



# Fresh Fruit & Vegetables for Europe's Future

**Freshfel Europe's Priorities  
for the EU Institutions  
2019-2024**



# Fresh fruit & vegetables give Europe a strong, healthy future.

The EU's fresh fruit & vegetable sector has an estimated turnover of more than 200 billion euros, creating 5 million direct & indirect jobs.




F&V produced in the EU = 125 million T (80 million T for fresh market)

F&V consumed in Member States where they are grown = 50 million T

Intra-EU F&V market trade = 30 million T = >€30 billion

F&V exports to 140 third country destinations = 5 million T = €4.8 billion

Complementary tropical & counter-seasonal F&V imported to EU from 130 destinations = 16 million T = €17 billion



**Freshfel Europe represents the largest number & geographic coverage of the EU fresh fruit & vegetable sector:**

- **30 national/regional/product associations**, themselves representing a large diversity of small, medium & large companies.
- **65 major EU-based fresh fruit & vegetable cooperatives** of companies producing, trading or retailing fresh fruit & vegetables.
- **30 service provider associated members**, including logistics providers, laboratories, packaging manufacturers & plant protection companies.
- **15 non-EU associated members** representing associations trading with European business operators.

**Freshfel Europe, the European Fresh Produce Association, is the forum for the fresh fruit & vegetable supply chain in Europe & beyond.**

Freshfel Europe ensures the European fresh fruit & vegetable sector is dynamic, supplying healthy products using the highest quality, safety, environmental & social standards to meet consumers' changing needs.

Founded in 2001 consolidating organisations dating from the 1960s, Freshfel Europe has a vertical membership structure with members from across the entire supply chain, including producers, traders, wholesalers, importers and exporters, logistics providers & retailers.

**Europe is the global leader in the fresh fruit & vegetable industry.**



**Our mission is to:**

- ✓ **Improve the efficiency & competitiveness of the sector.**
- ✓ **Create the highest safety & environmental standards.**
- ✓ **Advance research & innovation in fresh produce.**
- ✓ **Facilitate international trade of fresh produce.**
- ✓ **Promote the benefits of consuming fresh produce for health & the environment.**

# Fresh fruit & vegetables

Fresh fruit & vegetables are healthy, delicious products with a high consumption recommendation of at least 400g per capita per day (WHO). They also have low environmental impact production & widely contribute to both the EU economy & the global Sustainable Development Goals. Despite this, 21 Member States are not reaching this minimum consumption level with the average EU consumption currently stagnating at 348.14g per capita per day.


**We need your support to ensure fresh fruit & vegetables remain an essential part of European consumers' sustainable diet.**



# Fresh F&V in all policies

Fresh fruit & vegetables play a key role in Europe's ambitions to protect the planet, provide healthy prosperous lifestyles to all & meet the Sustainable Development Goals.

A fresh fruit & vegetables-in-all-policies approach should be taken by all policy makers at local, regional, national & European levels.



**Policy makers must ensure that Europe stimulates a higher level of fresh fruit & vegetable consumption as part of a low environmental impact plant-based diet.**

By helping better position the sector policy makers will achieve forward-thinking coherent policy that will future-proof our planet & meet consumers' expectations now & into 2030.

The beginning of this path is an ambitious & effective European Green Deal that incorporates a fresh fruit & vegetables-in-all-policies approach.

# The Common Agricultural Policy (CAP)

The prosperity of the horticultural sector is dependent on a well-functioning CAP & Common Market Organisation (CMO). The fruit & vegetable sector only receives 3% of CAP funds despite representing 20% of the value of EU agricultural output.

By designing the future CAP smartly the EU can address citizens' concerns & achieve a triple-win for the environment, the economy & consumer health.

We ask policy makers to:

- ✓ Increase the attractiveness of CMO tools, especially for producer organizations with operational programmes so that they have a simplified framework & clear guidelines to provide legal clarity.
- ✓ Help the CAP encourage healthy diets by making fruit & vegetables easily available & accessible to all consumers through promotion opportunities & the EU School F&V Scheme.
- ✓ Safeguard the CAP's funding to stimulate research & innovation through Horizon Europe so the EU fresh fruit & vegetable sector may meet production challenges & societal concerns & be at the forefront of international business developments.



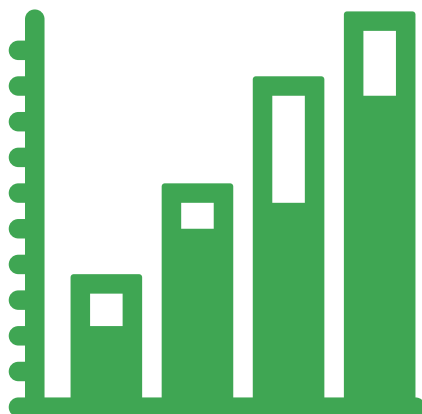
# Trading in the single market

Intra-EU trade supplies European consumers with 32 million tonnes of fresh fruit & vegetables worth €35 billion each year & has long since been the key to the sector's success.

Despite its integration into the Single Market, fresh fruit & vegetable trade continues to face technical constraints due to a lack of harmonization across Member States in official controls, food safety, tax systems & e-commerce legislation.

**We ask policy makers to:**

- ✓ **Continue to harmonize technical trade regulations at Member State level.**
- ✓ **Ensure a harmonized implementation of the current Official Control Regulation 2017/625. This includes an equal approach to documentation, administration requirements & fee structures.**
- ✓ **Maintain the development of a common electronic environment for official controls & foster integration into a broader Single Customs Window environment.**
- ✓ **Improve assistance to Member States during implementation periods, prioritizing simplicity & trade facilitation.**

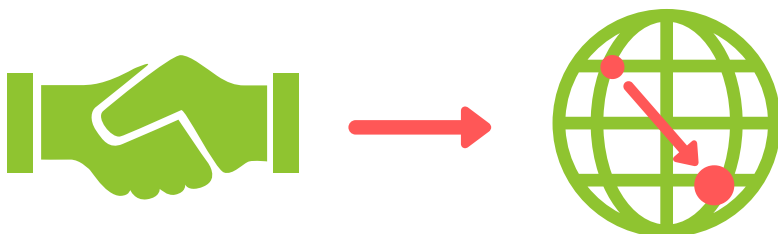


# Global trade

The EU is a competitive & attractive international trading partner supplying fresh fruit & vegetables to consumers around the globe year-round. Fresh fruit & vegetable imports into the EU & exports to non-EU countries contribute to global sustainable economic development & are a significant source of employment along the supply chain, not only in the EU but in many countries worldwide.

**We ask policy makers to:**

- ✓ **Prioritize international standards & harmonization on food safety & SPS matters through reinforced presence at the UNECE, IPPC & CODEX.**
- ✓ **Secure reciprocal treatment in market access conditions & challenging export protocols while preventing F&V from being targeted in trade dispute retaliations.**
- ✓ **Strengthen cooperation between Member States to overcome SPS barriers & accelerate market access to priority markets, such as China, India, Japan, South East Asia & Mexico.**
- ✓ **Prioritize sustainability & societal health concerns in trade negotiations.**
- ✓ **Support the implementation of plant health & food safety requirements for developing countries exporting to the EU.**





# The F&V supply chain

Representing the whole European fresh fruit & vegetable supply chain Freshfel Europe has a unique & complete view of the strengths & challenges of the fresh produce supply chain.

The fresh fruit & vegetable supply chain is well-functioning as a result of consistent dialogue & a collective approach taken by actors across the chain. Long, well-established relations between actors in the supply chain has consequently built consumer confidence in fresh fruit & vegetable products.

Communication across the chain is supported by the EU Institutions' recent efforts to increase market transparency & provide instruments for the sector to better access production & trade trends, such as the new Market Observatory for Fruit & Vegetables.

**Supply chain thinking must be continued to be prioritized to support a robust European fresh fruit & vegetable sector into 2030!**



# A dynamic circular economy

Environmental, social & economic sustainability is at the core of the fruit & vegetable sector's business – fruit & vegetables are some of the most sustainable products on the food market.

Circularity is key to achieving a greener & more sustainable Europe. To achieve an accelerated transition to a carbon neutral circular economy the sector's efforts must be supported by closed loop policy approaches.

We support a cohesive approach to circularity through an intelligent Circular Economy Action Plan & a robust 'Farm to Fork' strategy for sustainable food involving every actor in the supply chain.

**We ask policy makers to:**

- ✓ **Help the CAP promote healthy diets by making nutritious products, such as fruit & vegetables, easily available & accessible for all consumers.**
- ✓ **Enhance the sector's competitiveness through efficient initiatives that will generate sustainable growth & nurture Europe's environmental assets.**
- ✓ **Prioritize circular packaging design without compromising on food safety & promotion opportunities.**
- ✓ **Stimulate best practice food loss & waste prevention actions across the supply chain.**



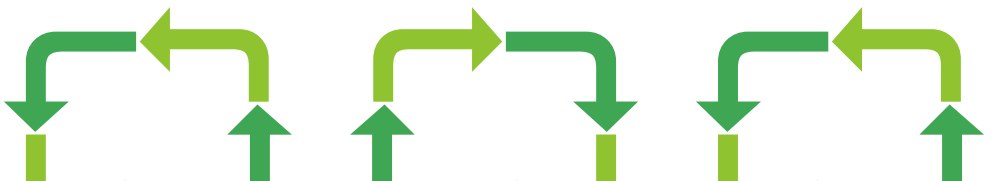
# Solutions for sustainable production & trade

Taking a systemic approach in the fresh fruit & vegetable sector to achieve European ambitions to protect our planet involves finding & implementing sustainable solutions throughout the entire supply chain.

The sector is continually investing in solutions to cope with emerging challenges linked to sustainability concerns. However these efforts are often hampered by regulatory trade demands. Policy makers should prioritize systemic sustainable solutions in a coherent policy framework.

**We ask policy makers to:**

- ✓ **Ensure operators have access to sustainable & effective solutions while following the European Commission's priority of 'zero pollution'.**
- ✓ **Prioritize plant health to prevent food loss pre-harvest through the new plant health & official controls legislation as well as the 2020 International Year of Plant Health.**
- ✓ **Identify, act on & monitor science-based plant health threats & non-compliance without restricting safe trade.**
- ✓ **Stimulate sustainable production through clear & transparent organic regulation & further incentivize IPM to build trust among consumers.**



# A coherent F&V toolbox

The fresh fruit & vegetable sector is continually expanding its toolbox of measures to provide high quality nutritious products to consumers & other food streams to meet their quality requirements & prevent food loss & waste. This ranges from efforts during production to trade & to retail. With little policy coherence being foreseen these tools often conflict with each other hampering their effectiveness.

Policy makers need to formulate policy coherently & holistically so that the sector's efforts in one area are not being constrained by another.

**Coherence throughout EU policies is a must!**



# Digitalization of the F&V sector

Fresh fruit & vegetable are highly perishable products. Efficiency, speed & traceability are vital to the good functioning of the supply chain. As a result, technological solutions are increasingly being used to advance operations to ensure customer satisfaction.

Over the last five years digitalization has slowly transformed the sector's traditional business models. However, businesses are often hampered by fragmented digitalization structures that are not being widely disseminated & tailored to the needs of the sector.

**We ask policy makers to:**

- ✓ **Consult the sector to understand how to guide it towards digitalization & uptake of digital farming techniques.**
- ✓ **Identify digitalization as an EU priority in the CAP, Horizon Europe & European Innovation Partnerships so all actors in the supply chain may digitize.**
- ✓ **Improve traceability systems to foster the digital transformation of the fresh fruit & vegetable sector.**
- ✓ **Finalise the Digital Single Market to ensure trading security through policy coherence between official controls & marketing standards regulations.**



# A healthy Europe with F&V

Fruit & vegetables have one of the highest consumption recommendations of all food categories of at least 400g per day per capita (WHO) due to their undisputed health & nutrition benefits, such as obesity & non-communicable disease prevention. A health-focused approach is needed to achieve & sustain increased fruit & vegetable consumption across Europe to ensure the good health of all citizens as advocated by the 2017 Tartu Call for a Healthy Lifestyle.

Our 2018 Thematic Network Joint Statement, endorsed by 42 agri-food & health stakeholders, demonstrated that this is possible through 43 recommendations comprising economic, social, environmental, communication & cooperative action.

## We ask policy makers to:

- ✓ Better position fruit & vegetables through high quality & flexible promotion funding opportunities that match the sector's needs, e.g. maintaining the specific fruit & vegetable agri-promotion budget line.
- ✓ Empower consumers to make healthy diet choices through education, including continuing the EU School Fruit and Vegetable Scheme & discussing best practices at Member State level.
- ✓ Facilitate the sector in making claims about the 'healthfulness' of fruit & vegetables & retain fruit & vegetable consumption as a continuous priority area in expert steering groups.



# Fresh fruit & vegetables need your support!

The European fresh fruit & vegetable sector needs you to ensure that fresh fruit & vegetables remain an essential part of European consumers' sustainable diet.

We ask policy makers to **SPEAK UP** about fresh fruit & vegetables!

- ✓ Extensive range of delicious, healthy & nutritious products.
- ✓ High consumption recommendation - 400g per capita per day.
- ✓ Undisputed health benefits, especially for disease prevention.
- ✓ Low environmental impact production.
- ✓ Widely contribute to the EU economy, creating 5 million jobs.
- ✓ Will help achieve the global Sustainable Development Goals.





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