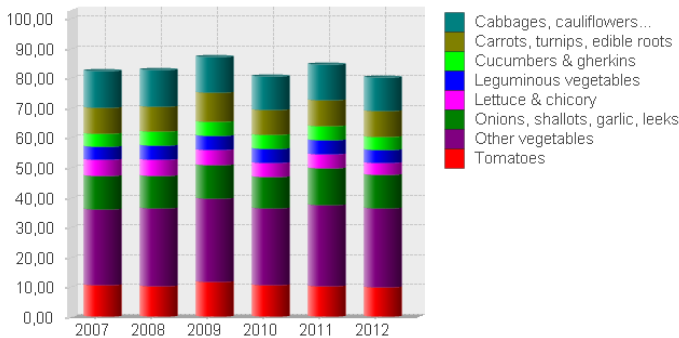
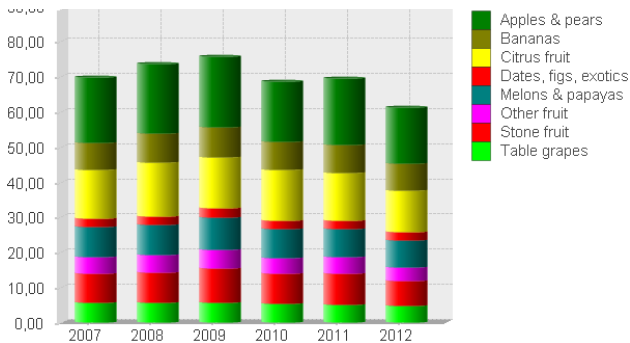


## NEW FRESHFEL CONSUMPTION MONITOR SHOWS DECLINE IN CONSUMPTION



For a copy of the Consumption Monitor, please contact the Freshfel secretariat (free for Freshfel members, 500 EUR for non-members).

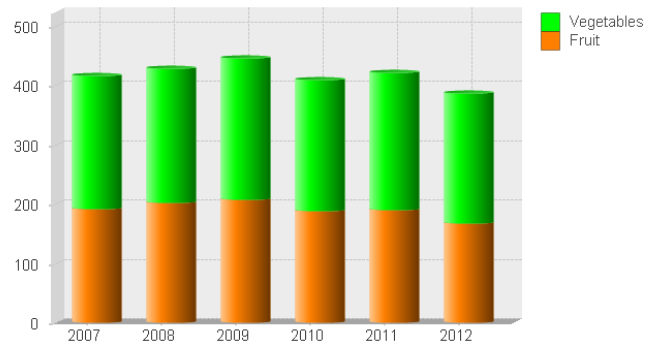


**Top graph: Average fruit consumption in EU28 in kg/person/year.**  
**Bottom graph: Average vegetable consumption in EU28 in kg/person/year.**

The latest edition of the Freshfel Consumption Monitor published in April 2014 shows that the consumption of fresh fruit and vegetables in the EU28 stands at 386.96 g/capita/day in 2012. This is a decrease of 8.2% compared with 2011 and a decrease of 8.7% compared with the average of the years 2007-2011. It means that consumption in the EU28 remains under the level recommended by the World Health Organisation (WHO) of 400 g of fresh produce per day. Out of the 28 member states of the European Union, 17 are below the level recommended by the WHO.

Meanwhile, EU exports to third country continue to increase steeply. Exports of fruit in 2012 increased by 17% compared with 2011, and export of vegetables by 8%. Compared with the average of the last five years, export of fruit increased by 39% and vegetable exports by 20%.

The publication of the new Consumption Monitor was widely noticed and covered by the European and international press, and supported by several press interviews given by the Freshfel secretariat.



**Average fruit and vegetable consumption in EU28 in g/person/day.**

## FRESHFEL BOARD MEETING DISCUSSES INNOVATION, CONSUMPTION AND POLICY DEVELOPMENT

### Save the date

Freshfel AGM on  
Tuesday 23 September  
2014  
in Brussels

The Freshfel board met in May to discuss the latest relevant issues for the fruit and vegetable sector. The board explored ways in which Freshfel can be a part of the EU's Horizon 2020 Framework Programme for Research and Innovation and the European Innovation Partnerships (EIP) that will allow for further innovation in the fresh produce sector. Board members also discussed the launch of a pan-European study on consumption patterns of fresh fruit and vegetables that should give detailed information on consumption in the EU and selected EU countries. The board also prepared the Freshfel AGM to be held on 23 September 2014 in Brussels and reviewed the latest development of policies on the European level.

## RESEARCH & INNOVATION TASK FORCE MEETS IN BRUSSELS



In April, Freshfel hosted a meeting of the Task Force on Research & Innovation that develops the research priorities which the fruit and vegetable sector wants to pursue in the Horizon 2020 research programme. The task force was launched by Freshfel, AREFLH and Eufrin but remains open to other stakeholders. Discussions in Brussels focused on the potential priorities for the different parts of the fruit and vegetable supply chain including production, storage and handling, distribution and consumers. The objective is to define around 20-25 topics organised by themes which should be recommended to the Commission as priorities for the fruit and vegetables sector for the remaining years of the Horizon 2020 programme.

## FRESHFEL PROMOTION COMMITTEE DISCUSSES EU PROMOTION REFORM

Freshfel's promotion, communication and image committee met in May to discuss the latest developments related to the promotion of fresh fruit and vegetables in Europe. Participants discussed the reform of the EU promotion programme which will bring an increase of the EU budget for promotion programmes from 60 million EUR to 200 million EUR in 2020. The biggest part of this budget should go to the promotion of fruit and vegetables. The committee also discussed the merger of the school fruit and school milk schemes and its implications for fresh produce promotion. Several other aspects such as the Freshfel Consumption Monitor, EU health claims legislation and research and innovation were also discussed. Freshfel staff and members used the opportunity to participate in an EU working group on the school fruit scheme that took place a day after the meeting of Freshfel's promotion committee.



## FRESHFEL FOOD QUALITY AND SUSTAINABILITY WORKING GROUP



Freshfel's Food Quality and Sustainability Working Group met in April to discuss the latest developments on plant protection products, food hygiene and microbiological issues, labelling and several related topics. Thanks to the input from the members of the working group, solutions to such issues as chlorate and perchlorate can be found.

## RESFOOD INFO SESSION ON NEW TECHNOLOGIES



Freshfel participated in an info session on horticulture organised by the RESFOOD project in Demokwekerij, Netherlands. The meeting brought together 30 researchers and representatives of the fresh produce industry to talk about new technologies offered by the RESFOOD project in response to the rising challenges for the fruit and vegetable sector such as stricter regulations on emissions, increased water scarcity due to climate change, increasing prices of irrigation water and safety concerns related to fresh cut products. The participants also visited pilot demonstration units for water and nutrients management.

## FRESHFEL PRESENT AT VEG-I-TRADE SYMPOSIUM ON WATER IN FRESH PRODUCE SUPPLY CHAIN

Freshfel helped in the organisation of a symposium on "water in the fresh produce supply chain" organised by the Veg-i-Trade project. The research project is funded under European research framework and seeks to assess the impact of anticipated climate change and globalisation on the safety of fresh produce. The symposium on water brought together 70 experts from fresh produce companies and associations and from competent authorities. Topics included the microbial status of irrigation water and risk factors for transmission of pathogens to leafy greens, the pros and cons of various water treatment technologies, the do's and don'ts of water disinfection in processing fresh-cut produce and the use of microbial risk assessment to set science-based guidelines for water quality in the fresh produce supply chain.