

OUR MOMENTUM IS NOW

Time to take the lead!



Strategies for creating cross-community awareness for plant-based diets as part of the solution for a sustainable and healthy future

It is now time to unite and work on our common strategy, to bring the focus of politicians, businesses and communities to plant-based diets as essential part of a sustainable future.

Join the European fruit and vegetable sector on 18 May 2022 to get together with fresh fruit and vegetable sector leaders and key decision makers influencing policy in the EU arena from across Europe. Preceded by **17 May** – “Where shall we begin...Fruit and Vegetables Reunion Night” – Catching up with the sector’s decision-makers at the pre-conference cocktail evening.

AGENDA TOPICS:

- **Internal reflections:** Strengthening sector confidence and developing strategies for ensuring a visible and influential fruit and vegetable sector in the sustainability debate
- **Reality check:** Are we as sustainable as we believe?
- **External communication:** Tackling fragmentation - unifying the sector’s message to policy makers
- **Consumption:** Eating habits after the Instagram era – strategies to shape global eating habits

PROGRAMME

Pre-Conference Networking Evening: A long-awaited catch up with the sector's leaders and the EU policy decision-makers

Freshfel Europe Annual General Meeting:

- For members only

Freshfel Europe Public Conference:

- Full speaker details will be announced shortly focusing on opportunities and challenges for the European fruit and vegetable industry in the current sustainability debate between the European Green Deal and the sector's self-perception on sustainable production and trade



PLUS:

“FV4MILLENNIALS”

Press event & workshop of EU promotion campaign with Interfel/Aprifel, AIB, Bord Bia and Freshfel Europe



FRESHFEL SPONSORSHIP AND BENEFITS



Promote your organisation to Freshfel Europe's extensive network of industry leaders and decision makers. Demonstrate that you share the voice of the sector. The sponsorship fee of €2500 includes many benefits:



- A full page, 4-colour advert in Freshfel Europe's annual Activity Report, which is widely distributed to industry players and key decision makers
- Your logo on the Annual Event banner and other event materials
- Your logo displayed on the event website
- Free Annual Event participation for 2 delegates
- Company brochure placement



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REGISTRATION Complete the online registration form via the Freshfel Europe website at <https://freshfel.org/annual-event/registration>