

### 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 - SHAFTE Global Citrus meeting on the eve of Fruit Logistica. Additional information is available here: <http://www.virtualmarket.fruitlogistica.de/en/Freshfel-Europe,c75749>

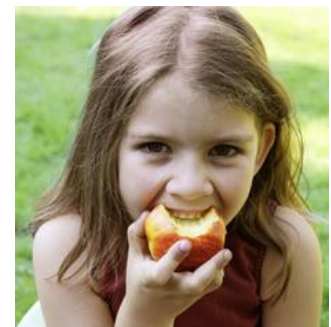
**Meet us at stand  
B-14 in Hall 20**



### FRESHFEL MEETS EUROPEAN PARLIAMENT RAPporteur FOR THE SCHOOL FRUIT SCHEME

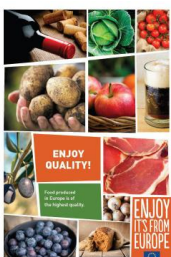
In late 2014, Freshfel General Delegate Philippe Binard and Freshfel Board Member Saida Barnat met with Marc Tarabella, the rapporteur of the European Parliament for the Commission proposal on the school fruit scheme. The meeting served to discuss Freshfel's view on the Commission proposal to merge the various schemes (fruit and veg with milk schemes) and to review other aspects of the scheme from its launch to its current development. Freshfel highlighted the relevance of the scheme to educate the youngest consumers to the taste, texture and diversity of fresh produce categories. At a time where fresh produce consumption is declining, the school fruit scheme is an important element to educate children about the importance of consuming fresh fruit and vegetables.

Shortly after the meeting between Freshfel and Marc Tarabella, the new European Commission presented its work programme for 2015. The Commission suggests that work on the merger of the school fruit and milk schemes should be put on hold with immediate effect. Instead, the Commission wants to evaluate the whole school fruit scheme for subsidiarity, proportionality and better regulation reasons as part of the CAP simplification. Freshfel continues to follow this matter very closely to ensure an ongoing efficient school fruit scheme across Europe.



### FRESHFEL REMAINS ACTIVE ON EU PROMOTION SCHEME

The regulation on the new promotion scheme for agricultural products was published in late 2014 and the EU continues work on a number of delegated and implementing acts to further specify the rules for this scheme. Freshfel is following the discussions on these acts as well as the Annual Work Programme that will set the strategic priorities for 2016, with a view to incorporate the strategic priorities of the fruit and vegetable sector into this work programme.



## FRESHFEL URGES EU TRADE COMMISSIONER TO FIGHT FOR BETTER SPS MARKET ACCESS

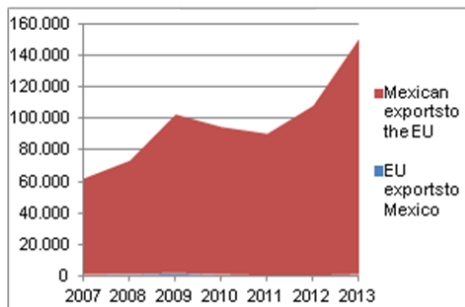


At a stakeholder meeting between European civil society organisations and Cecilia Malmström, the European Commissioner for Trade, Freshfel pointed to the difficult market access conditions for European fruit and vegetables in many third country markets. Freshfel's General Delegate Philippe Binard urged the Commissioner to be more proactive in bilateral negotiations and international institutions to achieve better phytosanitary market access. While many EU partner countries enjoy full access to the EU market, they require lengthy approval procedures for each product and EU member state before products can be exported to them. The results can for example be seen in the charts displayed below (fresh fruit and vegetable trade in T). Following the discussion with Commissioner Malmström, Freshfel met with Cécile Billaux, the expert for phytosanitary market access in the Commissioner's cabinet, to discuss these points in more detail.

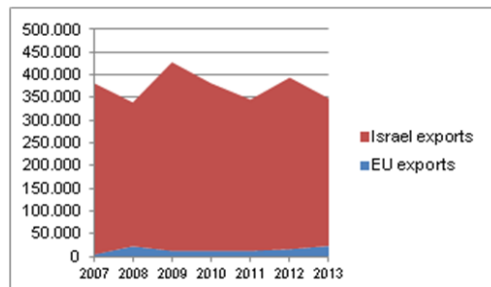
Separately, Freshfel's trade adviser André Feldhof gave a presentation to the Market Access Advisory Committee (MAAC) of DG Trade (European Commission) to inform the market access team of the Commission, member state delegations and other business organisations about the market access barriers in third countries.



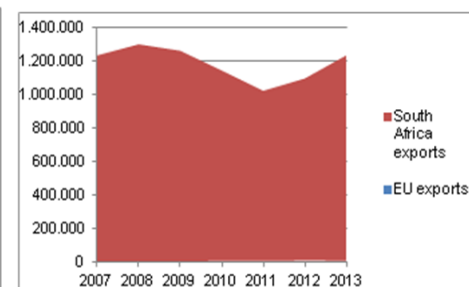
Mexico



Israel



South Africa



## FRESHFEL PRESENTATION AT CSIF GENERAL ASSEMBLY

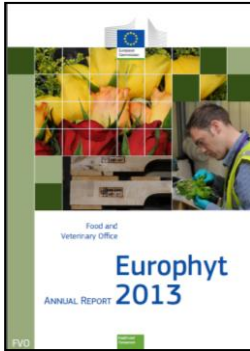
At the General Assembly of the French fruit and vegetable importers association (CSIF), Freshfel's General Delegate Philippe Binard gave a presentation on recent developments in the EU's plant health regime. He outlined the ongoing reform of the EU's base legislation on plant health (directive 2000/29) that will adjust the European plant health regime to the new size of the EU and new developments in international trade, customs procedures and active substances. Philippe Binard also presented the reinforced measures of the European Commission to achieve plant health compliance by third countries. He also outlined a number of ongoing discussions on the revision of the EU's list of quarantine organisms.



## FRESHFEL FOOD QUALITY AND SUSTAINABILITY WORKING GROUP



Freshfel's Food Quality and Sustainability Working Group met in late 2014 to discuss the latest developments on plant protection products, food hygiene and microbiological issues, labelling and several related topics. Thanks to the input from the members of the working group, solutions to such issues as guazatine and fosetyl-al can be found.



### **FRESHFEL LETTER ON EUROPHYT NOTIFICATION SYSTEM**

Following a meeting with the head of the EU's Food and Veterinary Office (FVO) in charge of the Europhyt notification system, Freshfel reminded in a letter to the FVO some aspects of the system that should be improved to secure a better functioning of the scheme and improve its transparency. As the EU is more and more securing compliance from third countries and often sets a threshold of five interceptions prior to the elaboration of stricter imports rules for non compliant products/origin, it is important that the scheme becomes more efficient and transparent. The Freshfel position is backed by the arguments put forward by the Freshfel food safety committee.

### **CUSTOMS REFORM: FRESHFEL INPUT ON BANANA WEIGHING PROCEDURE**

Freshfel met with the European Commission (DG Agriculture) in January to discuss the ongoing reform of the European customs legislation. The current legislation contains some outdated provisions about the weighing of bananas to determine the customs duty. Freshfel made some suggestions how this could be remedied. The central element is the fact that bananas need to be weighed at the port before they can be put into free circulation. However, nowadays bananas are often transported in containers and will arrive at container terminals. In these terminals, no facilities are available to extract samples of the sensitive fruit for weighing purposes. Freshfel suggested customs clearance on basis of a provisional weight so that bananas can be moved further inland where the correct weight can be determined. The Commission will consider these ideas.

### **FRESHFEL PRESENTATION ON PESTICIDE LEGISLATION**

At a two-day workshop on the current and future challenges of EU pesticide legislation organised by the European Crop Protection Association (ECPA), Freshfel's General Delegate presented the views of the fresh produce sector and the importance to meet consumer's expectation in terms of safety and confidence. Paul Hardman from South African Citrus Growers Association presented the perspective of fresh fruit exporting countries to the EU and the challenges for them to follow the developments of EU legislation as well as the complexity and importance of setting import tolerance. In the coming years, several dossiers will be on the EU's table to revise existing legislation on active substances (Regulation 1107/2009) as well as the legislation on maximum residue levels (Regulation 396/2005). In its presentation, the Freshfel General Delegate called upon EU and member states to address the issue of lack of authorisation and mutual recognition which lead to difficulties for minor use/speciality crops. He also urged to address pending gaps and greys area in the regulatory framework, to remove any legislation that might be questioned from a health perspective and to improve communication on the rules for securing a greater level of confidence by stakeholders and consumers.



**freshquality**

YOUR GUIDE TO EU FRESH PRODUCE LAW

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

## **The Fresh Quality Guide**

Your guide to all EU laws on

- product requirements for fresh fruit and vegetables
- authorised substances
- labelling rules
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