

June - July 2013

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FRESHFEL AGM IN PARIS



Competitiveness and consumption remain important, says Freshfel President Philippe Henri.

The Freshfel AGM took place on a riverboat in Paris on 12 June 2013. After opening the AGM, President Philippe Henri presented the key points of the board's activities. He said that competitiveness and consumption would remain high on the board's agenda in future. Philippe Binard and Raquel Izquierdo from the secretariat then presented Freshfel's activities in 2013 (see item below). Tom Stenzel, CEO and president of United Fresh, was invited to outline the key topics for the US fresh produce industry such as the start of US-EU free trade negotiations and the US farm bill. A short presentation on Freshfel's finances concluded the AGM, which took place back to back with the FRESH conference this year.

ACTIVITY REPORT 2013

At the occasion of its AGM, Freshfel presented its activity report 2013. Different topics were on the association's agenda last year, including governance, business trends, competitiveness, food and plant safety, societal and environmental questions, trade and market access. Freshfel remains committed to represent the fruit and vegetable sector vis-à-vis the European institutions, and to work towards greater competitiveness and stronger sustainability of the fresh produce sector. Given the trend of declining fruit and vegetable intake over the last years, promoting the consumption of tasty and healthy fresh produce has become more important than ever. The activity report can be downloaded from the Freshfel website at www.freshfel.org.

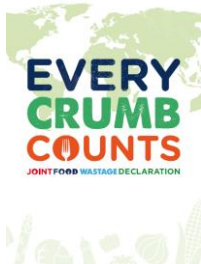


WHO CONFERENCE IN VIENNA ON NONCOMMUNICABLE DISEASES, FRESHFEL CALLS FOR GREATER F&V PROMOTION TO FIGHT THEM

Freshfel has participated in the WHO European Ministerial Conference on Nutrition and Noncommunicable Diseases that took place in Vienna on 5 July. The conference passed the Vienna Declaration on Nutrition and Noncommunicable Diseases (NCDs). In the declaration, the WHO recognises that low intake of fruit and vegetables is the main food-related risk factor of developing NCDs. The Declaration also points out the need to create healthy food and drink environments, and to consider the use of economic tools and incentives to promote healthy eating, according to national context. Following the conference, Freshfel has sent a letter to the European Commission and issued a press release in which it urges more action on fruit and vegetable promotion to fight noncommunicable diseases.



FOOD WASTE DECLARATION "EVERY CRUMB COUNTS"



Freshfel continues its efforts to minimise food waste in all parts of the food supply chain, in line with the European Commission's goal of halving edible food waste by 2020. Together with other organisations including Europatat and FoodDrinkEurope, Freshfel participated in the launch of the "Every Crumb Counts" declaration in June in Brussels. The initiative aims to educate consumers, improve public policy and spread best practices. Its aim is not only to prevent edible food waste, but also to promote a life-cycle approach to reducing wastage.

FRESHFEL GIVES PRESENTATION TO US MRL 2013 WORKSHOP

In June, Freshfel was invited to represent the European fresh produce sector at the annual US MRL 2013 Workshop organised by The California Specialty Crops Council which took place in San Francisco. Egle Eimontaite from the Freshfel secretariat gave a presentation on regulatory initiatives in the EU covering the fields of food safety perception and fact, EU regulations, review of recent incidents and lessons learned. Approximately 100 delegates attended the two-day event, among whom were growers, packers, shippers, PCAs, registrants, regulators, trade experts, and other stakeholders in international trade.

LUCIANO TRENTINI ELECTED VICE-PRESIDENT OF EC PROMOTION ADVISORY COMMITTEE



Luciano Trentini from CSO has been elected Vice-President of the European Commission Advisory Committee on Promotion of Agricultural Products. His election secures a strong voice for the fruit and vegetable sector in the management of the committee at a time of an upcoming reform of the fruit and vegetable promotion policy. Trentini's mandate will be for a period of two years. He had already chaired the promotion advisory committee for the last two years.

GREAT SUCCESS OF FRESH 2013

The tenth edition of FRESH, the leading conference and networking event for the European fresh produce industry, took place from 12 to 14 June. More than 200 delegates attended the three-day event in the Pullman Bercy hotel in the southeast of Paris. During a day of presentations, delegates heard about the latest developments in production, marketing and promotion, outreach to consumers, communication, market analysis and sustainable development. Rob Baan from Koppert Cress enlightened delegates about the strikingly beneficial effects of plant consumption for the human body. Linda Eatherton from Ketchum introduced delegates to two food consumer groups which she called "food involved" (conscious about their food purchases) and "food evangelists" (pro-active missionaries for healthy eating). To reach the "food evangelists", Eatherton advised food producers to be transparent about production processes and to actively engage with consumers' concerns. FRESH concluded with a study visit to the Drive retailer "Chronodrive" in the outskirts of Paris.



Rob Baan from Koppert Cress talks about plants and the human body.



Linda Eatherton from Ketchum introduces the "food evangelist" to the delegates.

Arnaud Coursault from Chronodrive explains the "Drive" concept to the delegates.



FRESHFEL HOSTS IFPS BOARD MEETING

Freshfel hosted the annual board meeting of the International Federation for Produce Standards (IFPS) in June. The board thanked Tom Stenzel of United Fresh for his two-year term as IFPS chairman and elected Ed Treacy from the Produce Marketing Association (PMA) as its new chair for two years. Harrij Schmeitz from Frug i Com was reconfirmed as a vice chair. Discussions at the meeting focused on Produce Price Look Up (PLU) codes that are attributed by IFPS for fresh produce items, on traceability and chain information management, and on food safety.



The summer is here!
It is time to ENJOY FRESH!

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<http://www.enjoyfresh.eu>

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