

FRESHFEL BOARD DEBATES WAYS OUT OF SECTOR CRISIS



Ramon Rey, President
of Freshfel Europe

The Freshfel Board met on Friday 11th December in Brussels to review the year's activities and to discuss the priorities for the upcoming one. On the agenda was an in depth discussion on the impact of the financial and economic crisis on the sector, with representatives from production down to retail being present. The Board came to the conclusion that the effects of the crisis are all across the chain and multifaceted. Tools for actions include diversifying exports, considering new outlets in the foodservices, stimulating consumption and addressing the complex issue of increasing costs with stable consumer prices for more than a decade.

In this respect, the conclusions of the European Commission report on food prices are worrying as they are one sided and look almost exclusively at the consumers interest. Freshfel will stimulate a more in depth discussion in 2010 with all stakeholders and EU authorities to identify tools for actions to remedy the current situation, while the sector should continue to strive for securing consumers satisfaction with quality and tasty produce.

December 2009-
January 2010

Meet us in Berlin at
Fruit Logistica

3 - 5 February 2010

Want first-hand information about
our activities?

Interested in Freshfel membership?

Want to meet the Freshfel staff?

Take your opportunity and
visit us in
Hall 20, A-13

FRESHFEL WORKS FOR GREATER RECIPROCITY IN F&V TRADE

Freshfel is making further efforts to advocate for a stronger coordination at European level of matters relating to exports to Third Countries and seek a greater level of reciprocity in exchange. Hence Freshfel attended on Friday 11th December the Market Access Working Group on SPS (Sanitary and Phytosanitary) Plants and Plant Health issues organised by DG Trade of the European Commission and made a follow up presentation regarding exports of fruit and vegetables from the EU. The presentation dealt specifically with SPS issues experienced in exporting to some key markets, and highlighted the lack of transparency over SPS measures as well as the increase in costs for exporting.

The Freshfel General Delegate took also part on Tuesday 12th January at a colloquium, taking place in Angers (France), on the export of fresh fruit and vegetables. This workshop was co-organized by Interfel, Aneefel and FranceAgriMerKey. Participants agreed on the benefit of an all encompassing export strategy including market access, competitiveness and promotion and on the necessity of a close coordination of all stakeholders being public or private in the negotiation process. Finally, they stressed the urgency to improve the functioning of the WTO SPS rules and to set international standards.

FRESH 2010 - FIRST OUTLOOK

Fresh is going this year to St Petersburg (Russia) and will take place from 13th to 15th April 2010. Organised by Freshfel Europe and Eurofruit Magazine it will focus this year exclusively on Russia and its expected developments. The issues to be discussed during the conference will include the general food market trends in Russia, the emerging trends in the Russian fruit and vegetable market and the marketing of fresh produce in Russia.



Furthermore, market access as well as logistic challenges and the emergence of Russia as a supplier of fresh fruit and vegetables will be addressed. Besides the business programme, a programme of social and technical visits will also be organised. More information at:
www.freshcongress.com

FRESHFEL LAUNCHES RE-DESIGNED WEBSITE AND NEW FORMAT OF COMMUNICATION



freshfel
EUROPE
THE FORUM FOR THE FRESH PRODUCE INDUSTRY
www.freshfel.org



With the beginning of the New Year Freshfel is restructuring its tools of communication. Hence, Freshfel has launched on Friday 29th January its re-designed public website. Under www.freshfel.org you can find all information about Freshfel, its mission, objectives, activities, publications etc. For members, Freshfel has also launched a brand new Extranet. Furthermore, with the beginning of January all publications for members changed their format. The weekly Newsletter and Press



Review are now even more readable, with shorter headings, article summaries and links to additional documents for those seeking additional information on a topic. With everyone in the business being confronted with a massive flow of information, Freshfel is convinced that the changes were becoming necessary to maintain an efficient communication. As a next step, Freshfel will launch its new social media policy in the upcoming weeks.

FRESHFEL PRESENTS EU PESTICIDE RESIDUE REQUIREMENTS AT TURKISH CONFERENCE

On 15th December the Freshfel secretariat gave a presentation on EU pesticide residue requirements during a dedicated conference of the Uludag Fresh Fruit & Vegetables Exporters' Union in Bursa, Turkey. Freshfel was invited by the Exporter's



Union in the light of recent EU measures (i.e. increased official import controls) affecting Turkish exports.

RIGHT: Frederic Rosseneu (left) from Freshfel Europe after his presentation

LEFT: Turkish growers, exporters and authorities followed the presentation on EU pesticide residue requirements with great interest



Several measures have been taken by the Turkish Government including the withdrawal of a large amount of pesticides, prescription sale of pesticides and mandatory record keeping of applications. Following several panel discussions during the last year, the conference gathered growers, exporters and authorities to raise awareness on both regulatory and private requirements regarding pesticide residues.

FRESHFEL PRESENTS APPLE MARKET SITUATION AND KEY PRIORITIES AT OECD

On 11th December the Freshfel secretariat attended the 68th meeting of the OECD fruit and vegetables scheme. The secretariat was invited to give Member State officials an update on the market situation for apples on behalf of the World Apple and Pear Association. Following a difficult season 2008-2009, market conditions remain challenging as a result of the late depletion of last season's stocks along with a sizeable 2009 crop in the Northern Hemisphere.

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It is hoped the smaller 2010 crop in the Southern Hemisphere could ease pressure particularly on the EU market. Besides, the key priorities of the fresh produce sector were addressed during a brief presentation of Freshfel activities. In the framework of marketing standards, Freshfel highlighted the valuable work of the OECD regarding the establishment of explanatory brochures.

FRESHFEL SUPPORTS EGEA CONFERENCE - REGISTRATION NOW OPEN

Already the 6th edition of the EGEA conference will take place in Brussels from 5th to 7th May 2010. It will focus its deliberation on the "social and health benefits of a balanced diet and the role of fruit and vegetables". The conference participants will investigate in particular the impact of this issue on the low income population. EGEA is organised by Aprifel, with Freshfel giving its support to this initiative. For more information visit:

www.egeaconference.com

