



freshfel

EUROPEAN FRESH PRODUCE ASSOCIATION

Membership Information 2024



About Freshfel Europe

Freshfel Europe is the umbrella organisation for the fresh fruit & vegetable supply chain in Europe & beyond.

Founded in 2001, Freshfel Europe represents the whole fresh fruit & vegetable supply chain, including producers, traders, wholesalers, importers & exporters, logistics, service providers & retailers.

Freshfel Europe is the main sector representative body in EU decision-making. Freshfel Europe represents the common interests of the supply chain for the benefit of the fresh produce sector & consumers.

Freshfel Europe works closely with the European institutions in EU-level policy-making as well as with global organisations including FAO, WTO & UNECE on international issues.

Freshfel Europe is governed by a Board consisting of 25 full members. The Freshfel Europe Secretariat is based in Brussels, Belgium and is a non-profit association under Belgian Law registered in the EU Transparency Register.

Freshfel Europe's members

Freshfel Europe has 121 members based across Europe & globally. This excludes Freshfel Europe's members' branches, satellite and subsidiary companies.

Freshfel Europe members are leading EU & global fresh produce stakeholders with a drive to be at the forefront of the sector, including companies, interbranch organisations, national associations, sectorial & product organisations & service providers.

Freshfel Europe membership is divided into full members, including those stakeholders with direct activities with fresh produce, and associated members, including those stakeholders with indirect activities with fresh produce.



All Freshfel Europe members benefit from the same advantages regardless of membership type. Freshfel Europe's membership is available at www.freshfel.org.

Freshfel Europe members are the forefront of fresh produce sector developments

Continually gain knowledge

- Timely updates on the European & global fresh produce policy-making.
- Bespoke personal advice on technical EU legislation & legislative developments from Freshfel Europe's team of policy experts.
- Exchange with players right across the supply chain from across Europe & beyond providing you with invaluable knowledge & insights.
- In-depth information on European legislative proposals, implementation, implications & procedures.

Increase your business potential

- Increase your business potential through intelligence gathering on current legislative processes.
- Contribute to common positions on European legislation to achieve harmonization across Europe.

Have exclusive data access

- Exclusive & free access to European & global production, trade & consumption statistical data online to inform your business decisions.
- Free access to the annual Freshfel Europe Consumption Monitor normally for purchase at €2.500.

Get your voice heard

- Have direct & face-to-face exchanges with European Commission officials in charge of legislative developments.
- Contribute to Freshfel Europe's activities & make a difference to the future of your business.
- Enhance the visibility of your business within the supply chain at EU level.

Network & connect with leading stakeholders

- Network with the sector's leading players at Freshfel Europe events, free to Freshfel members.
- Connect with like-minded business professionals through knowledge sharing in Freshfel Europe meetings & discussions.

Be a sector leader

- Stand out & get noticed as an active member of the EU & global fresh produce community.
- Preferential & free access to Freshfel Europe's exclusive working groups, topical events & Annual Event.





Become a member of **Freshfel Europe,
the European Fresh Produce Association!**

**Freshfel Europe is the leading EU &
global association for the fresh fruit &
vegetable industry.**

Be part of this unique EU-wide & global network to:



Increase your business potential



**Get your voice heard at EU & international
levels on key on-the-ground & policy issues**



Freshfel Europe membership benefits

All Freshfel Europe members have access to the following Freshfel Europe resources as part of their membership:

Tailored regulatory & non-regulatory information provision:

- Bespoke personal advice on regulatory and non-regulatory developments from Freshfel Europe's Secretariat of six full-time multilingual policy & data experts.
- Technical support & solution finding on production, intra-EU & global trade, market access, food safety, food quality, plant health, sustainability, organic, promotion, digitalisation & e-commerce.
- Weekly Freshfel Europe newsletter highlighting important sector & regulatory developments to inform your business decisions & operations.
- Crisis communication support
- Latest sector data:
- Access to Freshfel Europe's online statistical database of EU & global production, trade & consumption data.
- Freshfel Europe Consumption Monitor Report (free, normally for purchase at €2.500) published annually.

Platforms for policy & topical exchange:

- Freshfel Europe's Webinar Series on pertinent topical sector developments for valuable exchange across the supply chain.
- Freshfel Europe's Annual Trade Meeting providing key sector trade data & trends.
- Freshfel Europe's Food Quality Working Group dedicated to exchange on sector food quality & safety issues.
- Freshfel Europe's Sustainability Working Group dedicated to exchange on environmental, economic & social sustainability issues.
- Freshfel Europe's Environmental Footprint Working Group dedicated to exchange on common sector environmental footprint initiatives.
- Freshfel Europe's Interbranch Organisation Committee as a forum for dialogue between IBOs across Europe.
- Freshfel Europe's Wholesale Committee as a forum for dialogue between wholesalers across Europe.

Networking opportunities:

- Freshfel Europe's Annual Event, a major networking event in the sector calendar.
- Access to Freshfel Europe's network of EU-level associations & global organisations.

Sector News

- Weekly fresh produce sector press review.
- Bimonthly Freshfel Europe Fresh Times publication on promotion initiatives & inspiration.
- Bimonthly Freshfel Europe Headlines publication on the Association's activities.



Freshfel Europe membership fees

Freshfel Europe membership fees are paid on an annual basis commencing from the date of joining.

Freshfel Europe membership is divided into 14 categories, categories A to N.

Membership category is allocated based on the applicant's:

1. Status as either a company or association;
2. Location in Europe or outside of Europe, and
3. Turnover.



Freshfel Europe 2024 membership categories and corresponding fees

Company	European Fresh produce ⇒ FULL MEMBERSHIP	A	with a turnover of > 50 mil € and up to 10 branches	15.820 €
		B	with a turnover of > 50 mil € and up to 6 branches	11.045 €
		C	with a turnover of > 25 mil € and up to 3 branches	5.555 €
		D	with a turnover of < 25 mil € or cie with headquarters located in EU accession countries	2.420 €
	Other companies, regardless of their location ⇒ ASSOCIATED MEMBERSHIP	E	with up to 3 branches	3.960 €
		F	with a turnover of < 25 mil € or cie with headquarters located in EU accession countries	2.420 €
Association	Associations representing the interests of European fresh produce companies ⇒ FULL MEMBERSHIP	G	with a budget > 400 000 € representing various segments of the trade	18.560 €
		H	with a budget 200 000 – 400 000 € representing one segment of the trade	7.905 €
		I	multiproduct associations with an interest in the fresh produce sector	7.905 €
		J	with a budget < 200 000 €	4.790 €
	Other associations regardless of their location ⇒ ASSOCIATED MEMBERSHIP	K	other associations or organisations – maximum support	6.315 €
		L	other associations or organisations – medium support	4.790 €
		M	other associations or organisations – minimum support and associations located in EU accession countries	3.260 €
		N	International associations	28.000 €

On applying for membership, applicants agree to pay the annual contribution fee and to collaborate towards the objectives of the Association in compliance with the Freshfel Europe Articles of Association.

More information

More information about Freshfel Europe and Freshfel Europe membership is available via the Freshfel Europe website at www.freshfel.org.

If you can't find the information you're looking for, please contact the Freshfel Europe Secretariat directly.



Contact Freshfel Europe

For all membership queries, please contact Freshfel Europe General Delegate Philippe Binard and/or Freshfel Europe International Membership & Marketing Support Manager Linda Bloomfield.



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For all general queries, contact the Freshfel Europe Secretariat at info@freshfel.org