

FRESHFEL EUROPE POLICY MEETING AND AGM ON 7 OCTOBER 2014

FRESHFEL EUROPE POLICY MEETING

7 October 2014 in the
Stanhope Hotel in Brussels
[www.freshfel.org/annual-
event](http://www.freshfel.org/annual-event)



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Freshfel is glad to invite you to the Freshfel Europe Policy Meeting on 7 October 2014 in the framework of the Freshfel AGM. The meeting takes place at a key moment as the new European Parliament takes up its new five-year term. It will provide 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. 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), will give participants an insight into the priorities of the Parliament in its new five-year term. The statutory Freshfel AGM will take place in the afternoon as part of the event.

The invitation for all participants and sponsors is available here: <http://bit.ly/freshfelinvitation2014>. Further information is available through the website www.freshfel.org/annual-event where participants can also



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FRESHFEL PRESENTS SPS EXPORT PROBLEMS AT EU-US STAKEHOLDER EVENT



In his presentation, Freshfel General Delegate Philippe Binard highlighted the hurdles for fresh fruit and vegetable exports on both sides of the Atlantic.

At a stakeholder event with the negotiators of the EU-US free trade agreement (TTIP), Freshfel gave a presentation on the hurdles for the fresh fruit and vegetables trade between the EU and the US. Freshfel's General Delegate Philippe Binard highlighted the concerns affecting both EU exporters (plant health) and EU importers (food safety) given on-going differences of legislation between the EU and the US. Addressing these SPS market access issues on both sides would be a pre-requisite for any progress on a Free Trade Agreement. Other agricultural sectors also presented their views highlighting similar problems, namely the complex authorisations and pre-clearance scheme of the US (plant and veterinary issues), the stricter EU food safety legislation, the greater level of environmental and societal concerns in the EU driven by consumers and the more advanced position of the US for technology. In the presentation, Freshfel recalled the positive effects of a wide variety of available fruit and vegetables for consumers on both sides of the Atlantic as a way to turn around the increasing levels of obesity.

FRESHFEL WORKING GROUP DISCUSSES ORGANIC FARMING PROPOSAL



At the first meeting of Freshfel's Organic Agriculture Working Group, participants held a deep and productive exchange about the new organic farming proposal of the Commission as well as other issues related to organic farming. Like other organisations in the agri-food sector, Freshfel has a number of profound concerns about the Commission's organic reform proposal which is now debated by the Council of Ministers and the European Parliament. During the meeting, representatives from Copa Cogeca and the International Federation of Organic Agriculture Movements (IFOAM) presented the work of their organisations and allowed for a good exchange with the members of the working group.

AGRI-FOOD CHAIN ROUNDTABLE DISCUSSES PLANT PROTECTION

Together with other Brussels-based European organisations, Freshfel participated in the quarterly agri-food chain roundtable meeting on plant protection. The meeting helped to discuss solutions to improve food quality, to increase transparency in the supply chain and between suppliers and consumers, and to address the lack of available substances for crop protection. The discussion was followed by a technical visit to an agricultural holding in Belgium.



VEG-I-TRADE CLOSING EVENT



Freshfel participated in the closing event of the Veg-i-Trade project in June. The research project is funded under European research framework and seeks to assess the impact of anticipated climate change and globalisation on the safety of fresh produce. At the closing event, more than 100 participants from science, European institutions and other stakeholders in the fresh produce sector discussed the impact of climate change on microbial contamination and mycotoxin production, potential adaptation scenarios to climate change, the microbiological exposure of different fruits and vegetables through contextual factors, production, storage and trade and water, as well as several other issues.

FRESHFEL PRESENTATION AT THE EU PLATFORM FOR DIET, PHYSICAL ACTIVITY AND HEALTH



Freshfel is a regular and active member of the EU platform for diet, physical activity and health. At the platform's meeting in early June, Freshfel gave a presentation on the commitments that it undertakes. There are currently three Freshfel commitments to the Platform, namely the website www.kidsenjoyfresh.eu, the bi-monthly publication "Fresh Times" that shows recent fun promotion campaigns undertaken by the sector, and the annual "Consumption Monitor", available for Freshfel members free of charge and available for purchase by non-members. The presentation also helped Freshfel to explain its advocacy message in the area of nutrition and health.



Freshfel's is now on 

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