

October - November 2011

A "FRESHER" LOGO FOR FRESHFEL - AND A NEW LOOK FOR THE HEADLINES

You will have noticed it directly - Freshfel Europe is progressively changing its old logo towards a fresher one, with more vivid colours, being more of an eye-catcher and more attractive as the current one. This logo will soon be implemented on all websites of Freshfel, publications and so on. Accordingly, also the look of our Headlines has changed, taking the opportunity to make it a bit fresher as before.

FRESHFEL HAS MOVED OFFICES

Freshfel has moved mid-November its office, being from now on directly located in the European quarter, close to the European Commission, Parliament and other institutions as well as associations with which Freshfel is currently working together. This move will reinforce Freshfel's current position, strengthen its networking possibilities and create new opportunities. The new address is:

**Freshfel Europe
Rue de Trèves 49-51, bte 8
Brussels, B-1040
BELGIUM**

The current telephone numbers will however stay the same!

PLEASE UPDATE OUR CONTACT DETAILS ACCORDINGLY - THANK YOU!

FRESHFEL EUROPE'S BOARD SETS PRIORITIES FOR 2012

Freshfel's Board has met mid-November in Freshfel's new premises to look at several management issues of the Association. Key points addressed by the meeting included an overview of Freshfel's activities since the AGM, the EHEC crisis, Freshfel's Communication campaign 2010/2011 and initiatives to stimulate consumption as well as various EU policy dossiers (e.g. CAP reform, food safety). With very fruitful discussions the Board gave already first directions for a very active 2012 and elaborated priorities for the association.



The Freshfel Board saw lively discussions on Freshfel's 2012 priorities – and inaugurated also the new premises / meeting facilities.



FULL AGENDA FOR WORKING GROUP ON FOOD QUALITY AND SUSTAINABILITY

At the beginning of October Freshfel's Working Group on Food Quality and Sustainability took place in Brussels. The two main points on the agenda were the EHEC-crisis and Active Substances / MRLs, with the discussion on EHEC allowed to draw some of the lessons from a food safety perspective while identifying ways forward and covering various aspects in regard to this crisis. Members discussed the issues on the agenda in depth with the direct involvement of key representatives from DG SANCO and the University of Ghent.

FRESH 2012 is coming to Denmark



Scandinavia plays host to the FRESH congress for the first time. Copenhagen will be the host city to FRESH2012, taking place from 23-24 May 2012. Make sure you visit regularly the official website <http://www.freshcongress.com> for any updates and news. More information will also follow in the next Headlines!

Interested in our activities?

Want to know more about our position on specific issues?

Interested in Freshfel membership?

www.freshfel.org



FOLLOW FRESHFEL ON TWITTER

Freshfel has started end of September its presence on Twitter, enabling interested members as well as all the public to follow Freshfel's work easily. This step comes in line with Freshfel's communication / social media policy to raise the profile of Freshfel and its activities and to have an even greater media impact. Follow simply @Freshfel (<https://twitter.com/#!/Freshfel>) to be up-to-date and receive immediate information on all important activities of the association!



FRESHFEL ACTIVE TO FOSTER FRUIT AND VEGETABLES PROMOTION AND CONSUMPTION

Freshfel has presented the latest consumption statistics, proposals on how to stimulate f&v consumption as well as its own activities in this regard at the VII International Conference for the promotion of the Consumption of Fruit and Vegetables, which took place in Madrid mid-October (see picture of Raquel Izquierdo on the right). Under the slogan "5 a day, a matter of health" the seventh edition of the congress, hosted by '5 a Day Spain', placed a special emphasis on the aspects related to the horticultural sector and the fight to eradicate childhood obesity.



At the end of November several Freshfel members have been actively involved in the conference "Promotion of European Agriculture - a New Approach", organised in Warsaw by the Polish Presidency of the EU together with the European Commission, DG AGRI.

Vincent Dolan (second from left on above picture), Vice-Chairman of Freshfel's Promotion, Image and Communication Committee, made a presentation on the effective implementation of promotion schemes in situations of disruptions in fruit and vegetables markets. Luciano Trentini (on the left side), who is also the Chairman of the EU Advisory Group on Promotion presented then a new approach to the promotion of the European agriculture. Other Freshfel members together with a representative from the Freshfel Secretariat attended the conference as well.



FRESHFEL ACTIVE AROUND EUROPE

The Freshfel Secretariat has been very active in the last two months to present at various conferences a European view on the fresh produce sector. Philippe Binard, Freshfel's General Delegate, presented at the European Fruit Summit in Cesena, Italy, beginning of October the citrus outlook for 2011/2012, and was also invited to 'Apple Attraction' in the frame of 'Fruit Attraction' end of October in Madrid. End of November Philippe was then invited to Pomatec, which took place in Torroella de Montgrí near Girona in Spain, where he made a presentation on the apple outlook for this season. Besides, Freshfel was also actively participating at Interfel's 'Assises des fruits et légumes' end of October in Paris, which looked in a first part on the lessons to learn from this year's E.coli crisis as well as in a dedicated sessions on concepts, people and ideas for the future of the fresh produce sector.

