



freshfel

EUROPEAN FRESH PRODUCE ASSOCIATION

Representing the European
fresh fruit and vegetable supply chain
in Europe and beyond



• WHO WE ARE

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

As the umbrella organization for the fruit and vegetable sector, **Freshfel Europe represents more than 150 members from across Europe along the whole supply chain**, from producers to retailers to wholesalers and traders.

Freshfel Europe also serves as a networking platform for dialogue between its members, and facilitates contact among representatives across the sector.

FRESHFEL EUROPE ENSURES A DIVERSE AND SUSTAINABLE EUROPEAN FRUIT AND VEGETABLE SECTOR



FRESHFEL EUROPE SECURES A ROBUST AND POSITIVE EU REGULATORY ENVIRONMENT FOR FRESH PRODUCE

• OUR MISSION

- Improve the **competitiveness** of the European fruit and vegetable sector
- Facilitate **international trade** of fresh produce
- Assist members to comply with **safety, environmental and CSR standards**
- Secure a favourable environment to **promote the benefits of fresh produce** and share best practices
- Position the sector towards the latest **research and innovation** findings
- Stimulate **consumption** of fresh produce

• WHAT WE DO

The Freshfel Europe Secretariat is based in **Brussels, the heart of European policy-making.** Freshfel Europe is in continual contact with its members and the European institutions, **ensuring that the fruit and vegetable sector and its interests are well represented and have a strong voice in Europe and globally.**

Alongside policy and decision-making, Freshfel Europe works to stimulate the supply of healthy and delicious products, which comply with **the highest quality, safety, environmental and social requirements** for the benefit of consumers.

Freshfel is active in an extensive range of EU fruit and vegetable policy and non-policy areas including: food and plant safety, trade and market access, research and innovation, promotion and consumption, and sustainability.

FRESHFEL EUROPE IS HIGHLY ACTIVE ACROSS ALL ASPECTS OF THE WHOLE SUPPLY CHAIN



• BECOMING A FRESHFEL MEMBER

Freshfel Europe membership is open to companies and associations from the fresh produce sector and related industries from across Europe and beyond.

To become a member, visit the Freshfel Europe website where the application form can be found.

• CONTACT US

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#FruitVeg4You



FRESHFEL EUROPE MEMBERS

