

A New Decade for Freshfel Europe

Fruit & vegetables leading a
healthy & sustainable future

ONLINE

**Freshfel Europe
2021 Annual Event**



Freshfel Europe Annual Event 2021 Programme

4 June 2021, 10:00-13:00 CEST

10:00

Welcome

Moderator Jean Paul Judson (Now More)

10:05 – 10:40

Freshfel Europe's journey since the turn of the century from Kai Krasemann to Stephan Weist

- Freshfel Europe's achievements - *Freshfel Europe General Delegate Philippe Binard*
- Reflections from Freshfel Europe's 1st & current Presidents - *Kai Krasemann, Freshfel Europe President Stephan Weist & Freshfel Europe General Delegate Philippe Binard*

10:40 – 11:30

Sustainability: from a buzz word to reality

- The European Green Deal & Farm to Fork Strategy's sustainability ambitions - *European Commission DG SANTE Deputy Director General Claire Bury*
- Agricultural policy supporting sustainable production & consumption of fresh produce - *European Commission DG AGRI Deputy Director General Michael Scannell*
- Freshfel Europe Board testimonies

11:30 – 12:15

Consumer responses and expectations in the next decade

- The UN International Year of Fruits & Vegetables 2021 - *FAO Deputy Director General Beth Bechdol*
- Food trends 2021: the new normal - forced changes & desired results - *Future Food Studio Hanni Rutzler*
- Freshfel Europe Board testimonies

12:15 – 13:00

Is financial business supporting fresh produce sector growth?

- Current & future financial climate for fresh produce, a Northern Europe perspective - *Rabobank Senior Analyst Fruit, Vegetables, Floriculture Cindy van Rijswijk*
- Current & future financial climate for fresh produce, a Southern Europe perspective - *Santander Group, Agribusiness Director Lorena Ruiz Ponce*
- Freshfel Europe Board testimonies

13:00

Closing

Testimony from the Freshfel Europe Board for the next 10 years - *Freshfel Europe President Stephan Weist*

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