

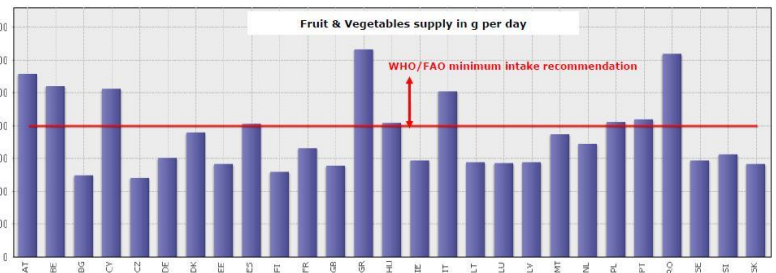
February - March 2013

## NEW FRESHFEL CONSUMPTION MONITOR SHOWS STAGNATING CONSUMPTION TRENDS



Freshfel Europe has released the newest edition of its 'Freshfel Consumption Monitor', analysing trends in the production, trade and supply of fresh fruits and vegetables across the EU-27. Overall, 2011 experienced a slight 2.6% raise in the consumption pattern to 382 g/capita/day for fresh fruits and vegetables, still below the WHO 400 gr/day minimum recommendation. Specifically, the per capita fruit consumption in 2011 stands at 197 g/capita/day on average for the EU-27. It has increased by 3% in 2011 compared with 2010, but it also shows a decrease by 3% in 2011 compared with the average consumption of the previous five years (2006-2010). Per capita vegetable consumption in 2011 stands at 185 g/capita/day for the EU-27. It has increased by 2% in 2011 compared with 2010 but declined by 3% in 2011 compared with the average consumption in the previous five years.

Philippe Binard, General Delegate of Freshfel, commented: "Although we observe a slight increase in the consumption of fresh produce, the long-term trends remain worrying and are characterised by stagnation or rather a decline. The sector needs a collective effort of all stakeholders to stimulate the consumption, and operators from the private sector as well as public authorities need to join forces to remedy the current trend."



Copies of the 'Freshfel Consumption Monitor 2012' (154 pages) are available from the Freshfel Secretariat. **Freshfel Members receive the report free of charge; non-members are asked to pay a price of €500.**

You can order the "Freshfel Consumption Monitor 2012" on  
[http://www.freshfel.org/asp/what\\_we\\_do/consumption\\_monitor.asp](http://www.freshfel.org/asp/what_we_do/consumption_monitor.asp)

Register now:  
<http://www.freshcongress.com/>

**FRESH 2013 - REGISTRATION NOW OPEN - JOIN US IN PARIS**



FRESH, jointly organised by Freshfel Europe and industry magazine Eurofruit, will take place on 12-14 June in Paris. The leading conference and networking event for the fresh produce business in Europe will mark its tenth anniversary this June with a return to the location of its inaugural congress back in 2003. 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 registration is now open and the latest information can be found under:  
<http://www.freshcongress.com>

### **FRESHFEL CALLS EUROPEAN COMMISSION FOR STRONG SCHOOL FRUIT SCHEME**

Freshfel has called together with other European associations the European Commission in a letter to Agriculture Commissioner Dacian Cioloş to first further improve the EU School Fruit Scheme (SFS) through implementing the already proposed measures such as increased funding and accompanying measures while not jeopardising the achievements achieved so far through diluting SFS messages, merging with other schemes etc. The suggested review of CAP school schemes should thus be postponed until the SFS improvements are introduced, consolidated and monitored. Efficiency is closely linked to simple and well defined objective/messages. When launched, the SFS was built on the basis of increasing fruit and vegetables consumption together with a clear health objective. Therefore, its merits are more than ever valid today and should not be undermined.

Together with some of its members, Freshfel was participating in a joint meeting of the Member States and the Advisory Group “fruit and vegetables” together with the EU School Fruit Scheme (SFS) Experts Group which took place on the 14 of March. Freshfel presented in this meeting its KidsEnjoyFresh website as well as some general views on the SFS. The association also participated in the CAP Advisory Group reviewing current CAP school schemes on the 15 of March in Brussels.

More follow-up will follow in April, when Freshfel will submit its position paper for the current ongoing evaluation process of the SFS.

### **FRESHFEL LOOKS BACK AT A VERY SUCCESSFUL FRUITLOGISTICA FAIR**



Freshfel can look back at a very successful FRUIT LOGISTICA fair in 2013, which took place in Berlin from 6-8 February. Being already a good tradition, Freshfel has conducted a well attended trade policy meeting to discuss the latest developments in the industry with around 50 members from Europe and beyond. Topics included this year, among others, a review of concerns for importers and exporters, an update on trade negotiations and trends, food safety issues and the latest results from Freshfel’s ‘Consumption Monitor’. Freshfel also welcomed many participants to its Global Citrus meeting, which was organised together with SHAFTE on the eve of FruitLogistica. During the three days of the fair, Freshfel welcomed countless visitors at its stand, explaining the role and work of the association, networking with members etc.



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



[www.kidsenjoyfresh.eu](http://www.kidsenjoyfresh.eu)

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