De Haas Paprika BV is a member of Harvest House, one of the Netherlands' largest growers’ associations specialising in fruit vegetables. With our group of skilled growers and employees, Harvest House stays on top of market developments and has the flexibility to respond to changes. This specific product and market knowledge, combined with our ability to innovate, makes us the strong, collaborative partner we strive to be. This ultimately results in reaping the best returns, not only for us and our growers, but for everyone.
De Haas Paprika is owned by Gerard de Haas. Gerard has been cultivating red sweet peppers for more than twenty years in modern greenhouses covering 3.8 hectares of land. For many years he has been working with a steady team of people who share his passion for cultivation.

In the last few years Gerard has been cultivating Nagano sweet peppers. ‘This variety allows us to achieve a solid production and so efficiently supply the English and Japanese markets. Nagano sweet peppers are a sturdy and top-quality variety.’ His many years of experience have taught Gerard to cultivate sweet peppers that satisfy even the most discerning consumer.

The company has a 1 MWe CHP which supplies the grid with power and is used for heating in the cultivation of the sweet peppers. CO2 supplies are sourced from exhaust fumes from the port industry. This company will be connected to a geothermal energy source in the next few years which will increase its sustainable production methods.

Organic cultivation is a top-priority for De Haas Paprika. It uses biological crop protection against pest infestations. In so doing, De Haas Paprika strives for a natural balance between people and the environment.