



## ENVIRONMENTAL SUSTAINABILITY UPDATE



In line with the outcome of the Freshfel Working Group and the increasing number of environmental sustainability initiatives that are being developed, Freshfel has decided to issue a new Membership publication, the Environmental Sustainability Update. It contains information on environmental sustainability initiatives which could affect the food chain, and in particular those responsible for the production of fresh produce. The update also covers the main areas and trends of fresh produce, and the main areas and trends of fresh produce, and the main areas and trends of fresh produce.

Interested in our activities?

Want to know more about our position on specific issues?

Interested in Freshfel membership?

Comments from your side?

Just contact the Freshfel Secretariat:

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## FRESHFEL ATTENDS CLIMATE SMART FOOD CONFERENCE IN SWEDEN

As part of its activities in the climate change debate, Freshfel attended two weeks ahead of the UN Climate Change Conference in Copenhagen a conference on Climate Smart Food in Lund, Sweden, on 23<sup>rd</sup> and 24<sup>th</sup> November, which was organised by the Swedish EU Presidency. In a presentation the sector once again highlighted the fact that what many people overlook is that consuming fruit and vegetables is already today a climate smart way of feeding the world's population. Both consumer and environmental groups stressed the importance of eating more fruit and vegetables during the conclusions of the conference. To communicate on these positive conclusions Freshfel issued a separate press release. Philippe Binard, General Delegate of Freshfel, commented the outcome of the conference: *"We are glad other stakeholders acknowledge the fact that fresh produce is part of the solution in tackling climate change. Our product is indeed not only an essential contribution for improving the health of consumers but also moving towards a better environment."*

## FRESHFEL STRIVES FOR CHINESE MARKET ACCESS FOR EUROPEAN F&V

Freshfel was invited to make a presentation at the "2009 Forum on Fruit and Vegetable Inspection and Quarantine" in Guangzhou, China, organised by the respective Chinese authorities. On this occasion, a Freshfel representative has called upon the Chinese authorities to speed up the negotiation process of plant health protocols to facilitate the market access to China for a wide diversity of European fresh fruit and vegetables.



On behalf of Freshfel Marc Evrard from BFV made a presentation in Guangzhou on 13<sup>th</sup> November

Trade remains today hampered by stringent plant health requirements imposed by China upon imports, and the accession of China to the WTO has not brought about the expected trade liberalisation. There are no doubts that the fresh produce sector of both the EU and China would benefit from a more balanced trade relationship.

## EU COMMISSION'S PRAISE OF ABOLITION MARKETING STANDARDS ADDS INSULT TO INJURY

After the European Commission proudly announced that its delivery on cutting red tape imposed by EU legislation has led due to the abolition of 26 fruit and vegetable marketing standards to saving up to 970 million EURO to fruit and vegetable producers, Freshfel reacted with a firm press release. Today it is obvious that the new rules have not simplified operations nor reduced the administrative or financial burden for the sector. Indeed - according to Freshfel estimates - new controls and paperwork have even been introduced in some of the Member States for up to 400 fruit and vegetables to verify that all products are sound, safe and of marketable quality. Freshfel General Delegate Philippe Binard commented: *"The Commission's claim of savings worth 970 million EURO (2% of the EU F&V production value!) for the sector adds insult to injury to a sector suffering from a crisis which today touches most agricultural commodities."*

## FRESHFEL WORKING GROUP ON COMMUNICATION, IMAGE & PROMOTION DEBATES STATE OF PLAY

The Freshfel Working Group on Communication, Image & Promotion met in Brussels on Tuesday 27<sup>th</sup> October to discuss the current state of play of activities. Attending Members exchanged views and best practices on their promotional programmes. The group was joined by European Commission officials who elaborated together with Members on the requirements for programmes to be co-financed by the European Commission and the European School Fruit Scheme. Freshfel also confirmed to representatives from the health sector its interest in continuing the present fruitful collaboration in common areas. In view of nutrition and health claims delegates also discussed the misuse of the fresh produce image.

The group was for the last time chaired by Laurence Swan, who will retire at the end of this year. General Delegate Philippe Binard took together with delegates this opportunity to thank him for his valuable input and dedication, but also serving Freshfel in the EU Platform on Diet, Physical Activities and Health and as being the Vice-President of the EU Advisory Group on Promotion.



*Laurence was always committed to hard work on behalf of the industry (here at the European School Fruit Scheme conference in December 2008 together with Raquel Izquierdo from the Freshfel Secretariat).*

## FRESHFEL CALLS FOR SOUND IMPLEMENTATION AND PROPER COMMUNICATION OF THE EUROPEAN SCHOOL FRUIT SCHEME

Freshfel was invited by the European Commission to present the views of the sector on the EU School Fruit Scheme (SFS) to the “Management Committee for the Common Organisation of Agricultural Markets on Fruit & Vegetables”. On this occasion Philippe Binard, General Delegate of Freshfel, provided an overview of feedback, concerns and input from the Association’s membership regarding the current implementation stage. While the Council and Commission SFS regulations are now in place, the work is not over, but on the contrary has just started. Ramon Rey, President of Freshfel, stated: *“The Commission and the Member States should not rest on their laurels as much remains to be done and in this respect Freshfel’s criticisms should be taken as a constructive step and eagerness of the sector towards a successful implementation of a much demanded and needed programme!”*



*Delegates from EU Member States together with EU Commission officials attended the Management Committee*



In a press release on 2<sup>nd</sup> October Freshfel has already taken a critical stance towards the - in Freshfel’s view - simplistic and ill-coordinated EU healthy eating campaign for school children, “The Tasty Bunch”. Freshfel is concerned about the possible implications of the campaign resulting out of the fact that it bases its message exclusively on the consumption of milk and fruits and vegetables. Raquel Izquierdo de Santiago, Freshfel’s Food Policy Advisor, stated: *“Addressing school children talking only about these two categories together is neither appropriate nor comprehensive from a nutrition perspective.”*

*Philippe Binard (on the right side) during his presentation on 17<sup>th</sup> November*