



# Freshfel Europe



# About Freshfel Europe

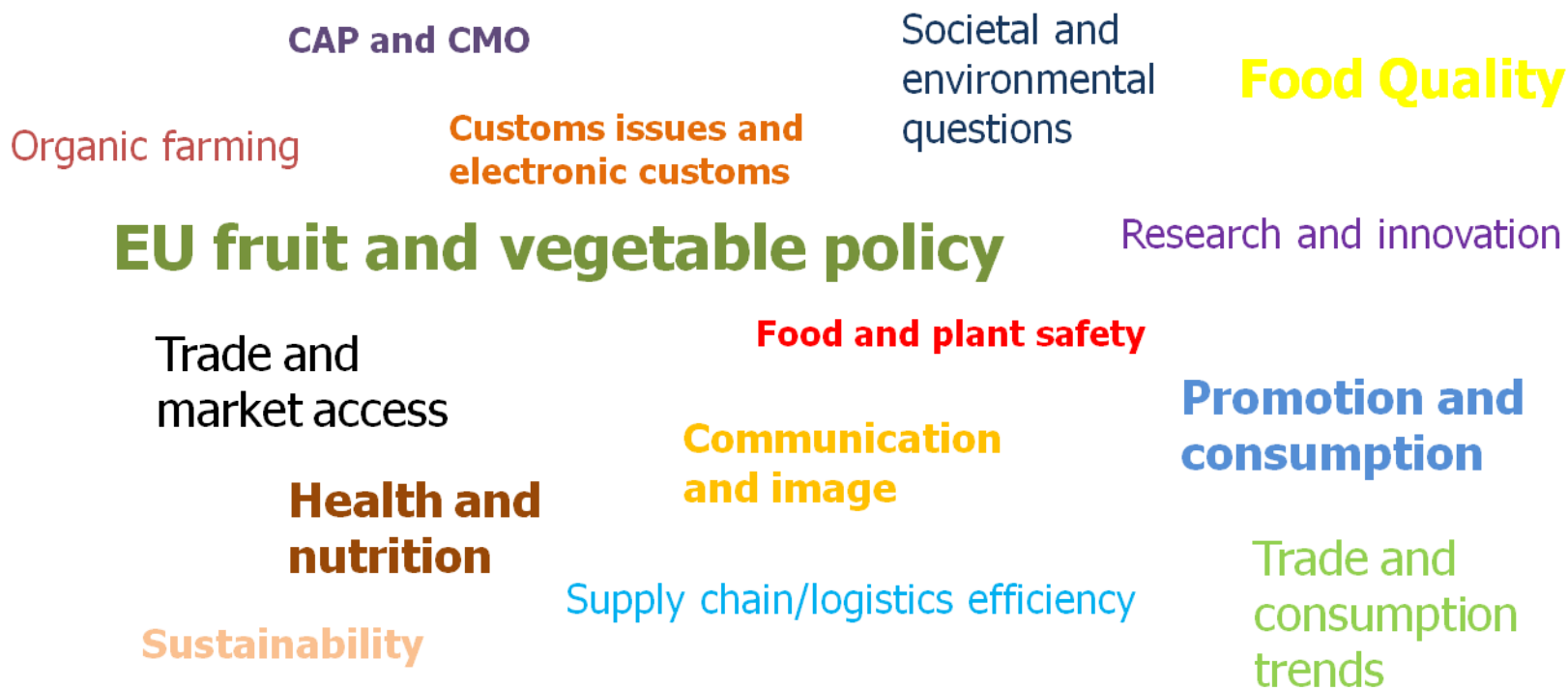
- European association
  - Voice for the fruit and vegetable sector in the EU, based in Brussels
  - Platform for the sector to meet, discuss and exchange
- Large, diversified and representative membership:
  - associations and companies in EU and the EU's supplier countries
  - Across the supply chain (production, import, wholesale and export trade, logistic and retail)
- Our Mission: Stimulate consumption of fresh fruit & vegetables
  - Improve the efficiency and competitiveness of the sector
  - Facilitate international fresh produce trade
  - Assist the sector to comply with the highest safety rules
  - Provide a good environment for the promotion of fresh produce
  - Representing the interests of the sector in Brussels



More information and the latest activity report at: [www.freshfel.org](http://www.freshfel.org)



## Some areas in which Freshfel is active





**Enjoy Fresh**  
Fruits & Vegetables

# Freshfel board and staff



<b>President</b>	Lux Clerx	Prominent
<b>Vice - President</b>	Stephan Weist	REWE Group
<b>Treasurer</b>	Marc De Naeyer	Trofi bv
<b>Production</b>	Hans Van Es François Lafitte	DPA Primland
<b>Import</b>	Herbert Scholdei Bertrand Guely	Kölla Hamburg Overseas Import Compagnie Fruitière
<b>Export Division</b>	Paco Borrás Daniel Corbel	Anecoop Cardell / ANEEFEL
<b>Wholesale and Distribution</b>	Vincent Holveck Jürgen Boruzewski	UNCGFL Cobana Fruchtring

<b>Retail</b>	Francisco Contreras Anders Lind	Edeka AG Fruchtkontor Coop Trading A/S
<b>Promotion and Communication</b>	Vincent Dolan Saida Barnat	Total Produce plc Interfel / Aprifel
<b>Food Quality and Sustainability</b>	Andreas Brügger Johan Linden	Deutscher Fruchthandelsverband Dole
<b>Convenience &amp; Research</b>	Francis Kint Nigel Jenney	Univeg Fresh Produce Consortium
<b>Citrus Committee</b>	Salvo Laudani Jose Antonio Garcia	Oranfrizer - Fruitimpresa Ailimpo
<b>Banana Committee</b>	Alessandro Canalella Ann Duffy	GF Group Fyffes Plc



# Activities of the association

- Following developments in European legislation (promotion, agricultural policy, food safety, trade, research & development etc.) and keeping the membership updated





# Activities of the association

- Bringing the fruit and vegetable sector together to talk about shared issues
  - Production Division
  - Export Division
  - Import Division
  - Promotion and Communication Committee
  - Food Quality and Sustainability Working Group
  - Wholesale and Foodservices Division
  - Organic Agriculture Working Group
  - Traditional Freshfel trade meeting on the eve of Fruit Logistica in Berlin
  - Task force to determine priorities of the fresh produce sector in EU research programmes



# Activities of the association

- Influence EU policy making in dedicated working groups of the European Commission, and provide feedback and documents from these meetings
  - DG Agriculture Civil Dialogue Group for Fruit and Vegetables
  - DG Agriculture Civil Dialogue Group for Promotion
  - DG Agriculture Civil Dialogue Group for Organic Farming
  - DG Agriculture forecast groups for apples and pears, citrus, tomatoes, etc.
  - DG Trade Market Access Advisory Committee and SPS Market Access Advisory Committee
  - EU Platform on Diet, Physical Activity and Health (DG SANTE)
  - Trade Contact Group (DG TAXUD)





# Freshfel services for the membership - Communication



- Weekly newsletter with EU regulatory developments and meetings, Freshfel presentations & activities every Friday evening, weekly Press Review every Monday evening
- Fresh Times (information about ongoing promotion campaigns) every even-numbered month, Headlines (condensed information about positions taken by Freshfel) every odd-numbered month





# Freshfel services for the membership

- Individual support for members with particular questions or facing particular problems

*What are the applicable MRLs in India?*

*What is the response of the EU  
to the Russian ban?*

*What are the EU tariffs for citrus from  
Argentina?*

*Are there ways to reduce my  
paperwork at the customs when  
importing fresh produce?*

*Which plant  
protection products  
are approved for  
organic agriculture?*

*Can EU fruit and vegetables  
be exported to Japan, and  
what are the conditions?*

*How does the EU promotion fund work?*

# Freshfel services for the membership

- Maintenance of several websites to stimulate consumption and provide information to the fresh produce sector

Have a look at Freshfel's websites and portals



[www.freshfel.org](http://www.freshfel.org) -  
Information about  
Freshfel, its Activity  
Report and other  
Freshfel publications



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[www.enjoyfresh.eu](http://www.enjoyfresh.eu) -  
Useful information  
about fresh fruits and  
vegetables



[www.kidsenjoyfresh.eu](http://www.kidsenjoyfresh.eu) -  
The joy of eating fresh  
fruit and vegetables for  
kids



[www.freshquality.eu](http://www.freshquality.eu)  
- your guide to EU  
Fresh Produce law



# Freshfel services for the membership



- Access to Freshfel database at <http://members.freshfel.org> with documents, presentations and factsheets

**DG TRADE - Market Access Advisory Committee (MAAC)**

Access of European fruit and vegetables to third country markets

André Feldhof  
Freshfel Europe  
22 January 2015

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

**freshfel** EUROPEAN FRESH PRODUCE ASSOCIATION

members area

Connected as user of Freshfel | 10/02/2015 14:00:33 | Déconnexion

Home | Archives | Communications | Database | Meetings | Topics |

Newsletters

- 9/02/2015 | Freshfel Press Review 5
- 30/01/2015 | Freshfel Newsletter 4
- 26/01/2015 | Freshfel Press Review 4
- 23/01/2015 | Freshfel Newsletter 3
- 19/01/2015 | Freshfel Press Review 3
- 16/01/2015 | Freshfel Newsletter 2
- 12/01/2015 | Freshfel Press Review 2
- 9/01/2015 | Freshfel Newsletter 1
- 5/01/2015 | Freshfel Press Review 1
- 19/12/2014 | Freshfel Newsletter 49
- 15/12/2014 | Freshfel Press Review 47
- 12/12/2014 | Freshfel Newsletter 48
- 8/12/2014 | Freshfel Press Review 46
- 5/12/2014 | Freshfel Newsletter 47
- 1/12/2014 | Freshfel Press Review 45
- 28/11/2014 | Freshfel Newsletter 46

**freshfel** EUROPEAN FRESH PRODUCE ASSOCIATION

Enjoy Fresh Fruits & Vegetables

November 2014

**Freshfel Position Paper on the Organic Agriculture Reform Proposal**

Organic and non-organic fruit and vegetables account for 17% of the value of the EU's agricultural production and represent 3% of the EU's cultivated area. The total production value of fruit and vegetables in 2012 was estimated to be 20 billion EUR for a total volume of around 30 million T. Of this, organic fruit and vegetables are estimated to make up to 0.5% to 1% (crop data are not available in all the member states). As there are no specific CN codes for organic products, it is difficult to obtain a clear picture about the size of the market for organic fruit and vegetables. The inclusion of organic certificates into TRACES as part of the new proposal and the resulting biannual statistical reports about organic trade should be a great help to get better statistical information.

Issues relevant for the fruit and vegetables sector

When the European Commission began the development of new organic legislation, Freshfel participated in two stakeholder events on organic production and trade in autumn 2012, and sent a response to the public consultation of the Commission in spring 2013. When finalising the new rules and the related delegated and implementing acts, it is important that operators are consulted and their voice taken into account so that the rules are workable for the organic sector while creating a level playing field at the same time.

Freshfel's main concern with the existing legislation is the lack of harmonisation at the European level. This leads to different interpretations in the different member states, for example when it comes to acceptance of pesticide residues or the testing conducted by control bodies. This creates unequal trade conditions for fresh produce operators in different member states.

The new Commission proposal goes into the right direction by suggesting the abolition of the existing rules. However, it is not prescriptive, and leaves the definition of more specific rules to later rule making by the Commission. This is not transparent. The fruit and vegetables sector is alarmed that growers must be allowed to collaborate in the setting of these specific rules which are crucial for consumer and harmonised legislation.

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

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st updates

ments

2015 | Communications | Presentations

Access of European fruit and vegetables to third country markets

12/12/2014 | Communications | Fact Sheets

Fact Sheet - Pesticides Report (2012 - updated)

6/11/2014 | Meetings | Food Safety and CSR

freshfel Food Quality & Sustainability WG

4/11/2014 | Communications | Position Papers

freshfel position on organic agriculture reform

1/11/2014 | Topics | Trade

general tariff levels for 2015

3/10/2014 | Meetings | Others

freshfel SHAFFE Global Citrus Network Meeting

10/10/2014 | Meetings | Food Safety and CSR

freshfel Organic Agriculture Working Group

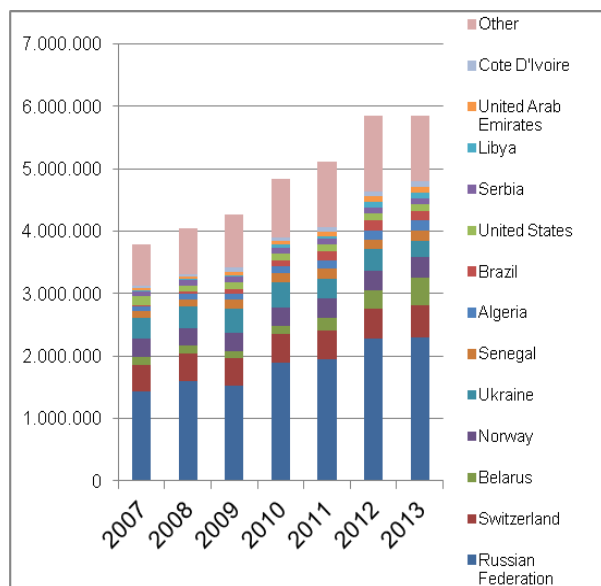
10/10/2014 | Meetings | AGM

freshfel AGM - Brussels (7.10.2014)

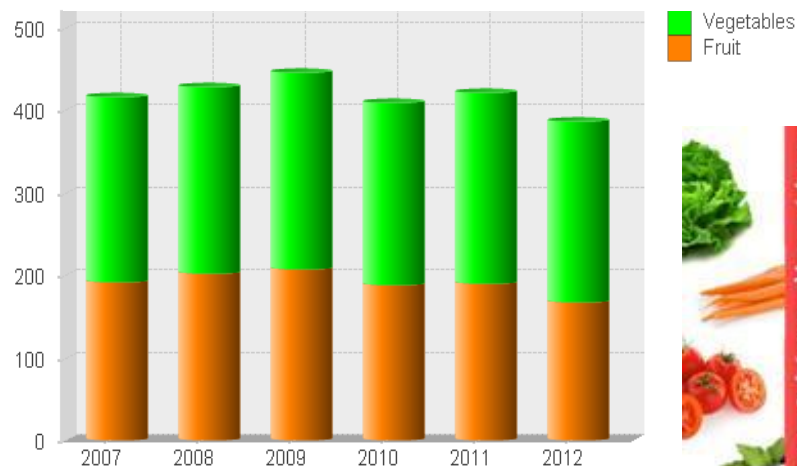
# Freshfel services for the membership

- Provide bespoke statistics on trade, import, export, production of fresh fruit and vegetables
- Annual publication of the “Freshfel Consumption Monitor” with trade & consumption figures in the EU, free of charge for members

## EU export destinations



## EU28 f&v consumption in 2007-2012 (g/cap/day)







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# On-line statistics tool



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EUROPEAN FRESH PRODUCE ASSOCIATION

Available for all members in the Freshfel members area

QlikView x64 - [C:\Freshfel QlikView\2\_Extranet\Freshfel Extranet.qvw\*]

File Edit View Selections Layout Settings Bookmarks Reports Tools Object Window Help

Clear Back Forward Lock Unlock

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**THE WORLD OF FRUIT & VEGETABLES AT A GLANCE**

- EU Production (FAOSTAT)
- World Production (FAOSTAT)
- EU intra trade (EUROSTAT)
- EU import (EUROSTAT)
- EU export (EUROSTAT)
- TOTAL TRADE EU Intra + International (EUROSTAT)
- International import trade (COMTRADE)
- Internationale export trade (COMTRADE)
- Net Supply (Freshfel - based on FAOSTAT, EUROSTAT, COMTRADE)
- Net Consumption (Freshfel - based on FAOSTAT, EUROSTAT, COMTRADE)

ENJOY FRESH FRUITS AND VEGETABLES

KIDENUT FISH

For Help, press F1

26/01/2015 15:17:50\*

26/01/2015 15:17:50\* Desktop 22:52 31-01-15



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# On-line statistics tool



Available for all members in the Freshfel members area



## Menu

## Selections

### Category

- All F&V (HS2)
- All F&V (HS6)
- Fruit (HS2)
- Vegetables (HS2)
- Specific F or V (HS6)

### Exporter

- EU
- Selected Member State

### Export Destination

- All Non-EU Destination
- Selected Non-EU Destination

## EU Export

Volume (T)

Value (€)

2000  2001  2002  2003  2004  2005  2006  2007  2008  2009  2010  2011  2012  2013  2014  2015  
 Jan  Feb  Mar  Apr  May  Jun  Jul  Aug  Sep  Oct  Nov  Dec

### EU Export extra EU - Volume (T)

Sort by Reporter

Sort by Partner

Reporter EU	Total	070200 - Tomatoes, fr...	070310 - Fresh or chill...	070320 - Garlic, fresh ...	070390 - Leeks and ot...	070410 - Fresh or chill...	070420 - Brussels spr...
<b>Total</b>	<b>5.858.395,90</b>	<b>363.548,00</b>	<b>766.071,70</b>	<b>25.431,90</b>	<b>11.751,20</b>	<b>62.175,60</b>	<b>2.113,40</b>
Austria	12.676,90	119,90	2.448,70	2,60	1,10	8,10	-
Belgium	252.305,90	23.918,70	4.080,70	17,60	759,20	1.629,70	790,30
Bulgaria	10.659,40	227,60	48,70	-	-	8,90	-
Croatia	21.463,40	106,50	777,60	-	4,40	112,20	1,60
Cyprus	22.752,70	-	-	-	-	-	-
Czech Repub	322,80	-	161,60	-	-	-	-
Denmark	15.653,50	235,40	2.537,20	26,60	59,00	212,30	0,90
Estonia	378,30	0,60	0,40	-	-	-	-
Finland	361,20	4,50	21,10	0,10	-	-	-
France	346.646,20	11.946,30	7.085,70	1.459,60	2.585,50	8.477,50	137,80
Germany	57.996,80	1.149,30	1.101,30	44,00	22,70	110,90	49,70
Greece	381.645,50	1.762,30	1.453,30	3,60	0,60	158,60	-
Hungary	14.135,10	7,40	1.113,90	2,30	0,80	20,80	-
Ireland	41,50	-	-	-	-	-	-
Italy	561.607,60	8.893,40	2.292,70	547,10	211,50	7.750,40	76,60
Latvia	12.851,20	2.234,50	751,00	11,90	83,00	343,10	3,90
Lithuania	597.828,60	105.595,60	10.728,10	308,50	3.718,40	13.834,30	301,20
Luxembourg	153,30	3,70	-	-	0,50	2,20	0,10
Netherlands	1.090.537,90	65.197,30	692.327,40	390,30	3.082,60	3.714,50	593,30
Poland	1.433.049,70	79.226,90	13.430,40	14,70	344,50	6.037,50	116,30
Portugal	51.286,80	68,10	1.249,30	114,20	78,00	35,50	2,40
Romania	3.986,20	142,80	103,90	-	1,70	7,70	-
Slovakia	3.625,50	24,80	42,00	-	-	-	-
Slovenia	48.051,90	4.034,50	1.709,90	11,80	40,30	1.295,90	1,00
Spain	903.832,60	57.173,50	22.224,20	22.475,80	632,40	18.339,10	37,70
Sweden	6.827,40	85,10	182,00	0,70	2,40	74,20	-
United Kingd	7.718,00	1.389,30	200,60	0,50	122,60	2,20	1,70



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# Freshfel membership



## Membership fees

- Possible for companies and associations in the EU and outside of the EU
- Application procedure through [http://www.freshfel.org/asp/members/member\\_form.asp](http://www.freshfel.org/asp/members/member_form.asp)

Company	Fresh produce trading companies located in EU or EFTA country ⇒ FULL MEMBERSHIP	A	with a turnover of > 50 mil € and up to 10 branches	13.100 €
		B	with a turnover of > 50 mil € and up to 6 branches	9.150 €
		C	with a turnover of > 25 mil € and up to 3 branches	4.600 €
		D	with a turnover of < 25 mil € or cie with headquarters located in EU accession countries	2.005 €
	Other companies, regardless of their location ⇒ ASSOCIATED MEMBERSHIP	E	with up to 3 branches	3.280 €
		F	with a turnover of < 25 mil € or cie with headquarters located in EU accession countries	2.005 €
Association	Associations representing the interests of EU or EFTA fresh produce trading companies and located in EU or EFTA country ⇒ FULL MEMBERSHIP	G	with a budget > 400 000 € representing various segments of the trade	15.700 €
		H	with a budget 200 000 – 400 000 € representing one segment of the trade	6.550€
		I	multiproduct associations with an interest in the fresh produce sector	6.550 €
		J	with a budget < 200 000 €	3.950 €
	Other associations regardless of their location ⇒ ASSOCIATED MEMBERSHIP	K	other associations or organisations – maximum support	5.230 €
		L	other associations or organisations – medium support	3.950 €
		M	other associations or organisations – minimum support and associations located in EU accession countries	2.700 €
		N	International associations	20.800 €

Thank you for your attention!



André Raquel Philippe Egle Daphne

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FRESH

