



FOR IMMEDIATE RELEASE

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## NEW FRESHFEL CONSUMPTION MONITOR SHOWS DRAMATIC DECLINE IN CONSUMPTION PATTERNS

**Freshfel Europe has released the newest edition of its 'Freshfel Consumption Monitor', analysing trends in the production, trade and supply of fresh fruits and vegetables across the EU-27. This unique and homogeneous source of information on fresh fruit and vegetable trends shows that after a sharp decrease in 2009, the per capita fresh fruit consumption within the EU-27 declined in 2010 again dramatically by 7.8%, which means a decrease of 9.4% in comparison to the average consumption of the previous five years. Fresh vegetable consumption declined also drastically by 7.4% compared to 2009, remaining clearly below the average of the last five years by 10.3%. Urgent actions at all levels are needed to stop this downward trend and bring consumption levels back to satisfactory levels.**

The 2011 'Fresh fruit and vegetable production, trade, supply & consumption monitor in the EU-27' is the ninth edition of the report. It covers the period from 2005 to 2010. The monitor identifies a number of EU-wide trends on production, import and export and includes specific information on fresh fruit and vegetable net supply and consumption trends on aggregate basis for the EU-27 as well as for all its Member States specifically. Findings from the 2011 'Consumption Monitor' show that in 2010 the total net supply of fruit per capita stands at 235 g/day, while the vegetable total net supply per capita stands at 223 g/day. On an aggregate EU-27 basis, this figure is higher than the World Health Organisation (WHO) 400 g/day minimum recommendation, but below that threshold in too many Member States.

Philippe Binard, General Delegate of Freshfel, commented: *"Unfortunately, the data released demonstrates again that the consumption continued to be in worrying declining trends. While data for 2011 is not yet available, unfortunately the trend is likely to be prolonged also for 2011 given the impact of the economic crisis as well as the consequences of the EHEC outbreak. A more cautious approach by consumers to limit waste might alleviate the decline by effectively consuming what is purchased, but this corrective effect would unfortunately not be sufficient to remedy the negative trend."*

The 'Consumption Monitor' constitutes an important instrument for both public and private stakeholders. According to Ramon Rey, Freshfel's President, *"the monitor contains an impressive source of information on trends in the EU-27 Member States and also identifies consolidated EU trends. It is a unique report and a valuable tool for companies in the fresh produce sector and public sector alike."* More than ever, the sector would need a collective effort of all stakeholders to stimulate the consumption. Operators from the private sector as well as public authorities need to join forces to remedy such a dramatic trend. Mr Rey added: *"In the last years Freshfel took the*

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lead for the sector at the European level to engage in a proactive attitude to halt this negative trend. The launch of the ENJOY FRESH website ([www.enjoyfresh.eu](http://www.enjoyfresh.eu)) is a positive step that has been welcome by many as filling a gap. These first steps will still have to be reinforced by building a network platform around ENJOY FRESH, incorporating both public and private stakeholders who would like to join forces and expertise to finally reverse this decline in consumption which has marked the last decade.”

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Copies of the 2011 ‘Freshfel Consumption Monitor’ (150 pages) are available from the Freshfel Secretariat. Freshfel Members receive the report free of charge; non-members can purchase the report at €500. The document includes the following sections:

1. total gross supply of fruit and vegetables in the EU-27 including trends in production, exports and imports of fruit and vegetables;
2. a comparative review of consumption trends across the EU-27;
3. a review of the total net supply, trends in production, exports and imports of fruit and vegetables in the countries of the EU-27; and
4. consumption trends in Norway, Switzerland and the USA.

### **Main findings Freshfel Consumption Monitor 2011**

#### Production in 2010

- Fruit production in the EU: In 2010, the production of fruit in the EU decreased by 7.9% compared with 2009, to reach a total of 35.6 mln T. Total fruit production remained below (7.1%) the average of the previous five years (38.3 mln T).
- Vegetable production: The production of vegetables experienced a 5.8% decrease in 2010 compared with 2009, reaching a total of 40.4 mln T. This is also a decrease (by 8.6%) compared to the average of the five previous years, which stands at 44.2 mln.

#### Trade in 2010

- Imports of fruit originating in third countries remain stable in 2010, reaching a total of 11,2 mln T, resulting only in a slight 0.1% decrease as compared to 2009. On a longer perspective, the 2010 import level is 1.3% below the average import volume of the previous five years, which stands at 11.3 mln T.
- In 2010, imports of vegetables originating in third countries continued to decrease. The total import volume amounted to 1,8 mln T, resulting in a decrease of 2.2% compared to 2009, and an increase of 7.2% compared to the average of the five previous years which stands at 1,7 mln T.
- Exports of fruit destined for third countries increased in 2010 to reach a total of 3.2 mln T, resulting in a 13.7% increase compared to 2009. The 2010 fruit export level is also 31.6% above the average export volume of the previous five years, which stands at 2.5 mln T.



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- Total vegetable exports increased by 10.4% compared to 2009, reaching a total of 1,7 mln T. This volume is however 20% above the average of the previous five years, which stands at 1,4 mln T.

#### Supply and consumption in 2010

- Fruit consumption trend in the EU: The per capita fresh fruit consumption within the EU-27 declined again. It has decreased by 7.8% in 2010 compared with 2009, and it shows also a decrease of 9.4% in 2010 compared with the average consumption of the previous five years.
- Vegetables consumption trend in the EU: Fresh vegetable consumption decreased by 7.4% in 2010 compared with 2009 and shows a sharp decline of 10.3% in 2010 compared with the average consumption in the previous five years.

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**Note to the Editors:** Freshfel Europe is the European Fresh Produce Association, representing the interests of the fresh fruit and vegetables supply chain in Europe and beyond. Freshfel Europe currently has over 200 members, including both companies and associations. For more information, contact the association at [info@freshfel.org](mailto:info@freshfel.org) or visit the association website [www.freshfel.org](http://www.freshfel.org).



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