

December 2012 - January 2013

FRESHFEL AT FRUITLOGISTICA IN BERLIN



As it has been the case in previous years, Freshfel will have a booth at FruitLogistica to welcome visitors who want to learn more about the association, all its members and share in general perspectives on Freshfel actions and priorities. Everybody being at FruitLogistica is welcome to visit the Freshfel booth in Hall 20./C-15!

Freshfel will also hold as usual several meetings in Berlin. Among the most prominent ones are on the eve of Fruitlogisitca the Freshfel Trade meeting and the Freshfel - SHAFTE Global Citrus meeting. Close to 50 representatives from Freshfel members will come together to discuss the latest issues of the industry, setting priorities for the next months etc.

Meet us in Berlin at
Fruit Logistica

6 - 8 February 2013

Want first-hand information about our activities?

Interested in Freshfel membership?

Want to meet the Freshfel staff?

Take your opportunity and visit us in
Hall 20, C-15

FRESH 2013 - SAVE THE DATE



FRESH, the leading conference and networking event for the fresh produce business in Europe, will mark its tenth anniversary this coming June with a return to Paris, the location of its inaugural congress back in 2003. Organised jointly by Freshfel Europe and industry magazine Eurofruit, the congress takes place on 12-14 June. FRESH will present the business with new ideas and potential new strategies to combat the recent stagnation in fresh fruit and vegetable sales and consumption across the whole of Europe. Focusing on nutrition and consumer health, a full programme of expert speakers and panelists will offer their insight into how innovation and investment can improve the health of the sector and the customers and consumers it serves. The latest information can be found online under: <http://www.freshcongress.com>

FRESHFEL REPRESENTS SECTOR INTERESTS IN EUROPEAN INNOVATION PARTNERSHIP FOR AGRICULTURAL SUSTAINABILITY

The first meeting of the SHERPA group responsible of setting up a strategic plan and priorities for programmes under the upcoming European Partnership for Innovation on Agricultural Productivity and Sustainable Production has taken place on 15th January in Brussels. Freshfel is represented in the SHERPA preparatory group by Florence Rossillion (ANPP from France) and in the Steering Board by Hans Van Es (DPA from The Netherlands), Chairman of Freshfel's Production Division. The EIP Steering Board should identify research and innovation priorities and will meet for the first time in February.



It is time to **ENJOY FRESH!**

Start with following us now on our 'Enjoy Fresh' social media sites:

 Find us on
Facebook

<http://www.facebook.com/EnjoyFresh.EU>

 **YouTube**

<http://www.youtube.com/user/freshfelchannel>



EU Platform on Diet,
Physical Activity and Health

FRESHFEL MONITORS EU PLATFORM COMMITMENTS

As an active member of the EU Platform on Diet, Physical Activity and Health Freshfel is undertaking several commitments, which are in line with the objective of the Platform, namely to explore best practices and encourage voluntary actions in the fight against obesity. At the end of January Freshfel has submitted the latest Monitoring of these commitments, which include:

- **KidsEnjoyFresh:** Freshfel's unique online platform for the youngest for getting in touch in an entertaining and educational format with fresh produce, and for their parents and teachers to receive first-hand and relevant information on all aspects around fresh fruit and vegetables. With this initiative, Freshfel is also supporting the EU School Fruit Scheme. The aim of the commitment is two-fold: To continue to build-up a comprehensive and innovative online-platform for bringing fresh produce closer to kids, their parents and teachers; and to establish this online-platform as a recognised tool in spreading the word to 'Enjoy Fresh'.
- **Fresh Times:** This bi-monthly newsletter aims at raising awareness and exchanging information on promotional activities to increase fresh fruit and vegetable consumption in Europe and beyond.
- **Consumption Monitor:** This report sets out consolidated information on fruit and vegetable consumption across Europe per year. The latest edition will soon be published!
- **School Fruit Scheme:** Through this commitment, a unique collaboration between the public health sector (EPHA - European Public Health Alliance, and EHN - European Heart Network) and the fresh fruit and vegetables sector (Freshfel) has been established to provide Platform members and the Directorate-General for Health of the European Commission with information on their work in relation to implementing the EU School Fruit Scheme.

You can find more information on all of these commitments on Freshfel's website under www.freshfel.org

If you want to be informed about our weekly activities,
meetings, ongoing discussions, publications etc:



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