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PICK-&-JOY® FRUITING VEGETABLES

harvest time at home

Pick-&-Joy® fruiting vegetables are the perfect way to harvest food in your own home and enjoy truly fresh produce. The idea of harvest-at-home vegetables led to the flagship 'Pluktomatje' in 2005. Since then, it has grown into a unique, edible concept comprising 25 beautiful, healthy varieties sold under the label Pick-&-Joy®.

Pick your own vegetables straight away and enjoy delicious, healthy produce. That's what Pick-&-Joy® is all about. A source of inspiration for the home and garden, it adds a flavourful, fun, and

wholesome touch to your kitchen and brightens up any balcony, terrace, or garden.

Thanks to our product development and in-house breeding programme, Vreugdenhil Young Plants is continuously improving the quality of our products and adding to our range. It's our way of inspiring consumers time and time again.

Explore the huge range of edible vegetables that you can pick at home. Pick & enjoy!



WHY PICK-&-JOY®?

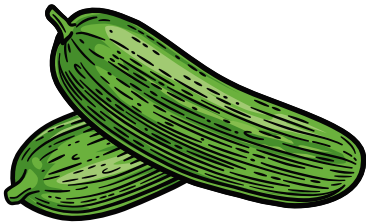
☀ In-house breeding programme

☀ Longest availability in the market (from March to August).

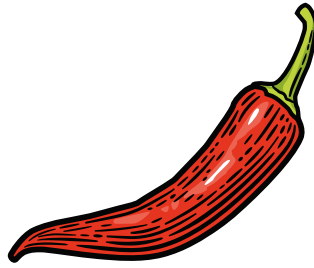
☀ Largest range of compact vegetable plants available: no fewer than 25 varieties!

☀ Instantly pick your own vegetables.

☀ For indoor and outdoor use: kitchen, terrace, balcony, and garden.



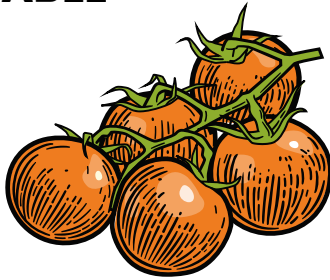
SUSTAINABLE



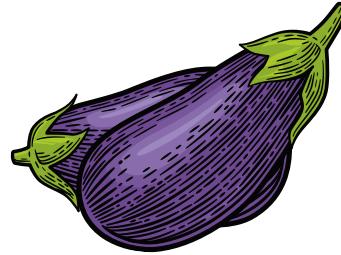
TASTY



IMMEDIATE HARVESTING



ENVIRONMENTALLY AWARE



HEALTHY





14 CM



CHERRY TOMATO RED

- The original Pick-a-Tom®
- Best selling item
- Creates a nice atmosphere both indoors and outdoors



CHERRY TOMATO YELLOW

- Unlque look due to yellow fruit
- Great for combining



CHERRY TOMATO ORANGE

- Beautiful plant habit
- Cheerful appearance
- Flavourful with firm bite



CHERRY TOMATO BROWN

- Vibrantly coloured fruit
- Deliciously sweet and fresh
- Lots of tomatoes on each plant



CANDYTOM RED

- Very sweet flavour
- Indeterminate
- Beautiful vine structure
- Supplied with a bamboo rack



CANDYTOM YELLOW

- Indeterminate
- Unique look thanks to yellow fruits
- Supplied with a bamboo rack



14 CM



PLUM TOMATO RED

- First plum tomato in the program
- Sweet flavour with a firm bite
- Creates a nice atmosphere both indoors and outdoors



SNACK PEPPER RED

- Beautiful shiny fruits
- High yield of peppers
- Perfect for stuffing



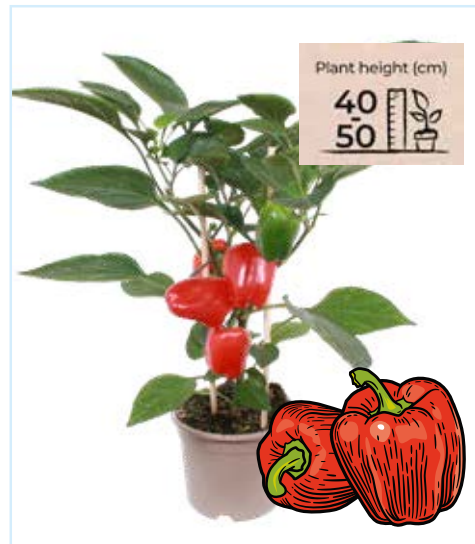
SNACK PEPPER YELLOW

- Beautiful plant habit
- Fresh yellow snack peppers
- High yield of fruits



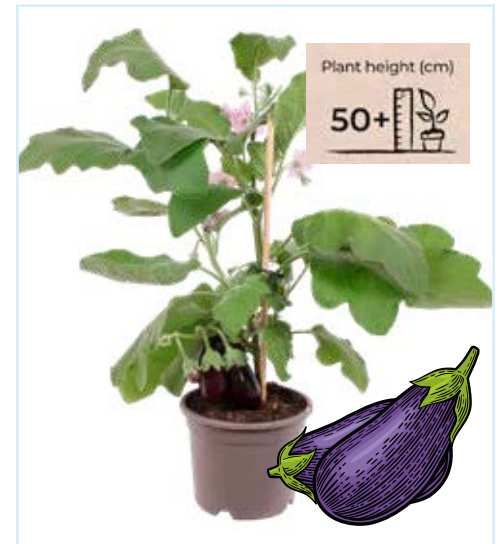
SNACK PEPPER ORANGE

- Very sweet snack pepper
- Vigorous plant
- Perfect for stuffing



RED PEPPER

- Beautiful large fruits
- Vitamin C-bomb
- Perfectly suitable for salads or for stuffing



AUBERGINE

- Plant with a high decorative value
- Beautiful lilac flowers and deep purple fruits
- Great on the grill



14 CM



MILD CHILI RED

- Beautiful ripening process
- Extraordinary plant as a result of its large fruits and surprising colors
- Mild flavour



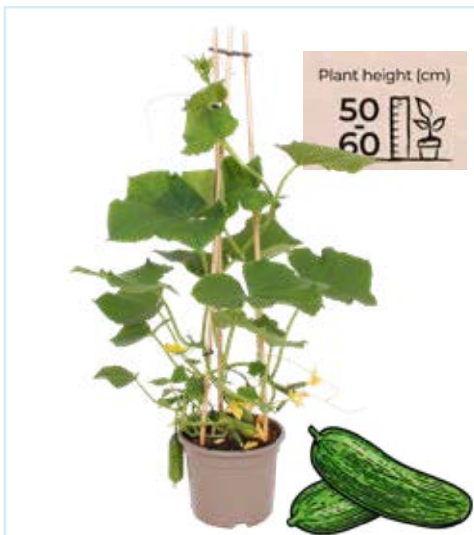
HOT CHILI RED

- Spicy flavour
- Very high yield
- An eyecatcher In the kitchen



HOT CHILI YELLOW

- A feast for the eyes
- Very spicy flavour
- Very high yield



SNACK CUCUMBER

- High yield
- Vigorous
- Suitable for outdoors in a pot or in a greenhouse



STRAWBERRY DELIZZ

- Harvest throughout summer
- Very sweet
- High yield of fruits



STRAWBERRY SUMMER BREEZE ROSE

- Unique by beautiful dark rose double flowers
- Ever bearing strawberry



13 CM

Plant height (cm)

30



GREEK BASIL

- Compact, fine-leaved variety
- Cut back regularly
- Very appetising and fragrant

Plant height (cm)

40
50



POTATOM

- Tomatoes and potatoes in one plant
- Grow it yourself in a vegetable garden, small greenhouse or a large pot
- Double yield

12 CM

Plant height (cm)

30



CHERRY TOMATO RED

- A compact tomato
- A very suitable decorator in the kitchen window

Plant height (cm)

35



HOT CHILI RED

- Spicy flavour
- High yield of fruits
- Great for in the kitchen window

Plant height (cm)

35



SNACK PEPPER RED

- Beautiful shiny fruits
- High yield of peppers
- Great for in the kitchen window



19 CM



AUBERGINE

- Plant with a high decorative value
- Beautiful lilac flowers and deep purple fruits
- Great for on the grill



COCKTAIL TOMATO RED

- High yield
- Suitable for kitchen garden or large pot
- Ravourful tomatoes



HOT CHILI RED

- Spicy flavour
- Beautiful plant structure
- Eye-catcher for the patio



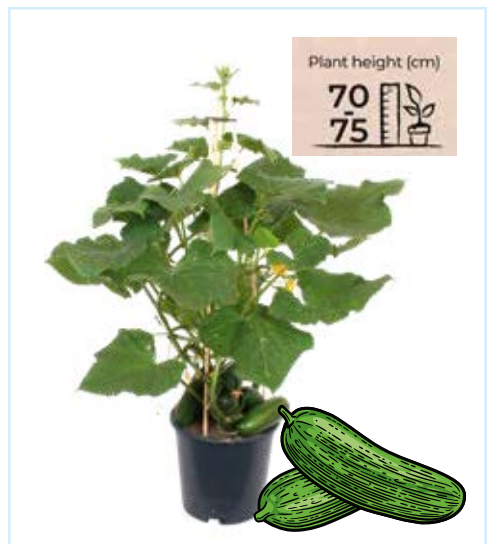
SNACK PEPPER ORANGE

- Very sweet snack pepper
- Vigorous plant
- Perfect for stuffing



SNACK PEPPER RED

- Beautiful shiny fruits
- Very high yield snack peppers
- Perfect for stuffing



SNACK CUCUMBER

- High yield
- Vigorous
- Suitable for kitchen garden or large pot

THE SCOVILLE SCALE

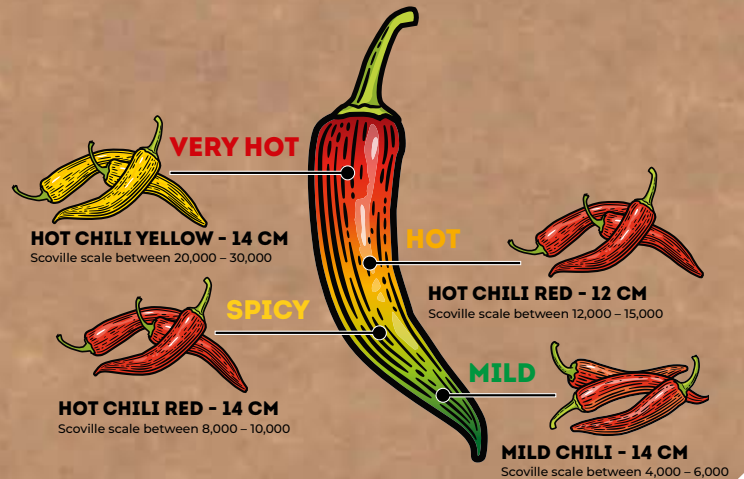
The Scoville scale, developed by Wilbur Scoville in 1912, measures the hotness of chili pepper and spicy sauces.

Originally this was done through taste tests that looked at how far you had to

dilute a ground pepper before it was no longer perceived as a sharp.

The higher the value, the hotter the pepper. The value of the Pick-&-Joy® peppers varies between 4,000 en 30,000.

885,000-2,100,000	Pure capsaicin
350,000-855,000	Pepper spray
100,000-350,000	Madame Jeannette
50,000-100,000	
30,000-50,000	
20,000-30,000	Pick-&-Joy® Hot Chili Yellow 14cm
15,000-30,000	
12,000-15,000	Pick-&-Joy® Hot Chili Red 12cm
6,000-12,000	Tabasco sauce Pick-&-Joy® Hot Chili Red 14cm
2,500-6,000	Pick-&-Joy® Mild Chili 14cm
1,000-2,500	Spanish pepper
100-1,000	
0-100	Pepper



THE ORIGINAL PICKING TOMATO

WHERE DID IT ALL BEGIN?

The Pick-&-Joy® concept dates back to 2005, when the foundations were first laid for the current range with our pick-your-own-tomato plant. But as well as expanding the range, we work to continuously improve our products within our own cultivation programme. For example, our original picking tomato has become our bold Cherry Tomato Red, which makes for a colourful atmosphere Indoors or outdoors.

IMPROVING OUR RANGE

Vreugdenhil Young Plants has become the most innovative breeder of pick-your-own vegetable plants. Our people work hard in our greenhouse on product development every day to improve the taste, health, ornamental value, cultivation, and sustainability of our varietjes. That's how we continue to grow.



CHERRY, PLUM, OR CANDYTOM TOMATOES

Our assortment now features an array of various mini-vegetable plants, including six tomato varieties. The tomatoes are easy to distinguish from each other thanks to their colour and shape.

Our Cherry Tomato and Plum Tomato plants develop four to five good bunches in one go which consumers can harvest in just four weeks. With the proper care, even more bunches will develop. But this means it looks great on sale. The Candytom is a compact tomato plant that comes with three to five bunches at the time of sale. But the plant will continue to grow and new bunches develop. So, consumers can get long-lasting enjoyment out of their Candytom plant.

The wider range of products provides an attractive appearance on the shelf.



DURABILITY

Vreugdenhil Young Plants strives for 100% food safety and is happy to contribute to a clean and environmentally friendly living environment.

HOW DO WE ACHIEVE THAT?

- ☀ Complying with certifications such as Global Gap, GRASP, MPS-A en MPS-SQ.
- ☀ Use sustainable produced and recycleble materials.
- ☀ Maximum use of biology
- ☀ Use a geothermal heat and cogeneration (CHPs) for generating energy.
- ☀ Purifying and reusing water and nutrients.
- ☀ Corporate social responsibility for our employees and our environment.



MPS-A MPS-SQ
MPS-Gap

Global Gap
GGN 4052852595476



NEW · NEW · NEW · NEW · NEW

CHERRY TOMATO BROWN

The Pick-&-Joy® Cherry Tomato Brown is a fantastic addition to the Pick-&-Joy® Cherry Tomato range. It is an indeterminate tomato plant. This has several advantages:

- ☀ No pinching out;
- ☀ 4 to 5 trusses at a time;
- ☀ Enjoy fresh tomatoes for 4 to 6 weeks.

The tomatoes have a deliciously sweet and fresh taste. They make a great snack and addition to various dishes like salads. Simply give the tomato plant enough water and watch the new tomato trusses ripen. The tomato plant can be placed indoors or outdoors.

After harvesting, the plant can be planted in the garden or in a large pot. New tomatoes will start to develop on the young shoots.

Harvesting brown cherry tomatoes

Children love the Pick-&-Joy® Cherry Tomato Brown. The tomatoes have an eye-catching, brown-red colour, and the plant produces lots of tomatoes for you and your children to pick!

It's fun, educational, and healthy!



PRESENTATION OPPORTUNITIES



AVAILABLE DELIVERY PERIOD



Not available

Upon request

Available

PICK-&-JOY®	POT	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
Cherry Tomato Red	14CM																							
Cherry Tomato Yellow	14CM																							
Cherry Tomato Orange	14CM																							
Cherry Tomato Brown	14CM																							
Plum Tomato Red	14CM																							
Candytom Red	14CM																							
Candytom Yellow	14CM																							
Red Pepper	14CM																							
Snack Pepper Red	14CM																							
Snack Pepper Orange	14CM																							
Snack Pepper Yellow	14CM																							
Hot Chili Red	14CM																							
Hot Chili Yellow	14CM																							
Mild Chili	14CM																							
Snack Cucumber	14CM																							
Aubergine	14CM																							
Strawberry Delizz	14CM																							
Strawberry Summer Breeze	14CM																							
Creek Basil	14CM																							
POTATOM® Potato Tomato	13CM																							

Cherry Tomato Red	12CM																							
Snack Pepper Red	12CM																							
Hot Chili Red	12CM																							

Cocktail Tomato Red	19CM																							
Snack Pepper Orange	19CM																							
Snack Pepper Red	19CM																							
Hot Chili Red	19CM																							
Aubergine	19CM																							
Snack Cucumber	19CM																							

Load specifications	12CM + 13CM	14CM	19CM
Load per layer Danish trolley	5 x 6 x 6	4 x 6 x 4	3 x 18
Load per layer Euro trolley	2 x 4 x 6	2 x 4 x 4	n.v.t.
Load per Euro box	2 x 6	2 x 4	n.v.t.



Noord-Lierweg 35a
2678 NA De Lier

Tel. +31 0174 267 700

sales@vreugdenhilyoungplants.com
www.vreugdenhilyoungplants.com



WWW.PICKANDJOY.NL