

June-September 2015

## **EGEA 2015: CALL FOR THE ROLE OF FRUIT AND VEGETABLES IN HEALTHY DIET, ENVIRONMENT & ECONOMY**

The 7<sup>th</sup> edition of the EGEA conference took place in Milan early June in the frame of the EXPO 2015. The event, was organized by Aprifel under the leadership of Saida Barnat. The EGEA conference ended with a vibrant call to public authorities to enhance fruit and vegetables consumption efficiently by adopting urgently coherent policies that promote healthy eating. This would be best achieved a) by fostering information and education of consumers, b) by adapting the food environment (new marketing and advertising rules, new rules on fiscal interventions and incentives, more healthy foods in public institutions and at the retail environment) and c) reforming the food system. The EGEA statement can be downloaded from the conference website: [www.egeaconference.com](http://www.egeaconference.com)



## **RESHAPING THE EU PROMOTION POLICY**

Freshfel continued to follow with interest the upcoming reform of the promotion policy within the new framework of the European Council and Parliament Regulation 1144/2014. Freshfel voices its comments in regard to several aspects of the upcoming delegated act and implementing regulation as well as the priorities for the first annual work programme. The visibility of brand and origins are among the main concerns flagged by Freshfel as important aspect of an efficient promotional and marketing activities, in particular on third country markets. Freshfel, together with SACAR and other food chain partners such as COPA-COGECA, FoodDrink Europe and CELCAA, is also engaged in a seminar due to take place on 22nd October to raise the awareness of stakeholders with the new rules.

## **EUROPEAN PARLIAMENT EVENT ON AGRI-FOOD CHAIN & PLANT PROTECTION**

In June, Freshfel, together with Agri-food chain Roundtable for Plant Protection, consisting of 19 EU associations (including Freshfel) organised an event in the European Parliament where several members of the platform presented their concerns regarding the EU's current approach to the shaping of European policy and legislation on plant protection products (PPP), and their impact along the agri-food chain. Eglé Eimontaitė, on behalf of Freshfel, together with Coceral, has presented views of agri-food industry from a production and trade perspective.

The event was well attended by representatives from agri-food industry, Members of the European Parliament (MEP) and the assistants of several MEPs, including the chair MEP Ms. McIntyre.



## **FRESHFEL WELCOMES NEW COLLEAGUE**

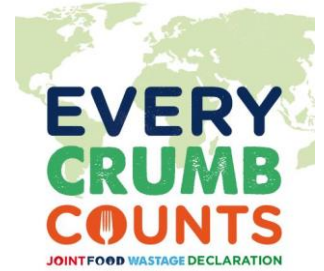
Freshfel is pleased to welcome a new colleague in its office. Ms Nelli Hajdu has started working with the Freshfel Secretariat mid-September. She will progressively get involved in (import, export and wholesale) trade dossiers, while taking also some responsibilities in the communication activities of Freshfel with its members and beyond.

Nelli is half Hungarian and half German, and she also communicates fluently in English and French. She has a Masters in political and media science from the Goethe University of Frankfurt and a post-doc Masters in European Studies from the College of Europe in Poland. She will reinforce the team with her education background on EU matters and with her work experience and communication skills.



### **FRESHFEL POSITION ON THE CIRCULAR ECONOMY**

Freshfel Europe answered to the European Commission's consultation on the circular economy by submitting a position paper targeted at food waste. The circular economy package is a set of legislations still to be developed by the European Commission focusing on anything relating to recycling, reusing and refurbishing. Given that this topic is also linked to food wastage, Freshfel submitted a position paper to the European Commission in which the topic of food wastage and some of the ideas from the 'Every Crumb Counts' initiative have been included. The position paper is meant as an invitation for future debate addressed at the Commission in case they decide to include measures on food wastage in the circular economy package.



### **FRUIT AND VEGETABLES INNOVATION TASK FORCE REVIEWS COMMISSION DRAFT WORK PROGRAMME**

The Task Force (TF) for Research and Innovation (a joint initiative of AREFLH, EUFRIN and Freshfel Europe) met mid July in the Freshfel office to review the progress and positioning of the fruit and vegetables sector in the priorities set by the draft Work Programme 2016-2017. The TF reviewed in particular the priorities for Sustainable Food Security and Rural Renaissance. The TF welcomed that the draft work programme widely endorsed priorities set in the TF strategic agenda for fruit and vegetables released earlier this year by the TF.



### **MEETING WITH THE EU DELEGATION REPRESENTATIVE IN MOSCOW**

Freshfel Europe, on the occasion of an international exhibition "World Food Moscow" organised a meeting with the EU delegation representative, DG SANCO attaché and the agricultural attachés from the EU Member States in Moscow. The meeting was a good opportunity to the participants to exchange the information and express the views following the extension of Russian embargo.

### **FRESHFEL PARTICIPATES IN AFRUCAT FRUIT MONITOR SESSION**



Freshfel General delegate presented the latest trends for fruit and vegetables sector after one year of the Russian embargo and also the lessons from the last season for apples and pears and the perspective for the new campaign. Manel Simon, the director of AFRUCAT presented the latest trends for products covered by AFRUCAT. A round table also took place with the participation of the above speakers and also Fernando Miranda, Director General of the Spanish Ministry of Agriculture, Jordi Ciuraneta I Rui, "Conseller" for Agriculture in Catalonia and Joan Girona Gomis, Director General of the Catalan department of food, quality and industry. The discussion focused in particular on the instruments of the CAP such as operational programme and producers organizations and efficient market management schemes.

### **FRESHFEL TAKES POSITION ON INDIAN RESTRICTIONS FOR IMPORT OF APPLES**

Freshfel took a stand on the introduction of an immediate restrictive logistics measure for the import of apples, announced by India, stating that the import of apples will only be allowed through the port of Nhava Sheva in the east of the country. This measure does not only come at a time of the upcoming season for exporting European apples to India, but will have severe effects on transport, handling and storage of the product. There is reasonable suspicion about the ability of one single port, to handle the global volume of apples imported to India. Moreover, this will lead among other things, to a distortion of traffic flows, difficulties in the maintenance of the cold chain, increased logistic costs as well as longer transport times to the end customer. Therefore Freshfel urged Commissioner Malmström to raise this matter with her Indian counterpart and to resolve the matter at the earliest. With 11.400 T of EU export to India, apples are the biggest share of European exports to India.



*In loving memory of  
André Feldhof*



*André passed away quite suddenly on the 10th of July. Up until that day we have had the pleasure of working together with a great person, in his profession as well as his kind personality.*

*André joined the Freshfel team in April 2013. He quickly integrated as a member of the Freshfel Team. André's professional work was always highly appreciated here internally, but also externally with the members and other business contacts. His kindness and dedication were known by many.*

*He will be deeply missed by everyone who happened to know him, work or collaborate with him.*



*Condolence messages can be sent to the following address:  
Familie Feldhof, Wibbeltweg 1, DE 48366 Laer, Germany*