season is just around the corner. **Now we have to wait and see** how the planting is progressing and how the weather is developing. We will of course continue to report for you.



# Tuna:

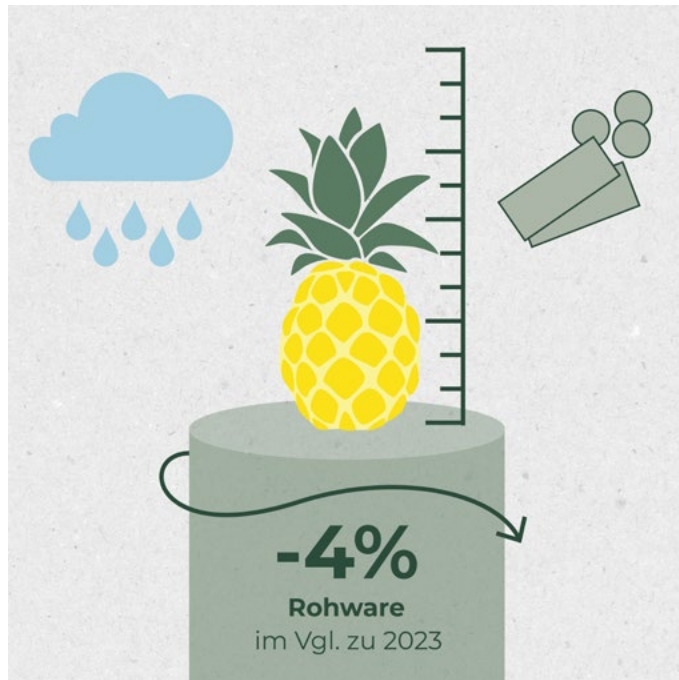
## Poor catches, steady price increase

The tuna year 2024 ended with challenges, and this trend is continuing in the first few months of 2025: the **catches in the Eastern and Central Pacific remain poor** resulting in a **continuous rise in commodity prices** leads. While we reported prices of USD 1,580 per tonne in Bangkok at the end of November, our expert now puts them at USD 1,750 per tonne (as at March 17, 2025). Our colleague Eve-Florence Gölz visited last week **tuna factories in the Philippines** and reports: „Due to the lack of catches, it is currently **only produced with low capacity utilization** become. At the same time **hardly any stocks left in the warehouses** available.“

In the **Indian Ocean** according to our external partner, the poor catches are compounded by a further challenge: „This is where the **unusually high proportion of yellowfin** so that the **annual quota for yellowfin tuna will be exhausted early** and the fishing boats can no longer catch anything.“

However, there is currently a ray of hope from **Ecuador**. There **good catches and slightly falling commodity prices** reported.

But the fact remains: **Tuna is and remains expensive**. If you need tuna, please contact us - we will find the right offer for you.



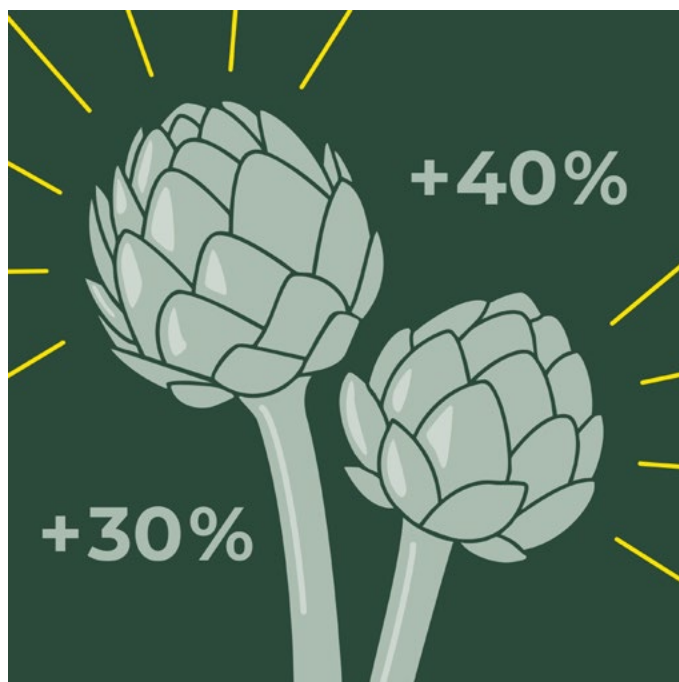
# Artichokes:

## Good forecasts

The artichoke harvest in **Spain** is in full swing and will continue until the end of April. After last year, which was characterized by climatic challenges for artichokes (too hot/too dry), this year our local partners are **very satisfied with the quality even now, at the beginning of the harvest**. The past 40 rainy days in particular have been excellent for the flowers - as well as for all other agricultural produce. We have therefore received very positive feedback from the artichoke-growing regions of Cartagena, Lorca and Vega Baja in particular: „We are expecting a **significantly larger harvest volume compared to last year** - It could be 30 to 40 percent more.“ A good artichoke campaign with possibly. **Lower prices compared to the previous year** from today's perspective, nothing stands in the way.

Also in **Egypt** the artichoke season is underway **according to plan**. Since January, an area of 10,000 hectares (2,000 hectares larger than in the previous year) has been

undergoing **high-quality artichokes** harvested. Due to the high inflation in Egypt is here with **price increases** to be expected.



# Kidney beans: No offers and impending customs duties

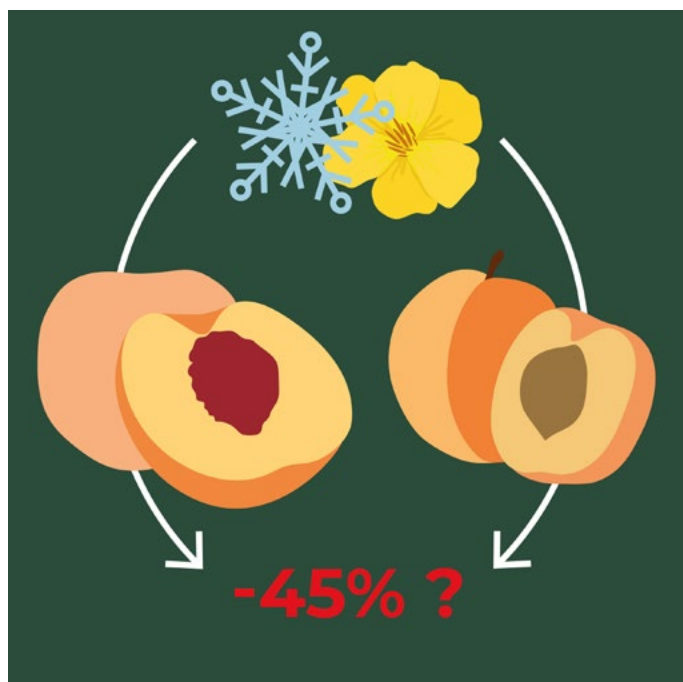
The market for kidney beans is virtually empty: In the USA and Canada there is no offers at all. Also in China is that low supply of beans and the goods due to bad weather conditions poor quality. Connoisseurs are therefore currently looking forward to Argentina. On the one hand, it is currently the only country that offers usable goods. On the other hand, the new harvest there already in June/July while in the USA and Canada it usually only starts at the end of October. And then there are the tariffs planned by the EU on food (and other goods) from the USA. On March 20, the EU postponed their introduction from the beginning to mid-April, but they still hover like a sword of Damocles over food imports from the USA - such as kidney beans. This also has an impact on offers from other countries. It is quite possible that China and Canada will wait for the new tariffs to adjust their prices accordingly. So: In any case, further price increases are to be expected...

In view of this fact, we asked our partner about alternatives. His sobering answer: „Options from Brazil and Ethiopia are

possible, but very risky in terms of the desired quality.“ Nevertheless, we are not giving up on finding suitable goods. With our first-class buyers and our long-standing partners, we are, after all is ideally positioned.



# Fruit blossom in Greece: Possible frost damage



On March 20, we received this breaking news from our partner: „Numerous flowers may have frozen over the past two nights.“ Due to the warm daytime temperatures of 17 degrees (and warmer!), the apricot and peach tree buds develop splendidly. Then came the night-time temperatures plummet to minus 7 degrees. A small ray of hope: In the (usually higher) regions with the lowest temperatures, the trees were not yet so well developed anyway and the buds were still relatively tightly closed - so possibly better protected from the frost than those in flatter regions. However, even in the latter, temperatures had dropped to minus 4 degrees for four to five hours, our local partners are expecting a drop in volumes in any case - In some places, there is talk of losses of around 45 percent. And yet: It is still too early for precise estimates. „We will know more reliable figures in around ten days,“ says our expert. The extent to which the losses manifest themselves also depends on how the weather develops over the next few days and weeks. We will keep you up to date.



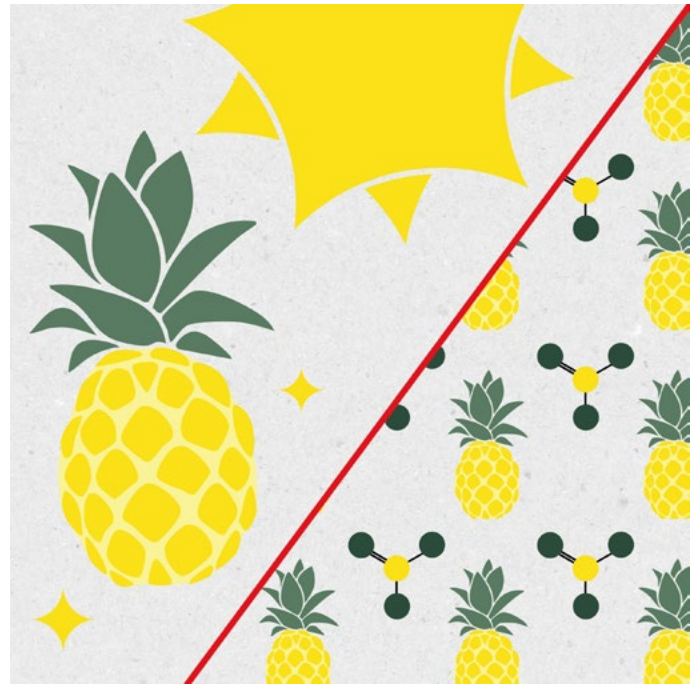
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# Pineapples: Waiting for the summer harvest

The **harvest and supply volumes for Thai pineapples are currently low** - prices are correspondingly high. The figures from the Thai Food Processors Association (TFPA) from February illustrate this: Here, the **the total harvest volume of 76,320 tons was 11 percent lower than originally forecast**. This resulted in a daily supply of around 2,500 tons. This is usually around 4,000 tons, which is why there is fierce competition among the factories - for example to utilize minimum capacities and minimize production costs. From mid-February, the price therefore climbed to **17 to 18 Thai Baht per kg raw goods**. To be able to push fruit prices down a little, **Thai packers are currently joining forces**. So you can Prices around 14.20 Thai Baht per kg realize.

In this tense situation, there is much **hope for the upcoming summer harvest**. Initial forecasts go after all **harvest volumes of around 3,000 tons per day from the end of April** out. However, it remains to be seen to what extent this will be the case. The current situation is already prompting pineapple growers to harvest early in some cases. The drought could also be reflected in lower yields. It is therefore difficult to say at this stage how the summer harvest will actually affect availability and prices. Supply in other countries of origin such as Indonesia and the Philippines also plays a role. If they are able to deliver in the near future, the Thai pineapple market could at least ease somewhat.

Finally, a look at quality: The Thai Food Processors Association (TFPA) reports (as it has done for several months) of **smaller fruits and partly high nitrate content**. So it remains exciting to see what developments the summer harvest will bring. Stay up to date with our food news. We are always happy to answer any questions you may have.



# INTERVIEW

## **NACHGERFRAGT:** ADRIA-Konserven im Hofladen



*„Preserves are an ecological, environmentally friendly way of processing regional products. They therefore fit perfectly into the sustainability concept of a farm store.“*

– Valerie Hendriock

**Beef from suckler cows, juices and fruit spreads from their own fruit, a farm store with products from regional partners and more: Gut Ingold offers a wide range of products. The farm is located in Beigarten, south of Munich, in the beautiful Isar Valley. Fresh food is cooked every Friday lunchtime - including products from Paul M. Müller. Valerie Hendriock's family is now the 7th generation to run the farm. We spoke to the owner.**

**PMM: Ms. Hendriock, who buys from you?**

We consider ourselves very fortunate that people come to us across local and district borders, across age groups and from all professional backgrounds. On the one hand, we advise our customers based on our expertise, are happy to answer questions about agriculture and only offer products that we support one hundred percent. This creates a great deal of trust. On the other hand, our customer base has grown over decades. In the mid-1990s, my parents started to convert the farm, which had previously been run as a dairy farm, to suckler cow husbandry. My husband and I were already establishing a form of direct marketing at the time. In 2000, we opened our first farm store, which I mainly run as a butcher's assistant. Gradually, the premises became too small and we moved to our new store in 2021. We were able to expand our range with a small gastronomic offer. On Friday afternoons we serve a hot lunch, we put together snacks to order, coffee and cake can also be enjoyed, and on Saturdays the option of breakfast on the farm is very popular.

**PMM: Why do your customers value regionality?**

Regionality is an important, often underestimated basis for high-quality food, energy-saving production, the preservation and creation of attractive local jobs, the preservation of expertise from a wide range of professions and the maintenance of valuable flora and fauna. It provides safe products that consumers can rely on. This is precisely the added value of products that our customers consciously look for and find in our range.

**PMM: You also work with preserves from Paul M. Müller at Gut Ingold. How did that come about?**

We try to get everything for our dishes from as close to home as possible. However, for a Bolognese sauce, for example, we need strained tomatoes. These usually come from Italy, which makes sense from a historical and cultural point of view. We order tinned tomatoes from a wholesaler. They supplied us with the first ADRIA cans. I didn't actually

pay much attention to the can at the time. It was just important to check that there was nothing else in it apart from tomatoes and lemon. When I tasted our Bolognese sauce together with my colleague, we realized that the taste had improved a lot with these tomatoes. Since then, we have only used ADRIA tomatoes.

**PMM: Our Managing Director Thomas Schneidawind discovered PMM cans during one of his visits to Gut Ingold...**

That's right. It turned out that we had obviously already been able to spoil Mr. Schneidawind with „his“ tomatoes. We had a lengthy conversation to find out more and were allowed to taste other products that we would like to use in our dishes in the future. If a company owner in a small farm store can be so happy about three cans from his company, then in my opinion that speaks for a very good boss who loves and lives „his thing“. And that also convinces us.

**PMM: How do a farm store and preserves fit together?**

Canning is an ecological, environmentally friendly way of processing products regionally and making them available to another region where food cannot be cultivated in the required quantities. The can requires no refrigeration and can be wonderfully recycled. It therefore fits perfectly into the sustainability concept of a farm store.

**PMM: Where do you use products from Paul M. Müller?**

We mainly use canned tomatoes and peppers for our lunch dishes. I find the selection and therefore the variety of possible dishes with the different tomatoes alone inspiring.

**PMM: ... and which dish with PMM products goes down particularly well?**

Of course, our lasagna. It's not just our farm shop customers who love it, but also the schoolchildren who we feed here on our farm for a week as part of a school project.

**PMM: What do you value about Paul M. Müller's products and the business relationship?**

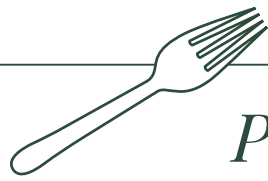
When it comes to food, the honest, outstanding taste and the right textures. Of course, it's nice to have a personal conversation from time to time. Who knows the face behind their can personally?

**PMM: What trends have you noticed in the market?**

I can only comment on trends in our farm store. The range of lunches, ready-made home-cooked meals in jars and ready-made snacks to take home is becoming increasingly popular. Today, this is an important pillar of our range. It is not only popular with working people, but also with senior citizens and families. It actually makes ecological sense for someone to stand up and cook a large pot of food that benefits many people. It is important to us that the food is prepared using only natural ingredients and always includes meat, a side dish and salad - the basis of a balanced diet.

**ABOUT THE INGOLD ESTATE:**

Valerie Hendriock's family is the 7th generation to run the farm. However, the first documented mention of the current farm dates back to the 17th century. The family keeps a herd of suckler cows that produces the finest meat. This is marketed in their own farm store and through a butcher's shop in Munich. A mixed forest on the banks of the Isar and an orchard are also cultivated. Many children come to the farm every year as part of the farm experience. The orchard not only provides fruit for juices and fruit spreads, it also provides food for the bees of the neighboring beekeeper. The place name Beigarten, in which the Ingold estate is located, comes from „bee garden“, which the monks from the nearby Schäftlarn monastery founded over 1,000 years ago at the current location.



## Picked up

### Join in and win: Can opener from PMM

Already follow our Instagram channel? We regularly share the latest information that moves the industry - even outside of Food News. In between, things get really tasty when we Various recipes with our wide range of products cook. We are currently presenting a colorful Adriatic bowl. Tell us until April 3 Your favorite Adriatic ingredient and your favorite restaurant in the comments below the post. With a bit of luck win one of five Paul M. Müller can openers.



### Trend Report: Nutrition 2025



„Nutrition has long been more than just food intake - it has become an expression of identity, responsibility and shaping the future.“ **This is what the Nutrition Trend Report 2025** which was announced at the end of January by the **Nutrition Experts Community Nutrition Hub** was published. The focus is on ten nutritional trends that are **199 experts as part of a survey** were examined in more detail for the publication. What is exciting for us at Paul M. Müller is the frontrunner among the nutrition trends: „Plant-based and flexitarian diets. 82 percent of experts believe this trend is still on the upswing,“ the report states. It emphasizes: „It is becoming clear that this is about a pleasurable evolution. Instead of strict prohibitions, more and more people are opting for a relaxed mix: **lots of vegetables, but also a piece of meat from time to time** - without a guilty conscience.“ **With our range, we at Paul M. Müller are ideally equipped for this trend** - with one exception: instead of meat, we serve delicious tuna, which is rich in high-quality omega-3 fatty acids.



# Fruit of the Month: Khrystyna Kasyanchuk

**May we introduce?** Khrystyna Kasyanchuk has been part of our team since February. Together with Jonathan Trödel, she is responsible for logistics and scheduling, among other things. After her first few weeks, we celebrate her in this Food News as our Fruit of the Month and introduce her in more detail.

## **PMM: Khrystyna, how did you come to us?**

In February 2024, I successfully completed my training as a logistics and forwarding services clerk - and initially continued working at my training company... Until a former colleague contacted me at the end of September. He drew my attention to the logistics position advertised at PMM. I seized the opportunity and applied straight away. I immediately felt at ease during the interview. Looking back, I can say that it was the perfect change for me - an opportunity that came to me and that I simply had to take. I wasn't looking for anything, but I got everything I wanted for my job.

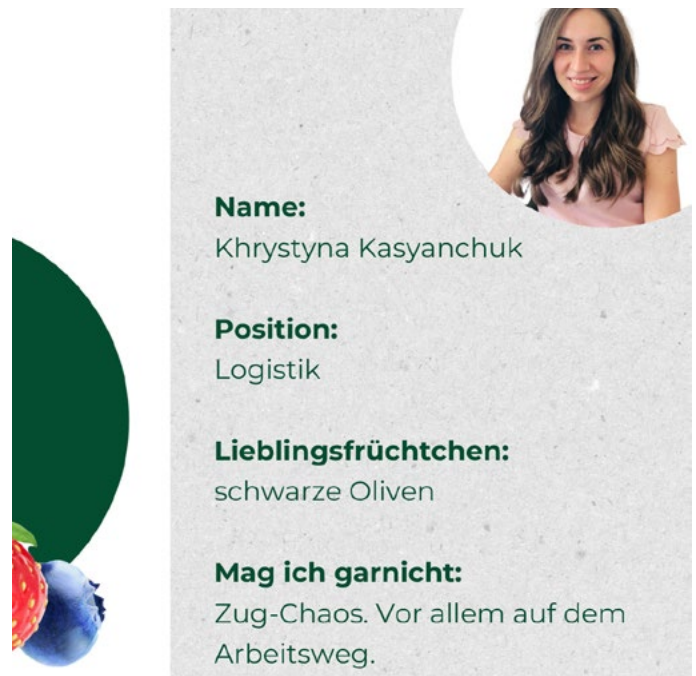
## **PMM: What are you doing with us now?**

Together with Jonathan, I am responsible for logistics in Hamburg. This means that I schedule incoming orders via our central warehouse - for delivery „free domicile“ with the Nordfrost forwarding company or for „self-collection“ by our customers. This also includes customer support by telephone. I am also responsible for handling containers that arrive at our warehouse from different countries. The preparation of delivery bills and the processing of import customs documents are part of my daily routine. This document processing is a huge responsibility that I am aware of every day.

## **PMM: What are you looking forward to in the near future?**

I'm currently still learning the ropes, I have to ask a lot of questions and I'm learning a lot of new things. At the same time, I look forward to working with my colleagues every day. Not only do we work together, but we also eat together, do tastings, support each other and laugh a lot. That's worth its weight in gold. I'm also looking forward to a few days off at Easter. Before that, of course, we have to prepare a few things in logistics so that all the containers can be stored and shipped properly. After that, things will be quieter!

That sounds good. Nice to have you with us!



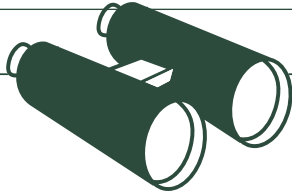


### Curtain up for top female chefs

With [www.chefin.watch](http://www.chefin.watch) a **new platform** online, which is currently **18 outstanding female chefs of the German top gastronomy presented**. Among them are talents such as Julia Leitner (Coda, 2 stars), Alina Meissner-Bebrou (Bi:braud, 1 star, and Edda), Cornelia Fischer (Überfahrt), Rosina Ostler (Alois) and Sophia Hoffmann (Happa). „Top German gastronomy is undergoing a fundamental change. More and more **women are shaping the culinary landscape with their expertise and leadership**. This development deserves more attention,“ explains Denise Snieguole Wachter, founder of CHEF:IN and food journalist (stern). CHEF:IN also offers insights into the philosophies and career paths of the female chefs portrayed. Monthly newsletters and journalistic content provide authentic insights into the world of top gastronomy from a female perspective.

More info at [www.chefin.watch](http://www.chefin.watch).





## Outlook



### Logistics watch out: Easter is three weeks away!

This year **Easter from April 18 to 21**. Good Friday (April 18) and Easter Monday (April 21) give rise to **two four-day weeks**. This will lead to reduced freight space in Hamburg. Truck driving bans also apply in Italy, which can lead to delays. **We therefore recommend allowing a few days buffer** and let us know your orders and plans in good time. One week later, the next nationwide public holiday is coming up: May 1 is a Thursday this year. Here too, we advise you to plan at least one buffer day for your logistics. Our logistics experts are happy to help with any questions.

## PMM Community

You want to tell us a story or share experiences from the industry? Do you have feedback for us? Photos or stories? We would like to invite you to actively shape the PMM Market Report, and we welcome every contribution, suggestion and criticism. THANK YOU for taking the time to read and be a part of our PMM community.

Your  from Paul M. Müller

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