

June - July 2012

FRESHFEL AGM ELECTS NEW BOARD AND CELEBRATES 10TH ANNIVERSARY OF THE ASSOCIATION

Freshfel members came on 19th June together in Brussels for Freshfel's AGM and to celebrate at the same time the 10th anniversary of the association. They elected Mr Philippe Henri (Creno/UNCGFL, France) as Freshfel's new President, Mr Luc Clerx (Zespri) as its new Vice-President and Jérôme Fabre (Compagnie Fruitière) as Treasurer for the term 2012-2014. Also for the various Freshfel Divisions and Committees officials were elected on this occasion. A complete list can be found on http://www.freshfel.org/asp/about_freshfel/index.asp?doc_id=197.



Freshfel President Philippe Henri was outlining Freshfel's priorities for the upcoming year, while Freshfel members enjoyed an interesting programme during the day.

The public session celebrating the 10th anniversary of Freshfel Europe has seen an interesting and fresh program, which was giving some food for thought. Mr Fred Weenig from Rabobank International (Head of Wholesale Client, The Netherlands) was giving a state of play and perspectives for the sector, while Frank Fol, Culinary Architect - Flavourwizard and Consultant at Future Food bvba presented fresh ideas to 'enjoyfresh' produce consumption. In view of the EU policy agenda for fresh produce Hermanus Versteijlen, Director DG AGRI of the European Commission, was giving an outlook. A review of the last Freshfel decade was then provided by two of Freshfel's past Presidents: Mr. Kai Krasemann (President 2002-2006) and Ramon Rey (President 2008-2012).

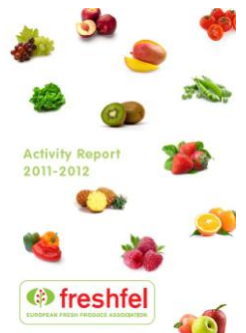


Looking back at ten years of Freshfel activities Kai Krasemann (picture on left side) and Ramon Rey (on the right) highlighted some of the many highlights. The AGM was also a great opportunity for networking among the industry and guest speakers.

Freshfel's latest Activity Report (covering 2011/12) was also presented to members at the AGM.

It can be found online at:

http://www.freshfel.org/docs/2012/Freshfel_Activity_Report_2011-2012.pdf



**FRESHFEL LAUNCHES KIDSENJOYFRESH.EU
A UNIQUE WEBSITE FOR KIDS, PARENTS AND TEACHERS ON FRESH FRUIT AND VEGETABLES**



Freshfel has launched on the occasion of its AGM a new public website designed for kids, parents and teachers. Bringing the 'Enjoy Fresh' concept to a new level and engaging directly with the (youngest) consumers, Freshfel is continuously taking the lead in spreading the message on a European scale to 'Enjoy Fresh'. With one click on www.kidsenjoyfresh.eu a whole range of entertaining but also educational games and activities are waiting for kids, with special sections for parents and teachers to assist them in bringing closer to kids the pure enjoyment and pleasure of eating fresh fruits and vegetables.

Freshfel has presented this initiative also to DG SANCO of the European Commission as a commitment of the sector to the EU Platform for Action on Diet, Physical Activity and Health, further trying to boost the EU School Fruit Scheme.

With kidsenjoyfresh.eu Freshfel is bringing its 'Enjoy Fresh' concept to the next level, after seeing some great success in the last 1 ½ years, with the initiative being well received and having a positive impact on the image and visibility of fresh produce and its sector on a European level.

FRESHFEL ACTIVE IN 'MOVING THE EUROPEAN SCHOOL FRUIT SCHEME INTO THE FUTURE'



Freshfel, together with Interfel/Aprifel and AREFLH have in June organised a breakfast briefing on the School Fruit Scheme with a number of Members of the European Parliament (MEPs), officials from the European Commission and a representative of the Cypriot Permanent Representation to the EU (currently holding the EU presidency), as well as representatives from the sector. Participants to the meeting were handed with a document to establish the crucial points for the future of the scheme and the need for support. Following the briefing, a joint letter of the organizers was sent to the Commissioners in charge of this dossier as well as to the Members of the European Parliament that attended the briefing as a follow-up action.

The fresh produce sector, and the scientific community (EGEA and EU group of experts) were calling decision makers to give a new impetus to the SFS as it enters its fourth year of operation by supporting:

- the budget increase proposed for the scheme by the Commission (up to 150 Mio €)
- the increased actions at the EU level on awareness and communication of the scheme at large
- the increased visibility of the scheme at the Member State level through dedicated accompanying measures
- stimulate Member States to take benefit of the operators' expertise to facilitate the logistics and accessibility to a wide range of products all year round
- ideally clear targets should be set each year to reach more children while increasing the frequency of distribution and move to daily consumption