



**FOR IMMEDIATE RELEASE**

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## **NEW FRESHFEL CONSUMPTION MONITOR SHOWS SLIGHT RECOVERY IN CONSUMPTION, ALTHOUGH OVERALL TREND REMAINS DOWNWARD**

**Freshfel Europe is releasing today its latest edition of the Freshfel Consumption Monitor which analyses the production, trade and consumption trends for fresh fruit and vegetables in the EU-28. The analysis of the latest available data (up to 2013) shows that consumption in the EU-28 stands at 341.82 g/capita/day of fresh fruit and vegetables in 2013. This represents a slight increase compared to 2012 by 5.6%, but a decrease by 1.9% compared to the average of the last five years (2008-2012). Consumption levels in the EU-28 remains under the minimum threshold recommended by the World Health Organization (WHO) of 400 g of fruit and vegetables per day. Out of the 28 Member States of the European Union, only six are able to meet this level of consumption.**

While the average aggregate consumption of fruit of vegetables in the EU stands at 341.81 g/day in 2013, fruit consumption reached 188.60 g/capita/day. This is 10.1% more than in 2012, but still 1.5% less than the average of the years 2008-2012. In regard to vegetables, the per capita consumption in 2013 stands at 153.22 g/capita/day, corresponding to an increase of 0.5% compared with 2012 and of 2.3% compared with the average of the previous five years.

Philippe Binard, General Delegate of Freshfel, commented: *“The Consumption Monitor shows that fresh fruit and vegetable consumption in the EU has slightly increased in 2013. Nonetheless, on the longer-term perspective, it still shows an insufficient level of consumption across the EU and an overall decreasing trend. The moderate increase in 2013 is a positive signal, although the market and economic situation in 2014 and 2015 remains challenging for different reasons. The continuous low consumption makes it urgent to continue to stimulate fresh fruit and vegetable consumption.”*

Freshfel remains adamant in its demand for a coherent EU policy to enhance healthy eating habits for European consumers, including a resourceful and flexible fruit and vegetables school scheme, and a reinforced EU promotion policy for agricultural products. Philippe Binard added: *“While the consumers are usually aware of the multiple benefits and assets of fresh fruit and vegetables, they unfortunately do not convert this knowledge into concrete consumption decisions. Efficient EU tools could help filling this gap”.*

Freshfel Europe encourages the sector to move forward and highlight the unique features of fresh produce, such freshness, diversity, taste but also fun, pleasure, and convenience. Freshfel is also committed to obtaining better knowledge of the European consumers to better match their expectations.

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Copies of the Freshfel Consumption Monitor are available from the Freshfel Europe. Freshfel Members receive the report free of charge, while non-members can purchase it at a rate of 500 EUR. The document includes the following sections:

1. Total gross supply of fruit and vegetables in the EU28 including trends in production, exports and imports of fruit and vegetables (covering 2008-2013)
2. A comparative review of consumption trends across the EU28 (covering 2008-2013)
3. A review of the total net supply, trends in production exports and imports of fruit and vegetables in the 28 member states of the EU (covering 2008-2013)

Freshfel has adjusted its Consumption Monitor more rigorously this year compared to previous years, to outbalance some inconsistent data discovered in the previous version. This year's figures are likely to be closer to the realistic EU average consumption than data in previous years. It should be noted in general that the Consumption Monitor shows general tendencies quite reliably, but should not be seen as a source of hard consumption facts. More information on this can also be obtained from the Freshfel Secretariat.

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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).*