



freshfel

EUROPEAN FRESH PRODUCE ASSOCIATION

Freshfel Headlines



Enjoy Fresh
Fruits & Vegetables

August 2014 - September 2014

FRESHFEL EUROPE POLICY MEETING AND AGM ON 7 OCTOBER 2014

Freshfel will hold its Annual General Meeting (AGM) and a Policy Meeting on 7 October 2014 in Brussels. The meeting takes place at a key moment as the new European Parliament takes up its new five-year term. It provides a unique opportunity to review the key dossiers on the European agenda that affect the day-to-day operations in the fresh produce sector. Several high-level speakers including Prof. Olivier de Schutter, former United Nations Special Rapporteur on the right to food, and Joeri van den Bergh, author of the book "How Cool Brands Stay Hot. Branding to Generation Y", will stimulate thoughts on the geopolitical and societal changes that influence the daily business of the sector. The statutory Freshfel AGM will take place in the afternoon as part of the event. In the evening, participants are invited to a discussion in the European Parliament hosted by Giovanni la Via MEP, chair of the Parliament's ENVI Committee (Environment, Public Health and Food Safety) to discuss the priorities of the Parliament in its new five-year term.



Further information is available through the website www.freshfel.org/annual-event.

The Freshfel Policy Meeting and AGM are made possible by the sponsorship of



CHANGES IN THE FRESHFEL SECRETARIAT



Left Freshfel and Europatat as of 30 September 2014: Frédéric Rosseneu



New Europatat Secretary General: Raquel Izquierdo de Santiago

After eight years with Freshfel and later with the European Potato Trade Association (Europatat) based in the same office, Frédéric Rosseneu has left the association at the end of September 2014. He will take up a new challenge at the beginning of October but remains within the fruit and vegetable sector. Frédéric Rosseneu has been succeeded as the Secretary General of Europatat by Raquel Izquierdo de Santiago, who was until now Director for Food Law, Nutrition and Health in the Freshfel secretariat.

WORLD FOOD MOSCOW



More than 30 participants were present in the meeting with the EU delegation during World Food Moscow

As in previous years, Freshfel participated in a meeting with the EU delegation in Moscow during the World Food Moscow in September. The fair was overshadowed by the Russian import ban of fresh produce from the European Union which Russia had imposed on 6 August 2014 for the duration of one year. At the meeting with the EU delegation, Freshfel members and delegates from different EU member states discussed the impact of the ban for EU exporters, the way forward for trade relations with Russia and alternative outlets for EU fresh produce. Freshfel members also participated in the fair, even though many fruit and vegetable showcases remained empty.

JOSÉ ANTONIO GARCÍA ELECTED CHAIR OF EU CIVIL DIALOGUE GROUP FOR FRUIT AND VEGETABLES

After a reform of the Advisory Groups in DG Agriculture (which are now called Civil Dialogue Groups), José Antonio García from Ailimpo, member of the Freshfel board, was elected chair of the Civil Dialogue Group on Fruit and Vegetables. The mandate will be valid for one year and can be extended by another year. At its first meeting on 1 October, the Civil Dialogue Group reviewed questions related to the Russian import ban of EU fruit and vegetables, the implementation of the Common Agricultural Policy, the EU plant health reform and several related issues.



José Antonio García from Ailimpo was elected chair of the EU civil dialogue group for fruit and vegetables.

FRESHFEL PRESENTATION DURING COMMISSION VISIT TO PORT OF ANTWERP

In September, officials from the organic farming unit of the European Commission and different national authorities visited the Port of Antwerp to inform themselves about fruit import operations. As part of the organic farming reform, the Commission is currently developing electronic organic certificates which should then replace the paper organic certificates. During the visit, Freshfel gave a presentation with some feedback regarding the organic farming reform. The Freshfel position paper on this issue will be available after the next meeting of the Organic Farming Working Group, scheduled for 8 October 2014.



Officials from the European Commission informed themselves about the fruit import operations at the Port of Antwerp.

FRESHFEL PRESENTATION ON LETTUCE PRODUCTION, TRADE AND CONSUMPTION

Freshfel was invited to give a presentation at a symposium in Belgium about salads in (r)evolution. The seminar was attended by 100 delegates. Freshfel's presentation focuses on production, EU internal trade and EU international trade as well as supply and consumption trends.



Freshfel is now on 

See the Freshfel Europe company page at <https://www.linkedin.com/company/freshfel-europe>