



The European Fresh Fruit and Vegetables Association



Freshfel Europe

Freshfel Europe, the European Fresh Produce Association, is the European umbrella organisation for the fruit and vegetable sector. Based in the heart of the European district in Brussels, the association represents the entire supply chain, including producers, importers, exporters, wholesalers and retailers. It currently has around 200 members located across the European Union and its key partner countries.

Freshfel's knowhow

Freshfel Europe keeps regular contact with the European institutions to make sure that the fruit and vegetable sector has a strong voice in Europe. Freshfel closely cooperates with all its members to best represent the interest of the sector vis-à-vis decision makers. It also works to stimulate the supply of healthy and tasty products that comply with strict quality, environmental, social and safety requirements for the benefit of consumers.

Freshfel's main areas of action

Freshfel Europe is active in different policy and non-policy areas which could be listed on a non exhaustive basis as follows:

- EU fruit and vegetable policy
- Food and plant safety
- Health and nutrition
- Promotion and consumption
- Research and innovation
- Trade and market access
- Custom and electronic
- Supply chain/logistic efficiency
- Societal and environmental questions
- Trade and consumption trends
- Communication and image



Added value for Freshfel members

- Influence the European decision-making process
- Support of a multilingual Brussels-based secretariat
- Regular update through weekly Freshfel Newsletters and Press Reviews as well as other relevant publications
- Access to key statistical data about production, trade and consumption developments and trends
- Crisis communication support
- Network opportunities with international fruit and vegetable companies

Who can become a Freshfel member?



Freshfel membership is open to companies and associations from the fresh produce sector and related industries, from Europe and beyond. The application process is simple and can be done through the Freshfel website.

Visit our websites



www.freshfel.org



www.freshfel.org/annual-event



www.freshquality.eu



www.enjoyfresh.eu



www.kidsenjoyfresh.eu

Office & Contact for membership

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