

August - September 2013

FRUIT & VEGETABLE ADVISORY GROUP

At the September meeting of the European Commission's Advisory Group for Fruit and Vegetables, Jose Antonio Garcia Fernandez from Ailimpo was elected First Vice-Chair for a period of two years. Sergio Tondini from Copa Cogeca will hold the chair position. The advisory group also discussed its strategic agenda for the next two years, touching upon issues like the CAP and CMO reforms, the revision of the fruit school scheme and the promotion policy, phytosanitary, fertilization, trade policy and several other issues.



FRESHFEL BOARD MEETING

At its meeting on 2 October, the Freshfel board reviewed Freshfel's most recent activities and took a look at the upcoming activities and EU policy developments. Freshfel remains active in the promotion of fresh fruit and vegetable consumption, which is extremely beneficial for human health and can help prevent non-communicable diseases. The board also talked about the upcoming reform of the EU F&V promotion regime and the own-initiative report on the future of EU horticulture drafted by the European Parliament. It finally talked about research and innovation in the fresh produce sector. Responding to members' requests, the board reviewed the options of adjusting Freshfel's structure in order to participate in research and innovation projects in the future.



The Freshfel board, including President Philippe Henri (2nd from left), is getting ready to review the most recent Freshfel activities.

FRESHFEL ORGANISES COORDINATION MEETING IN MOSCOW



As in previous years, Freshfel has organised a coordination meeting with EU exporters at the EU delegation in Moscow at the occasion of the World Food Moscow conference on 17 September. Given the recently established import restrictions for potatoes from the EU, the meeting was jointly organised with Europatat, the European Potato Trade Association. EU exporters including Freshfel's Frederic Rosseneu (l.) discussed the increasing trend by Russian retailers to source directly without using wholesales, pesticide issues and phytosanitary rules.

ACROPOLIS PROJECT CLOSING CONFERENCE

The Acropolis project, a three-year research project in which Freshfel has participated, is going into the final round. The closing conference, in which results of the project will be presented, takes place on 15 October. The project developed a methodology for cumulative risk assessment and aggregate exposure to a mix of pesticides on the same fruit or vegetable. The results of the research will influence evaluations conducted by ESFA as well as policy initiatives by the European Commission. Freshfel's role in the project was among others to assure the contact between research and business and to disseminate preliminary findings.



Freshfel's sustainability director Frederic Rosseneu makes a comment at the first Acropolis stakeholder event.



Freshfel general delegate Philippe Binard (l.) and Philippe Appeltans from VBT (r.). Source: AGF.nl.

INTERNATIONAL STRAWBERRY CONGRESS

At this year's International Strawberry Congress, organised by Veiling Hoogstraaten in Antwerp from 4 to 6 September 2013, Freshfel presented the latest strawberry trade figures in Europe and in the world. General delegate Philippe Binard reported that the EU's strawberry trade deficit with the rest of the world turned into a trade surplus between 2007 and 2012. The International Strawberry Congress brought together around 280 delegates from private sector and research, coming from 29 different countries.

EFSA HEARING ON MICROBIOLOGICAL RISK

In September, Freshfel participated in a second hearing on microbiological risks in fresh produce organised by the European Food Safety Authority (EFSA). Following an initial hearing in June on leafy vegetables as well as bulb & stem vegetables, this hearing focussed on berries, melons and tomatoes. Freshfel experts informed EFSA about the production and trade, production practices and food safety schemes for each product category.



FRESHFEL REPRESENTED AT SEVERAL EVENTS IN F&V SECTOR

Over the last two months, Freshfel was present at several events relevant for the fruit and vegetable sector:



- **FoodRisc/EFSA:** The conference "New challenges when communicating food related issues" was organised by EFSA and took place in Brussels in September. Participants debated among others strategies in the communication of food risks.
- **eFoodChain:** The eFoodChain project explores possibilities to introduce ICT in small and medium-sized food companies. At a workshop in Brussels in September, the participating companies reported on their first project results.
- **TTIP negotiations:** Freshfel participated in a stakeholder event organised by the European Commission, in which it voiced the views and interests of the fresh produce industry in the ongoing trade negotiations with the US.

FRESH QUALITY GUIDE

As part of its activities, Freshfel maintains the website freshquality.eu, a practical guide to EU fresh produce law. It contains interpretations of legislation like the marketing of fresh produce, and other aspects of fresh produce legislation in the EU. Over the last years, the website has become a major source of information for everybody involved in the fresh produce business, with several thousand visitors each month. Bookmark www.freshquality.eu today and see what information it holds for you.

The maintenance of the website would not be possible without the contribution of a number of sponsors from the fresh produce industry, listed below. If your enterprise would like to be part of the sponsors, please contact the Freshfel secretariat.

