

October 2014 - November 2014

FRESHFEL AGM DISCUSSES PRIORITIES FOR THE FUTURE

At Freshfel's AGM on 7 October in Brussels, close to 100 participants debated the fruit and vegetable sector's options for the future. The meeting sent the clear message that more efforts are necessary from the EU and from the sector to increase EU consumption and boost access to third country markets. Several renowned speakers such as Prof. Olivier de Schutter, former UN 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", presented views on how to manoeuvre the fresh produce sector out of its current situation.

Freshfel members also voted on a new Presidency. After many years in the Freshfel board, the last four of which as Vice-President and President, Philippe Henri gave the leadership of the association to Luc Clerx who will represent the tomato grower Prominent in the Freshfel board. Stephan Weist from REWE Group was elected Vice-President. Both were elected for a term of two years. The full composition of the Freshfel board can be found on the Freshfel website. After a presentation of Freshfel's latest activities by the General Delegate and the Freshfel board, the meeting ended in an evening discussion with several members of the European Parliament.

Download the
Freshfel Activity
Report 2014 at

<http://bit.ly/FreshfelAR2014>



Incoming Freshfel President Luc Clerx describes the situation of the fresh produce sector to the participants.



Outgoing Freshfel President Philippe Henri welcomes the participants of the Freshfel AGM.



From left to right: Freshfel board members Vincent Holveck (UNCGFL), Jürgen Boruszewski (Cobana Fruchtring) and Paco Borrás (Anecoop).

Joeri van den Bergh tells the participants how to reach Generation Y - young people born after 1980 - with their campaigns.



Thies Claußen (Eurofins) in conversation with Frédéric Rosseneu (Univeg).

FRESHFEL WELCOMES NEW COLLEAGUE DAPHNE VAN DOORN IN THE FRESHFEL SECRETARIAT



Raquel Izquierdo de Santiago is the new Secretary General of Europatat.



Daphne van Doorn has started working with Freshfel as Communications and Agriculture Policy Adviser.

After the departure of Frédéric Rosseneu from Freshfel (see Freshfel Headlines August - September), there have been some administrative changes in the Freshfel secretariat. Freshfel's Food Law, Nutrition and Health Director Raquel Izquierdo de Santiago has become the Secretary General of the European Potato Trade Association (Europatat) but keeps some of her previous responsibilities for Freshfel. Freshfel is also pleased to welcome Daphne van Doorn as a new colleague in the Freshfel Secretariat. As Communication and Agriculture Policy Advisor, Daphne will in particular focus on agricultural policy, statistical information and business intelligence. A Dutch national, Daphne communicates fluently in English, French and German. She reinforces the Freshfel team with substantial knowledge in European Studies, communication and statistical analysis. After a Bachelor in The Hague and a Master in Leiden University, Daphne also obtained a second Master degree in Brussels. She also has distinguished work experience in EU public affairs and policy analysis.

FAO/WHO CONFERENCE ON NUTRITION IN ROME



Pope Francis was among the speakers at the Second International Conference on Nutrition, jointly organised by WHO and FAO.

Freshfel's General Delegate Philippe Binard and Freshfel's Board Director Saida Barnat (Director Aprifel) participated in the Second International Conference on nutrition, jointly organised by FAO and WHO under the theme "better nutrition, better lives. The conference focused on malnutrition and on remedies that could be brought to this severe issue, threatening health and economies around the world. Freshfel gave a statement to the delegates from the different member states in which it urged public institutions to do much more to prevent obesity and promote the consumption of fresh produce. The Freshfel statement pointed to the fact that consumption equivalent to one piece of fruit or vegetable per person per day had been lost in Europe over the last decade and reminded delegates that the WHO has consistently insisted on the convincing evidence on the role of fruit and veg to decrease the risk of chronic diseases.

The conference also heard a number of other well-known speakers such as the Pope, Melinda Gates and the Queen of Spain.

FRESHFEL POSITION PAPER ON ORGANIC FARMING REFORM

Freshfel has published its position paper on the organic farming reform on the Freshfel website. While the Commission proposal contains many good elements such as a move to a better level playing field across Europe and an elimination of many current exceptions, Freshfel believes that several elements are not workable for the fruit and vegetable sector and should therefore be improved. This concerns in particular the proposed introduction of a very strict Maximum Residue Level (MRL) for organic products, beyond which they would automatically be declassified, and the obligation to convert farm holdings 100% to organic agriculture or lose the organic certification. At the last meeting of Freshfel's Organic Agriculture Working Group in October, Freshfel members discussed Freshfel's concerns with Martin Häusling, the Member of the European Parliament who is responsible for this file. Freshfel also exchanged views with other organic stakeholders such as the European Organic Certifiers Council (EOCC) and the European Peat and Growing Media Association (EPAGMA).

SAVE THE DATE: FRESHFEL AT FRUIT LOGISTICA 2015

Freshfel will again be represented with its own stand at the Fruit Logistica in Berlin from 4-6 February 2015. You can find the Freshfel team at stand B-14 in hall 20. As is tradition, Freshfel will again hold the Freshfel Trade meeting and the Freshfel - SHAFPE Global Citrus meeting on the eve of Fruit Logistica.

**Meet us at stand
B-14 in Hall 20**

PRESENTATION ON SPS MARKET ACCESS HURDLES TO DG TRADE SPS COMMITTEE

At the occasion of DG Trade's SPS Market Access Advisory Committee in November, Freshfel gave a presentation on the market access constraints for apples and pears in third countries. After the Russian ban on fruit and vegetable exports, the different DGs of the European Commission have established a priority list of countries where they will try to achieve better market access for agricultural products from the EU. In its presentation on apples and pears, Freshfel highlighted that many of the EU's SPS market access problems relate to countries that have a bilateral free trade agreement with the EU or are in negotiations to establish such an agreement. Efforts are ongoing to facilitate market access in several of the EU's partner countries.

FRESHFEL PRESENTATION AT THE WORLD JUICE CONFERENCE

Freshfel was invited by the European Fruit Juice Association (AIJN) to give a presentation at the occasion of the World Juice Conference that took place in Antwerp, Belgium, on 16 October. In the presentation, Freshfel's Food Law, Nutrition and Health Director Raquel Izquierdo de Santiago outlined the main challenges for the European fruit and vegetable sector that lead to declining consumption of fresh fruit and vegetables. She also presented ways in which the sector and the public institutions can respond in order to increase fresh produce consumption and bring about associated nutritional benefits for the consumers.



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