



FOR IMMEDIATE RELEASE

2 April 2010

FRESHFEL EUROPE RELEASES NEW EDITION OF ITS CONSUMPTION MONITOR

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, as well as consumption information in Norway, Switzerland and the USA. This report is an unique and homogeneous source of information on fresh fruit and vegetable trends. It is also part of the actions undertaken by Freshfel in the framework of the EU Platform for Action on Diet, Physical Activity and Health. Freshfel is a member of the platform since 2005, representing in this forum the interests of the fruit and vegetables sector. While slightly recovering in 2008 compared to 2007, the per capita fresh fruit consumption within the EU-27 in 2008 remains however 0,67% below the average of the previous five years, while the fresh vegetable consumption continues to fall with a sharp 14,2% reduction in 2008 compared to the average of the previous five years.

The '*Fresh fruit and vegetable production, trade, supply & consumption monitor in the EU-27*' is the seventh edition of the report, and it covers the period from 2003 to 2008. The Monitor identifies a number of EU-wide trends, including specific information on fresh fruit and vegetable supply and consumption trends in all EU-27 Member States.

Findings from the '*Consumption Monitor*' show that in 2008, total gross supply of fruit per capita stands on a yearly basis at 95,5 kg (compared to an average of 96,2 kg over the previous five years), while the total yearly vegetable gross supply per capita stands at 103,5 kg (compared to an average of 120,7 kg over the previous five years). This represents an increase in 2008 in gross supply by 1% for fruits and a decrease by 13% for vegetables, when compared to the average of the previous five years. Considering the evolution of the EU population from 486,6 mln in 2003 to 497,6 mln in 2008, the per capita consumption of fresh produce consequently decreased by 0,67% for fresh fruit and by 14,2% for fresh vegetables.

"Although consumption data should only be understood as a trend indication, rather than the precise amount of fresh produce really consumed by the population, on average the trend indicators in the monitor also confirm that around half of EU Member States remain below or just above the 400 grams a day minimum recommended by the World Health Organisation. Besides the overall declining trends, it also shows that important efforts remain to be made in order to bring consumption up to satisfactory and healthy levels across all EU Member States" stated Philippe Binard, General Delegate of Freshfel.

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."* He added: *"The report also clearly demonstrates the need for on-going actions within the sector to supply quality and tasty products to consumers. It is also underlining the responsibility of public authorities to further support the sector by public health campaigns to lead consumers towards a healthier diet. The fruit and vegetables school scheme introduced in 23 Member States in 2009 is a step in the right direction and needs to be continued and even reinforced."*

EUROPEAN FRESH PRODUCE ASSOCIATION A.I.S.B.L

Copies of the '*Freshfel Consumption Monitor*' (148 pages) are available from the Freshfel Secretariat. Freshfel Members receive the report free of charge; non-members can purchase the report at €400. 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 gross 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.

ENDS

Note to the Editors: Freshfel Europe is the European Fresh Produce Association, representing the interests of importers, exporters, wholesalers and distributors, and retailers of fresh fruits and vegetables 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 or visit the association website www.freshfel.org.