

Activity Report 2026

Freshfel Europe’s Activity Report is published annually at Freshfel Europe’s Annual Event

This Activity Report covers the period of May 2025 to April 2026. It reviews the areas of work and activities of Freshfel Europe over the past 12 months. More importantly, it evaluates the achievements of the association. It also identifies new challenges and opportunities that are arising from the new European legislative term 2024-2029. Freshfel Europe’s activities are dedicated to building a brighter future based on the “power of fruit and vegetables” to boost the category based on its strong assets. This report highlights the actions and efforts of the Association to represent and advocate solutions that work for the entire European fresh fruit and vegetable supply chain, from production to retail. The activities were guided by priorities identified by the members and coordinated by the Secretariat under the leadership of President Salvo Laudani, assisted by the two Vice-Presidents Anders Lind and Frédéric Rosseneu, and General Delegate Philippe Binard. The work of Freshfel Europe would not have

been possible without the leadership of the Board at large, nor the active involvement of all the members in the meetings and day-to-day collaborative work, based on confidence and mutual understanding. Business advice, operational knowledge, and production, trade, logistics and retail insight perspectives contribute to the professional work and advocacy of Freshfel Europe. The strength and reputation of Freshfel Europe are built through the invaluable input of members across the fresh produce supply chain, constantly keeping the specifics of fresh fruit and vegetables at the centre of priorities. Freshfel Europe is a membership-driven association. Engagement of the members for a better future is essential. All companies and associations with an interest in building a stronger and more resilient sector for the European fruit and vegetables sector are invited to join forces with Freshfel Europe for mutual benefits and to further reinforce the voice of the sector at the European level.

The Freshfel Europe Presidency Team



President
Salvo Laudani



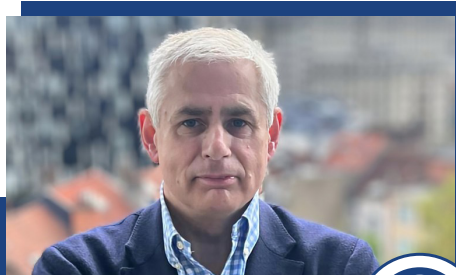
Vice President
Frédéric Rosseneu



Vice President
Anders Lind



Treasurer
Marc de Nayer



General Delegate
Philippe Binard



“I would like to thank the Presidency Team, the Board, all members and the Secretariat for their continued support in helping Freshfel Europe represent the common interests of the entire European fresh fruit and vegetables supply chain for the benefit of all stakeholders and consumers.”



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Words from the President

A sector at a turning point

As I come to the end of my four-year mandate at the head of our Association, I do so with a deep sense of gratitude and humility. It has been a true honour to serve a sector that is not only vital to Europe's economy, but essential to the well-being of its citizens and for the planet. These past years have been anything but ordinary. We have navigated an era shaped by climate threats, regulatory uncertainty, economic pressures, and geopolitical instability, business drivers that have tested our resilience and challenged our ability to adapt.

Yet, in the face of these uncertainties, the fresh produce sector has not stood still. On the contrary, it has actively sought to position itself as part of the solution to some of the most pressing societal concerns of our time. Fruits and vegetables, by their very nature, offer high nutritional value with a comparatively low environmental footprint and very efficient and respectful use of land. Fresh fruit and vegetables are uniquely placed at the intersection of health and sustainability. And still, too often, their contribution remains under-recognised in policy discussions. This is something we must urgently address with clarity, evidence, and conviction, with a much stronger narrative towards both policy markets and consumers.

This moment is also a special one in the history of Freshfel Europe, as we celebrate our 25th anniversary. Over a quarter of a century, the Association has built a strong and respected reputation, grounded in professionalism, in its ability to unite actors across the entire supply chain, giving a coherent and credible voice to our sector at the European level and beyond. This collective achievement is something we can all take pride in and be happy to have contributed to.

Anniversaries are not only a time for reflection, they are also an opportunity for a call to action. We must not rest on our laurels. The challenges ahead require us to further strengthen our advocacy, to sharpen our message, and to ensure that the role of fresh produce is fully recognised in shaping future policies. Our sector deserves to be granted positive discrimination. It has so much to offer, and it is our shared responsibility to make that contribution visible and impactful.

With this in mind, a forward-looking manifesto has been prepared by the Freshfel Europe Board to guide the sector over the next five years. It sets out clear priorities and ambitions, reflecting both the opportunities and the responsibilities that lie ahead. I am confident that this roadmap will provide a strong foundation for continued progress.

As I hand over the leadership to a new team, I do so with great confidence in their ability to build on what has been achieved and to take our sector even further. The fresh produce sector is, at its core, a remarkable one, rich in diversity, driven by passion, and delivering products that are as beneficial as they are essential. They are "public goods".

"It has been a privilege to serve this great and fascinating sector. I leave my position as President with pride in what we have accomplished together, and with optimism for what lies ahead."



President of Freshfel Europe

Salvo Laudani



In Brussels and beyond

Freshfel Europe works hard to promote and advocate for the value and needs of fresh fruits and vegetables and has become an important voice for the sector both in Brussels and in international fora.

Freshfel Europe is a trusted advisor and active participant in several advisory constellations, ranging from official agri-food consultative groups of the EU institutions and other international organisations. By working together with stakeholder partners and policymakers, Freshfel Europe boosts the voice of fruits and vegetables.



FRESHFEL EUROPE IN THE EU

- Civil Dialogue Groups:
 - Agricultural Markets
 - Organic Farming, Environment and Climate Change
 - International Aspects of Agriculture
 - CAP and Horizontal Matters
 - Quality and Promotion
- DG AGRI Food Dialogues
- DG AGRI Agri Sustainability Compass
- Market Observatory for Fruits and Vegetables
- EU Agri-food Chain Observatory
- Expert Group on the European Food Security Crisis Preparedness and Response Mechanism
- EU Health Policy Platform
- EU Platform on Food Losses and Food Waste
- EU Biodiversity Platform
- SPS Market Access Working Group
- Market Access Advisory Committee



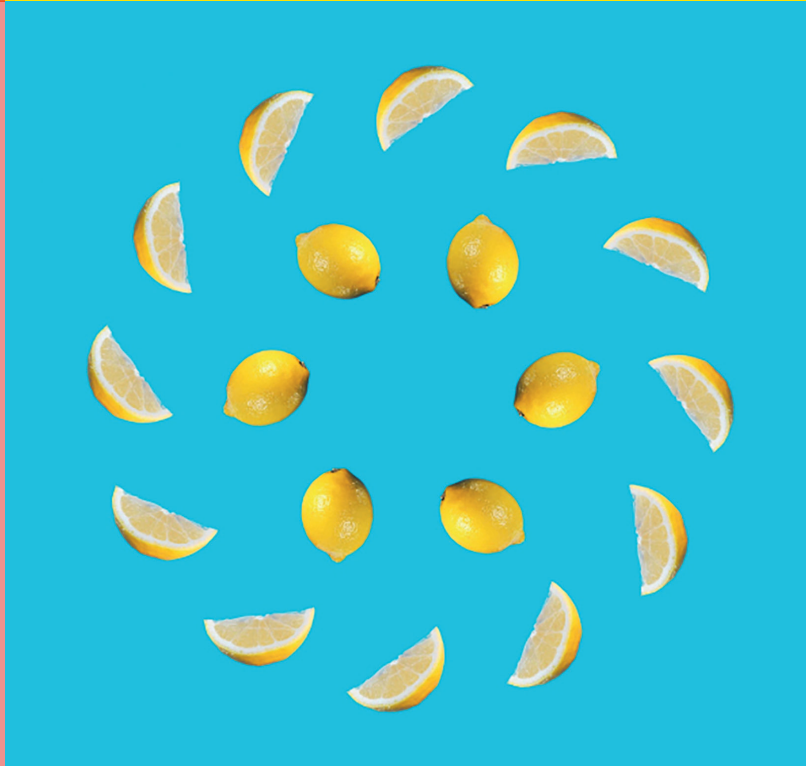
FRESHFEL EUROPE AND PARTNER STAKEHOLDERS

- The Global Coalition of Fresh Produce
- Agri-food Roundtable for Plant Protection
- Informal Agri-food Sustainability Roundtable
- Freshfel Environmental Footprint Initiative
- Agraya/ESS, QS
- EU Promotion Policy Projects (European Fruit and Veg, Grown with Care)



FRESHFEL EUROPE COLLABORATIONS WITH INTERNATIONAL ORGANISATIONS

- WTO
- UNECE
- FAO
- OECD



Lemons and Grapefruits from Spain committed to quality and sustainability

25 years of transformation

THEN

Over the past 25 years, the European fruit and vegetables sector has undergone a profound evolution, shaped by continuous adaptation to policy, market, and global challenges. From the post-Uruguay Round era to today's complex geopolitical and environmental landscape, the sector has demonstrated resilience and an ability to reinvent itself.

The Common Agricultural Policy has progressively shifted from market support to a broader framework integrating sustainability, competitiveness, and societal expectations. At the same time, the series of threats impacting the level of production, the ongoing fragmentation of the supply chain, and the concentration of the retail sector have undermined the right recipe for growth of consumption.

Recent developments, including farmer protests and increasing subsidiarity, point towards a future CAP with fewer resources but greater

responsibility at the Member State level, requiring clearer strategic direction for the sector to avoid a more fragmented European Union. It also implies finding new, efficient and innovative tools, as well as growing practices, to respond to climate change's impact and to secure the competitiveness of the sector.

Markets have also transformed significantly. New products such as berries and exotic fruits have driven diversification. At the same time, trade liberalisation, including the end of banana quotas and the growth of the Southern Hemisphere and the EU Southern neighbourhood, has intensified competition. The sector has faced repeated external shocks, from the EHEC crisis to the Russian embargo, Brexit, and COVID-19, all of which tested its adaptability and reinforced the importance of resilience, traceability and market intelligence. EU enlargements have expanded the Single Market, even as new frictions challenge its smooth functioning.

NOW

Despite strong assets such as high health benefits, low environmental impact, and efficient land use, fruit and vegetables have not been effectively prioritised in policymaking, and consumption remains well below recommended levels. Even with targeted promotion tools and initiatives such as the school fruit and vegetable scheme, fresh produce continues to compete with highly processed foods, benefiting from strong branding, convenience, and price

advantages indirectly resulting from CAP support.

Meanwhile, the business environment has become more complex, with increasing regulatory, certification, and labour challenges adding costs and administrative burden. At the same time, new drivers, climate change, food security concerns, geopolitical tensions, and a more fragmented global trade environment are reshaping the sector's strategic context.

NEXT

Yet these challenges also create opportunities. Advances in digitalisation, artificial intelligence, precision farming, and new breeding techniques offer powerful tools to enhance productivity and sustainability. Positioned at the heart of health and environmental solutions, the fruit and vegetable sector holds a unique place within the food system.

Looking ahead, the sector's strengths provide a solid foundation for growth. The

priority now is to strengthen competitiveness, drive consumption, and secure greater recognition in policymaking. Looking not only for solutions from farm to fork, but also from fork to farm, based on a strong dialogue in the supply chain. On this basis, the full "power" of fresh produce can be fully unleashed. After 25 years of adaptation, the next chapter is not only about responding to change, it is about shaping it. The sector has strong assets to lead it.



The treasures of our land.



Image generated by artificial intelligence.

The land is our life.

The earth is our lifeblood. As producers, over 20,000 Spanish growers in our 61 cooperative members work and nurture the land to bring you the healthy bounty it provides. Locally grown in Europe,* our produce ensures maximum freshness, optimum ripeness and a lower carbon footprint. At the same time, we strive for outstanding quality and flavour, the two key demands of today's consumers. We operate in 74 countries and sell over 90 types of fruit and vegetables, with an annual sales volume of over one million tonnes.

We promote sustainable development by improving the lives of people in rural areas through:

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- Biological solutions for pest control
- Increasing biodiversity
- Reducing greenhouse gas emissions
- Adapting food production to climate change
- Preventing and reducing food waste

** Food safety: our fruit and vegetables are grown in accordance with European regulations and the most stringent certification standards.*



BOUQUET

Growing the future



Simplified efficiency in the Single Market

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Over the past years, the accumulation of new European regulations, directives, and their amendments has created a dense and sometimes contradictory legal framework. In addition, the EU consists of 27 Member States, each with its own legal and administrative systems as well as the competence in regard to control. EU legislation must be applied across all of them, but is often subject to different interpretations and controls.

Over the past 25 years, simplification in EU agriculture and food policy has evolved from early CAP reforms and action plans to more systematic "Better Regulation" initiatives, and more recently to Omnibus legislative packages aimed at cutting red tape, reducing administrative burdens, streamlining procedures, and boosting competitiveness for farmers and food businesses. Those differences are endangering the good functioning of the Single Market

NOW

During the 2024-2029 EU mandate, the European Commission has committed to simplifying and harmonising obligations and legal requirements. This results, among others, from the Letta and Draghi report on stimulating EU competitiveness within an efficient Single Market. Several steps have already been taken through a number of "Omnibus" proposals and other simplification initiatives

that are relevant for the fresh produce sector. Over the past year, Freshfel Europe has participated in numerous consultations and debates to position the fresh produce sector at the centre of these policy simplification efforts. While some progress has been made, further work is needed to ensure that these initiatives effectively address the sector's needs.

NEXT

Below are policy areas that are either currently undergoing simplification or that require simplification (non-exhaustive list) to align the policies with practical and realistic conditions.

	POLICY AREA	OBJECTIVES
Policies currently in the simplification process	Organic policy	<ul style="list-style-type: none"> Revise and adapt production and trade rules to align with modern production practices and today's business environment.
	Environmental reporting	<ul style="list-style-type: none"> Reduce complexity and enhance the harmonisation of extended producer responsibility schemes across Member States, while ensuring that sustainability objectives remain on track.
	Packaging (PPWR)	<ul style="list-style-type: none"> Stop the discrimination against fresh fruits and vegetables and exempt them from the single-use plastic packaging ban. Build science-based regulation that reflects the supply-chain conditions and the product diversity, ensuring environmental objectives without undermining the sustainability and competitiveness of the fresh produce sector.
	Food safety	<ul style="list-style-type: none"> Adapt food safety legislation to reflect today's production and trade environment. Address competitiveness in a holistic manner to benefit producers, importers, and exporters. Improve risk communication and strengthen decision-making processes.
	Common Agricultural Policy (CAP)	<ul style="list-style-type: none"> Establish a Common Agricultural Policy that would prevent fragmentation and maintain intra-European agricultural competitiveness.
Policies that urgently require simplification	Food waste	<ul style="list-style-type: none"> Align EU legislation to reduce food waste, including by broadening the permitted use of food additives and ensuring the sector has access to sustainable plant protection products to maintain high quality at both pre- and post-harvest stages.
	Trade	<ul style="list-style-type: none"> Enhance harmonisation of requirements, push for regionalisation in export protocols.
	Research & innovation	<ul style="list-style-type: none"> Set a regulatory framework that would provide businesses with confidence to invest in research & innovation.
	Food labelling	<ul style="list-style-type: none"> Adjust legislation to prevent fragmentation and reduce costs for both consumers and businesses. Enable messaging that allows the sector to communicate the benefits of eating fruit and vegetables to consumers. Prevent the misuse of images of fresh produce to promote processed products.
	Healthy & sustainable diets	<ul style="list-style-type: none"> Enable messaging that would allow the sector to communicate to consumers about the benefits of eating fruit and vegetables. Include health and sustainable diet elements in all relevant policy areas.
	Supply chain fairness	<ul style="list-style-type: none"> Prevent fragmentation of the Single Market. Support harmonisation of sustainability benchmarks.



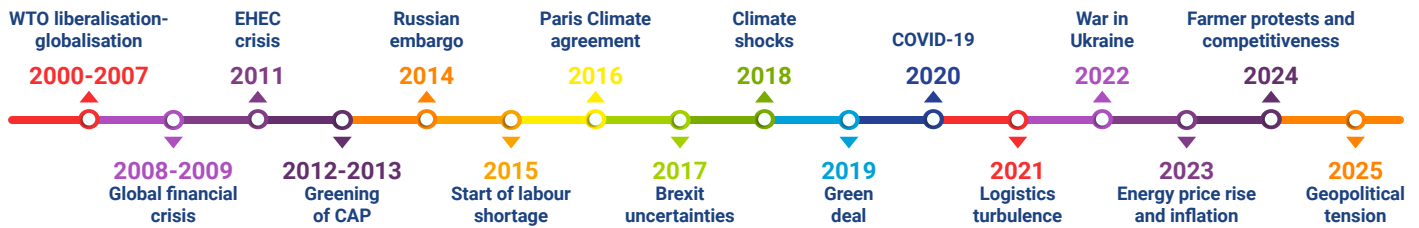
ASSOMELA

ASSOCIAZIONE ITALIANA PRODUTTORI DI MELE



The pathway to competitiveness

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NOW

The European Union is increasingly prioritising competitiveness in its agri-food policy, including in the fruit and vegetables sector. This is reflected, among other initiatives, in the 2025 Vision for Agriculture and Food. This focus responds to mounting pressures from global competition, rising input costs, geopolitical shocks, and growing sustainability requirements.

Within this evolving debate, Freshfel Europe is closely monitoring the various European policy initiatives that could influence the competitiveness

of the sector. These initiatives have a broad scope, covering market support, structural reforms, trade policy, and sustainability incentives within the framework of the Common Agricultural Policy (CAP).

The fruit and vegetables sector remains highly fragmented and operates with tight margins. It must compete with relatively cheap ultra-processed foods that are heavily branded and often produced using ingredients from agricultural sectors that benefit substantially from CAP support.

NEXT

The tools of the CAP should be substantially rethought in the future and move towards a more sustainable food supply chain. It should have the ambition within a tighter budget to strengthen the range of instruments that encourage healthier and more sustainable consumer diets. In this respect, Freshfel Europe has consistently engaged with policymakers to advocate for a dedicated promotion budget for fresh fruit and vegetables, as well as a more substantial overall allocation. Freshfel Europe is also calling for a more efficient functioning of the EU School Scheme, which remains an essential instrument to educate children about the taste and texture of a diverse range of fresh produce, going well beyond the simple availability of local products.

Competitiveness can also be improved by simplifying the rules governing EU schemes, through clearer requirements, reduced administrative burdens, and, importantly, rules that are applied consistently across the Single Market. This would help prevent unnecessary costs arising from differing requirements across Member States and could enhance the viability of operators.

Quality is also an important parameter and driver of competitiveness. Products that are more convenient and ready to eat, as well as those supported by specific quality schemes such as geographical indications, organic production, and marketing standards, can help differentiate fruit and vegetables in the marketplace and justify higher value.

Trade is also an important factor in the EU sector's competitiveness in global markets. The expansion of EU trade agreements (for example with Asian partners and Mercosur) can strengthen the competitive

position of EU produce by lowering tariffs. At the same time, geopolitical developments at the global level also raise concerns for competitiveness, notably through rising energy and fertiliser prices and increasing logistical challenges.

The recent "Buy EU Food" initiative will have to demonstrate its ability to steer consumers towards healthier diets, which could in turn boost demand and therefore increase the value of EU fresh produce in the global market. Other opportunities will also emerge through the upcoming review of food public procurement rules. Such instruments could be highly effective in shaping a greener and healthier food supply for consumers eating away from home. Half of the plate should be fruit and vegetables. It is estimated that this market represents over €32 billion.

Competitiveness is increasingly being framed through the lens of economic sustainability. The EU fresh produce supply chain faces rising costs for energy, fertilisers, and other inputs, exacerbated by the war in Ukraine and instability in the Middle East. These shocks have reduced margins and exposed structural vulnerabilities. The EU response needs to be robust in order to safeguard food security and support those food systems that are the most sustainable and that most effectively promote healthier diets, thereby reconciling competitiveness with environmental goals.

The EU's approach to competitiveness in the fruit and vegetables sector must therefore be strategic and multidimensional.

Don't let residues limit you

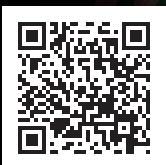


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- Treatment simulation & comparison
- Compliance check with secondary standards



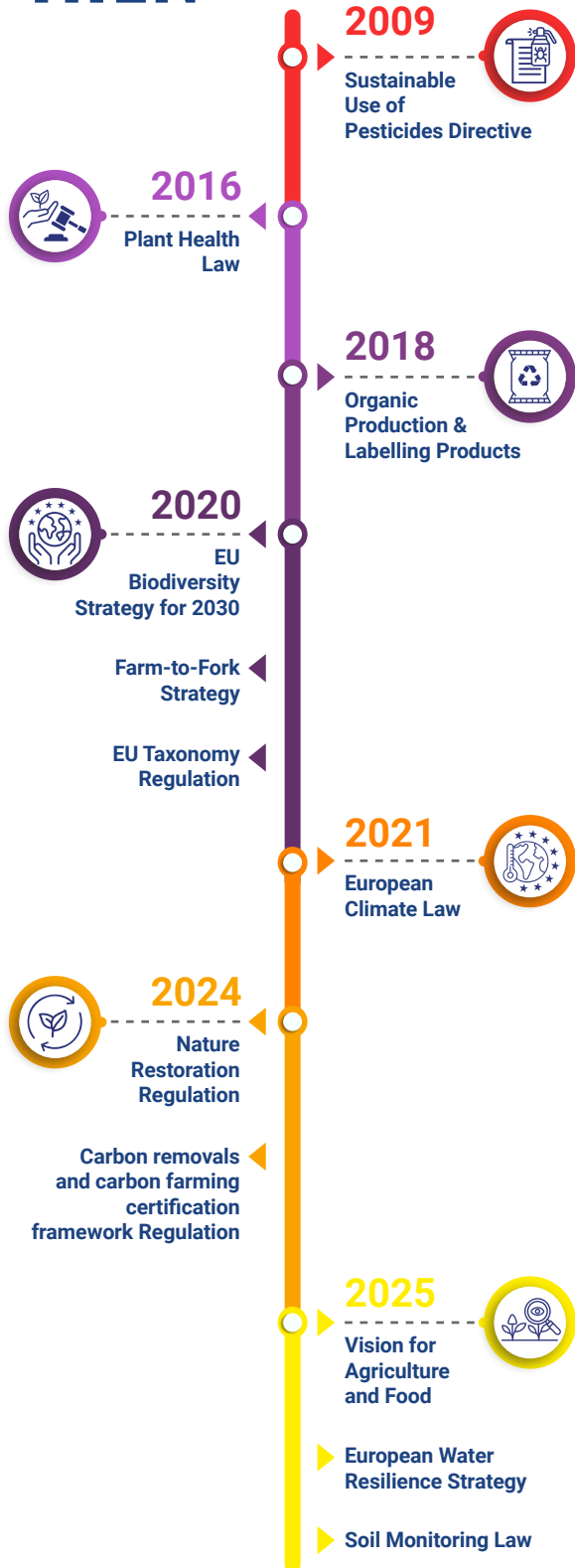
For more information scan QR code
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or contact us at resiyou@bayer.com



Prediction models available for berries, pome and stone fruits, grape and tomato

Where sustainability meets production

THEN



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Fresh fruit and vegetables are part of the solution to environmental challenges. They offer multiple advantages, including a relatively low environmental footprint, low use of natural resources such as water, efficient use of land and positive effects on biodiversity and soil health. Orchards can also contribute to carbon sequestration and removal, supporting the EU's net-zero climate ambitions.

These assets are essential for sustainable production and are

being further reinforced through environmental legislation. Freshfel Europe seeks to improve the sector's performance by supporting practices that work with natural ecosystems and promote circularity. The association contributes to monitoring and continuous improvement, for example, through its work on a joint supply-chain double-materiality assessment and the development of an official Product Environmental Footprint Methodology, while also collaborating with private environmental schemes.



NEXT

It is essential that EU policymakers recognise the role of the fresh fruit and vegetables sector and consider the costs and administrative burdens associated with increasing regulatory requirements and unharmonised certification schemes. While simplification efforts have begun in some environmental legislation, for example, on organics and through the environmental omnibus affecting areas such as water and circularity, further progress is still needed.

Looking ahead, Freshfel Europe calls for simplification that delivers benefits for the Single Market, the environment, and the fresh fruit and vegetables sector, whose products are highly perishable and contribute positively to environmental objectives. Improved and coherent policy frameworks are particularly important in areas such as soil health, carbon removals, water strategies, and organics.

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Measuring sustainability for accountability and transparency

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Quality accountability and sustainability have been for more than two decades a key priority of the sector to meet customers and consumers expectations and respond to NGO concerns. Due to the fragmentation of the sector and diversity of customers, this has, however, led to an increasing number of methodologies, certifications, and compliance schemes required not only to meet regulatory obligations but also to access markets. The growing number of parameters and the lack of harmonisation across existing frameworks create significant complexity, heavy administrative burden, and high costs for the sector. In this context, Freshfel Europe has undertaken three key initiatives. First, the Fresh Produce Sectoral Double Materiality Assessment, which supports the

identification and scoring of ESG impacts and helps clarify the relevant ESG topics under the CSRD. Second, the FreshProducePEFCR, which was released at the beginning of this year, provides a harmonised framework for assessing the environmental footprint of fresh fruit and vegetables. Thirdly, Freshfel Europe kept close contact with Agraya and, in particular, its initiative towards an ESS (Environmental Sustainability Solution).

In parallel, the European Commission has started working on the implementation of an EU-wide voluntary benchmarking system to harmonise on-farm sustainability assessment methodologies, the so-called On-Farm Sustainability Compass, to which Freshfel Europe is actively contributing.

NEXT

Looking ahead, Freshfel Europe will continue to actively engage in the development of the On-Farm Sustainability Compass to ensure that the specificities of the fresh produce sector are adequately reflected and to support the establishment of a harmonised benchmarking system. At the same time, following the release of the FreshProducePEFCR, further work will focus on its implementation and practical uptake across the sector, which will be essential to assess its impact and outcomes. Freshfel Europe will also keep close coordination with its

members to move towards a better understanding within the supply chain and identify workable solutions and mutual understanding .

More broadly, Freshfel Europe will continue to support the development of more harmonised sustainability assessment and reporting tools by collaborating with EU institutions, private certification bodies and sector stakeholders, while pooling expertise and resources to advance future initiatives.





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HOOGSTRATEN

A toolbox to safeguard productivity and competitiveness

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Over the past 25 years, several key policies, as well as economic, environmental, and technological drivers, have shaped the evolution of the European production toolbox. The most significant developments over this period include:



POLICY TRENDS

- **CAP Reforms:** shift from price support to decoupled payments, eco-schemes, and rural development, promoting sustainability, competitiveness, and innovation.
- **Plant Protection Products (PPPs) Regulation:** harmonisation of plant protection product approval across the EU. However, the production toolbox progressively shrinks due to the evolving legislative process and leaves several crops, in particular minor crops, unprovided for.
- **Fertiliser regulation:** fertiliser standards, including bio-based and recycled inputs, expanded legal tools for growers.
- **Organic and sustainable agriculture policies:** EU organic regulations and greening measures encouraged low-input, climate-friendly practices.



ENVIRONMENTAL TRENDS

- **Climate change and extreme weather:** Rising temperatures, droughts, and floods forced adaptation through resilient crops, precision irrigation, and climate-smart farming.
- **Environmental protection policies:** Nitrates Directive, Water Framework Directive, and CAP greening measures incentivised soil, water, and biodiversity conservation.



TECHNOLOGICAL TRENDS

- **Precision farming and digital tools:** sensors, drones, GPS-guided machinery, and data analytics improved efficiency, yield monitoring, and input optimisation.
- **Biocontrol and New Genomic Techniques (NGTs):** safer pest and disease management options and emerging plant breeding technologies.

NOW

Ongoing EU policy initiatives continue to review European production conditions and tools. The upcoming Common Agricultural Policy (CAP) for 2028–2034, as proposed by the European Commission, aims to simplify and modernise support for farmers, offering a single, more flexible funding framework and stronger risk management tools while maintaining income support for producers. In the new Vision for Agriculture, the European Commission took note of the farmers' concerns about the limited toolbox to safeguard yields for food security and to address the growing proliferation of pests and diseases. In principle, no active substance should be withdrawn if an alternative solution is not in place.

Regulations on plant protection products (EU 1107/2009) and the Sustainable Use of Pesticides Directive remain central in defining which tools are available and promoting integrated pest management. The EU is also advancing debates on new genomic techniques (NGTs), which could expand breeding options for disease resistance, yield and climate resilience.

Meanwhile, precision and digital farming initiatives under various EU programmes support more efficient resource use and data driven decision making. Together, these policy areas are reshaping the regulatory and technological framework for European producers, balancing sustainability, innovation and competitiveness.

NEXT

A future-oriented regulatory framework is a key, enduring element needed to support both current growers and future generations. It is essential that EU policymakers ensure timely access to a comprehensive agricultural toolbox, adequate financial support, and the necessary knowledge. Policies should address today's challenges while being designed to meet the evolving needs of the sector in the years ahead.

The results of the ongoing policy simplification initiatives will demonstrate the European Institutions' commitment to supporting European producers. Simplification exercises should not focus solely on reducing administrative or financial burdens, which is primarily

the European Commission's objective, but must also address factors that strengthen the sector's competitiveness.

EU agricultural competitiveness is defined by the sector's capacity to produce a diversity of high-quality agricultural products efficiently, sustainably, and profitably, while remaining resilient and competitive in both domestic and international markets. The right production toolbox and financial support are key to achieving that.

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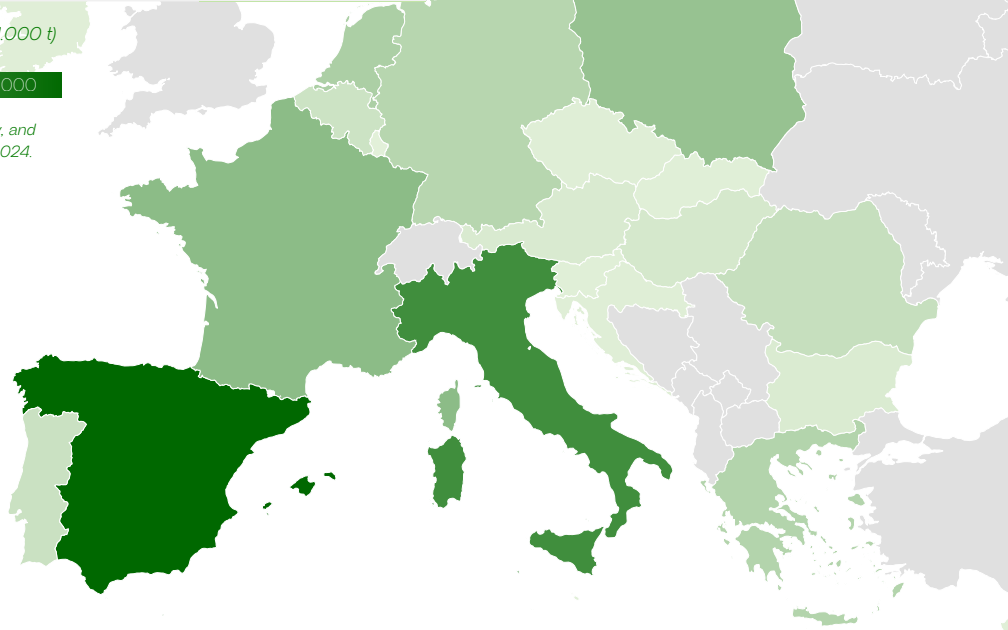
F&V in numbers: EU production

		EU fruit and vegetable production (1.000 t)		
		2023	2024	YOY%
EU-27		64.114	65.342	1,92%
Spain		17.552	18.091	3,07%
Italy		12.280	12.965	5,58%
France		6.909	6.821	-1,26%
Poland		6.461	6.005	-7,06%
Netherlands		4.171	4.286	2,77%
Greece		3.183	3.698	16,19%
Germany		3.402	3.430	0,81%
Romania		2.457	2.199	-10,52%
Portugal		1.767	1.880	6,44%
Belgium		1.853	1.712	-7,61%
Hungary		1.045	1.025	-1,92%
Austria		687	703	2,28%
Bulgaria		548	631	15,03%
Sweden		249	263	5,42%
Croatia		223	249	11,76%

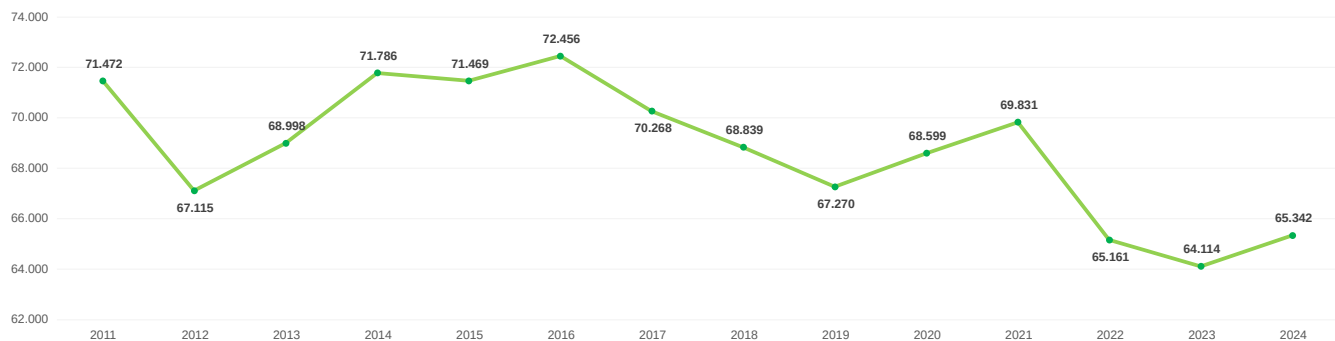
Fruit and vegetable 2024 production by country in volume (1.000 t)



Freshfel Europe, Fresh Fruit and Vegetable Production, Trade, Supply, and Consumption Monitor in the EU-27. Based on Statistical Data up to 2024.



EU Fruit and vegetable 2011-2024 production in volume (1.000 t)



Freshness and quality don't happen by chance. They are protected.



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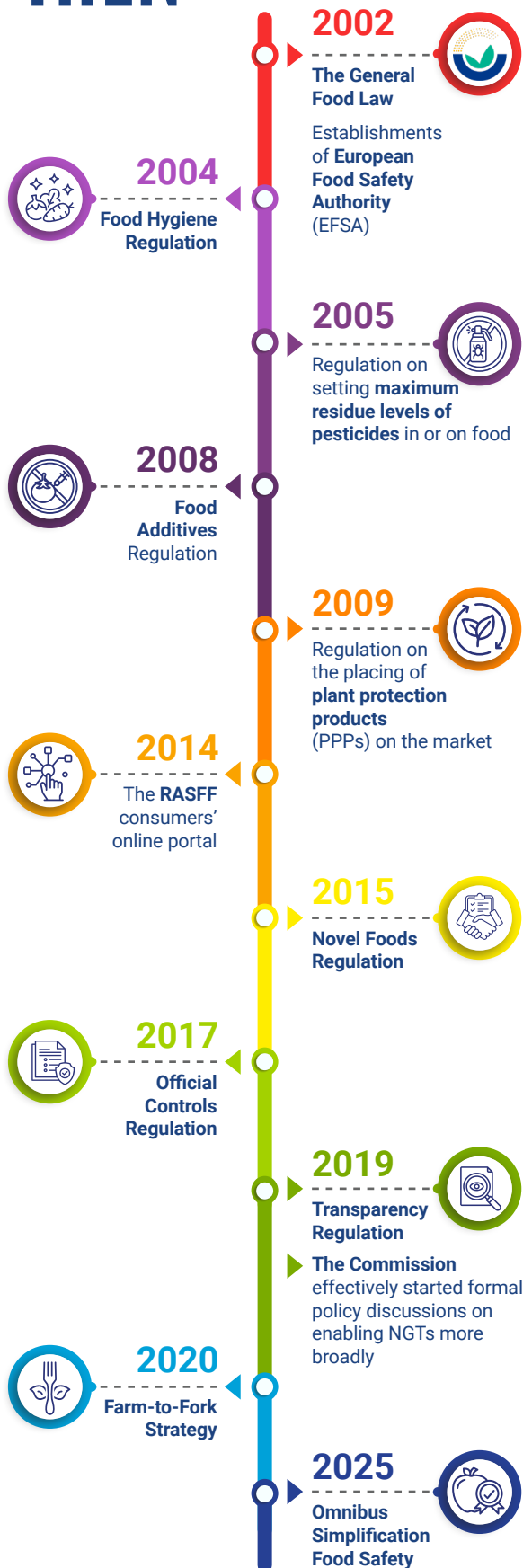
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Standing for food safety and quality

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In recent years, the European institutions have pursued increasingly ambitious sustainability objectives. During the current European Commission's legislative term, the Commission has adopted a more bottom-up approach, seeking to better balance the three pillars of sustainability while addressing challenges related to food safety and quality, without compromising environmental sustainability.

The new legislative term aims to establish a legislative framework to

deliver on the ambitions set out in the Vision for Agriculture and Food. The Vision serves as a roadmap for the future of farming, aiming to reshape the EU legislative framework related to the agricultural production toolkit.

To date, the European Commission has made progress on its set objectives. Freshfel Europe's role remains to better position the needs of the fresh produce sector within food safety legislation.

VISION FOR THE FUTURE OF AGRICULTURE: PRODUCTION TOOLKIT

<p>Reduction of the use of harmful pesticides</p> <p>Achieve by bringing more bio-control PPPs on the market. Addressed through Omnibus exercise.</p>	<p>Ban of PPPs only if alternatives available</p> <p>Aspirational, non-regulatory objective. Not applicable to harmful PPPs.</p>
<p>Definition for biocontrol PPPs</p> <p>Proposed definition through Omnibus exercise.</p>	<p>Plant breeding innovations</p> <p>Provisional agreement of the New Genomic Techniques.</p>
<p>Provisional authorisation of biocontrol PPPs at national level</p> <p>Addressed through Omnibus exercise: MSs may authorise biocontrol PPPs provisionally not exceeding 5 years.</p>	<p>Mirror measures on imported F&Vs</p> <p>Impact Assessment. Unilateral measures by EU MSs.</p>

NEXT

It is essential that EU policymakers facilitate timely access to a complete agricultural toolbox to address health, environmental and economic challenges. The sector supports European Commission's intentions to provide a toolbox that includes targeted public support from the CAP, investments into nature-friendly solutions, economic incentives, tailored advice drawing on advances in research and innovation, and a more agile regulatory environment.

Freshfel Europe's role is to ensure that the ambitions set out in the Vision for Agriculture and Food translate into

practical and long-term solutions for European producers and traders. Within the mandate of the European Commission, it is essential that the outcomes of the Omnibus Food Safety initiative provide sufficient flexibility to adapt to future uncertainties and guarantee the continued availability of safe, effective, and sustainable tools.

Looking ahead, Freshfel Europe calls for pragmatic improvements to other food safety legislative acts, notably in the areas of food additives and contaminants, while fully maintaining consumer safety.



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Securing social sustainability

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Human resources are one of the main pillars of the sector. The sector depends on the skills and knowledge of its people. Increasingly, the sector is experiencing an ageing population of producers and a lack of young farmers willing to take over. Growing fresh produce is a profession of the future and brings benefits to the environment, public health, and rural areas. Incentivising and providing funding for generational renewal, as outlined in the Vision, is currently the subject of many discussions.

Social responsibility also includes corporate responsibility (CSR) and

due diligence (CSDDD) for producers and labour resources around the world. The Commission is currently placing strong emphasis on social responsibility packages, simplifying them and reducing administrative burdens to facilitate proper compliance. The effect of the entry into force of the CSDDD can already be perceived by the application of the German LkSG act (Lieferkettensorgfaltspflichtengesetz). Separately, the sector has already adopted a number of certification schemes such as GRASP, SIZA, Fairtrade, Rainforest Alliance, Sedex/SMETA, or SA8000.

NEXT

With the publication of the Omnibus package, it remains to be seen how its provisions will work in practice and how and when they will be implemented across the sector. Freshfel Europe will follow these developments closely and support the implementation of the relevant regulations or schemes. At the same time, the organisation will monitor ongoing discussions and possible changes to the Unfair Trading Practices Directive, given their direct

impact on the balance within the supply chain and on the protection of producers.

Generational renewal will also gain increasing importance in the coming years. Support under the Common Agricultural Policy, together with new initiatives that are expected to emerge, will play a key role in encouraging young farmers to enter the sector and ensuring its long-term sustainability.





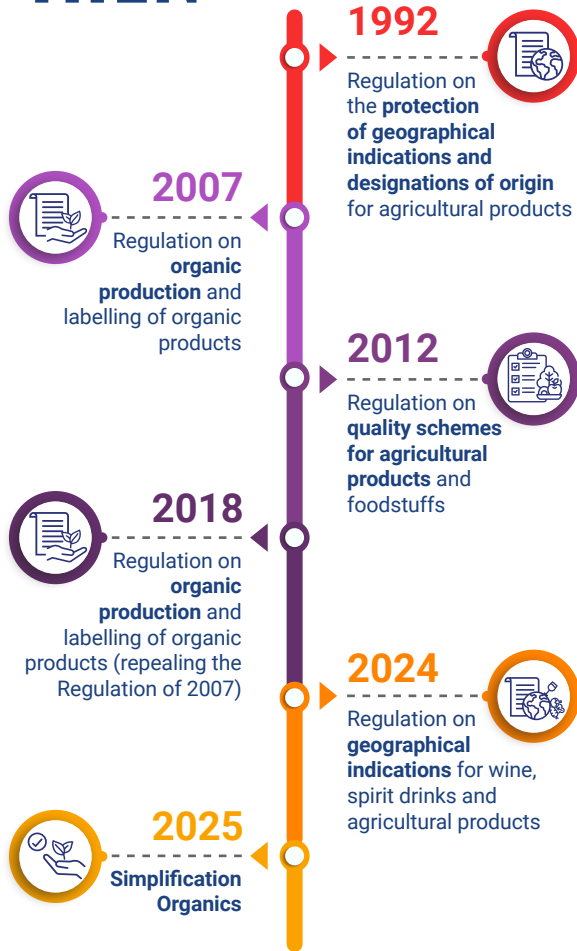
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The race for organic and quality schemes

THEN



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Production under organic principles is one of many ways to achieve more sustainable practices demanded by societal concerns. The reduced use of chemicals and the principles of organic farming bring an added layer of sustainable thinking to the fruit and vegetable sector. Besides the organic scheme, the sector also has other sustainable practices adjusted to specific growing conditions to match customers' and consumers' expectations.

The EU Organic Action Plan has incentivised many operators to convert to organic farming, but it has so far failed to ensure consumers' interest and affordability. This has caused many organic fresh produce farmers to revert to conventional farming. The Organic Action Plan needs to strengthen itself towards consumers, promoting the uptake of

organic products in shoppers' food baskets. While an increasing number of consumers become aware of the benefits of organic production, decreasing purchasing power has led to a decreased interest in organic products.

Likewise, the use of geographical indications acknowledges unique characteristics and is key in promoting the consumption of fresh fruits and vegetables, in particular in local environments.

Freshfel Europe also welcomes the revision of the GI Regulation to include aspects of sustainable practices and enhancing the role of producer groups and organisations. As fresh produce plays an important role in these areas, the added value of quality recognition will be of benefit to consumers and the sector.

NEXT

The EU organic sector has grown rapidly over the last few decades, but the existing rules, which only entered into force recently in 2022, have become increasingly complex, particularly for producers, certifiers, and traders. The objective of reaching 25% of the agricultural area is, however, still not in reach for the fruit and vegetables sector. Other systems, more flexible or more targeted, are gaining momentum next to the organic segment.

To facilitate the growth and competitiveness of the organic sector by simplifying the regulatory framework, as underlined in the Vision for Agriculture and Food, the European Commission concluded that it is essential to review a limited number of elements of existing legislation.

The European Commission is proposing targeted amendments to improve clarity, reduce complexity, and strengthen predictability for operators, particularly on issues such as import rules under equivalence and the use of the EU organic logo, while maintaining high production standards.

Organic farming is recognised as a key component of future agriculture under the CAP for 2028-2034 and the broader EU Vision for Agriculture and Food. This includes continued financial support in CAP strategic plans, innovation funding, and measures designed to enhance competitiveness, rural employment and territorial cohesion.

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Safeguarding a strong Single Market

THEN



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While the greatest part (>40%) of the EU production is sold on the domestic market where it is grown, Intra-EU trade is a safe bank and guarantees a greater diversity of fresh produce to EU consumers. The Single Market trade flow has been growing permanently in the past 10 years and is reaching a peak level in 2025.

Intra-EU	
In 2025	31.441 million tons 47.095 billion €
Since 2001	+57.7% in volume +189.8% in value

These figures clearly demonstrate the central role the Single Market plays in ensuring the dynamic supply of fresh fruit and vegetables across the EU. However, in recent years, new obstacles have emerged that threaten the free movement of goods within the Market. Rise in sovereignty movements or the application of national measures breaching EU rules are threatening one of the fundamental rights of the EU Treaties: free circulation of goods.

NEXT

Current trends point to increasing divergence, with Member States adopting differing interpretations or controls of EU legislation and introducing national law that goes further or contradicts EU legislation. The concept of national sovereignty often encompasses the food security concept, which is gaining prominence across the EU, endangering the much-needed concept of "one market, one rule", yet without translating into coordinated European-wide solutions.

Reversing this trajectory requires a comprehensive approach that establishes clear limits of unilateral action or has a better functioning of the TRIS notifications. As appropriate, the European Commission should play its role of mitigating non-compliance and, if appropriate, engage legally in

In recent months, various restrictions were raised and impacted free flow: sustainability (plastic packaging rules in France), food safety (national MRL in France, Poland or Romania), labelling requirements (Nutri-Score and Polish flag initiatives), or plant protection product policies (differences among Member States). On top of that, the European Commission appears more recently to be relying again on directives instead of regulations, leaving a wider berth of interpretation to Member States. Even within regulations, there is also a move towards provisions that would allow some Member States to go beyond the EU objectives in certain cases.

Such measures risk undermining the competitiveness and efficiency of our sector by creating an uneven playing field in terms of different regulatory requirements, limiting the free distribution within the Single Market if e.g. labelling or packaging requirements are not identical. Those regulatory variations also generate additional costs and may ultimately reduce consumer choice.

Court in case of infringement of EU legislation.

The Letta and Draghi reports highlighted the essential role of the Single Market for competitiveness. This should be translated into a concrete policy line by the Commission as a guardian of the Treaties. Blaming the EU does not strengthen the Single Market; on the contrary, it erodes it. Member States must work more closely together, presenting proposed changes at the European level rather than implementing them independently.

Freshfel Europe closely monitors these developments and continues to advocate for preserving the integrity of the Single Market, ensuring a level playing field for all Member States.



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We provide full-service testing to fresh-cut processors who seek to assess the microbial parameters, organoleptics, sensorial characteristics, and shelf life of their produce. Numerous produce types, cutting styles, packaging formats, and treatment options relevant to the industry can all be simulated.



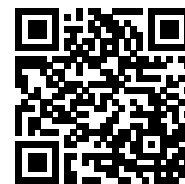
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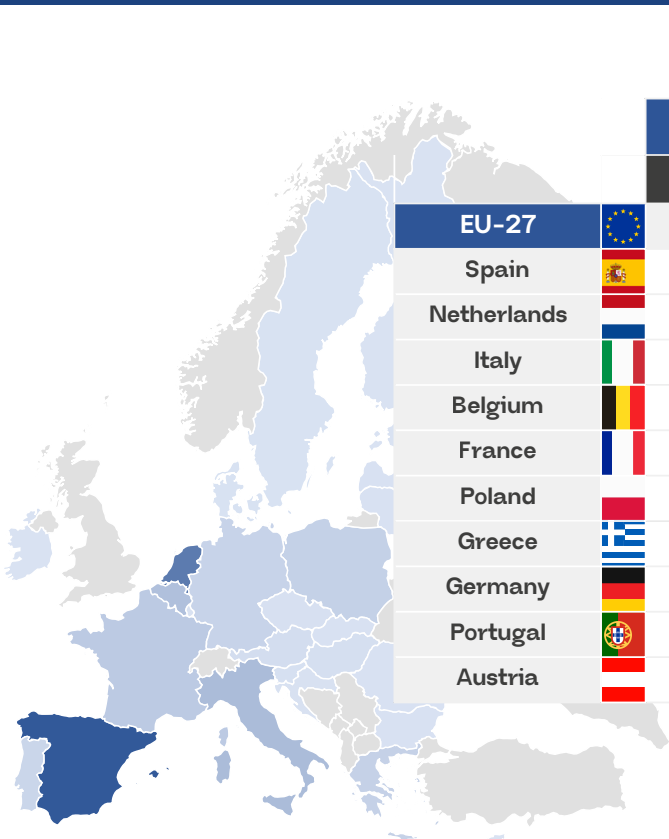


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F&V in numbers: Intra-EU trade

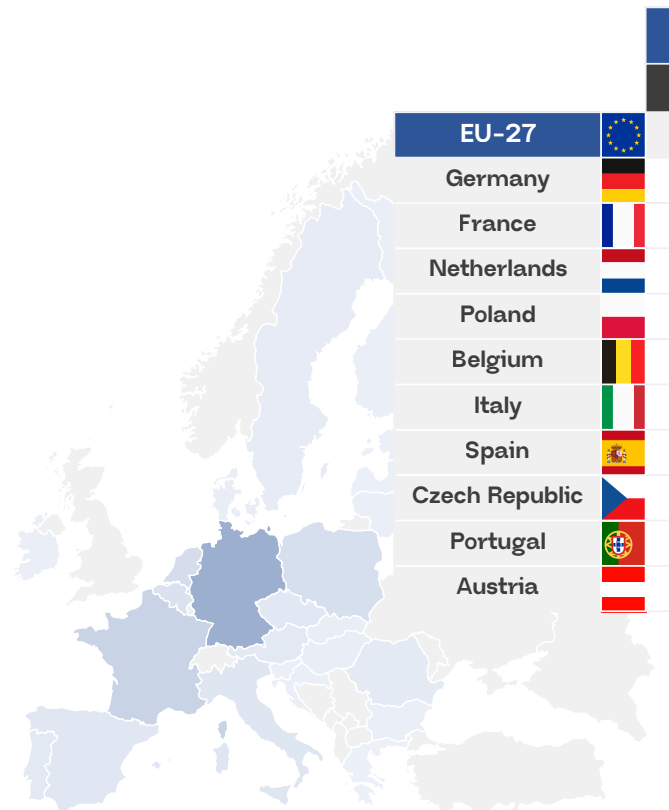


		Intra-EU dispatches in 2024 (t)		
		Fruit	Vegetables	Total
EU-27		17.599.661	12.955.577	30.555.237
Spain		5.568.520	4.318.542	9.887.062
Netherlands		3.922.970	3.490.060	7.413.030
Italy		1.940.740	806.631	2.747.371
Belgium		1.738.838	731.800	2.470.639
France		690.348	1.037.131	1.727.479
Poland		633.577	647.779	1.281.356
Greece		1.070.694	149.878	1.220.572
Germany		596.744	490.845	1.087.589
Portugal		427.660	467.974	895.634
Austria		177.571	215.367	392.938

Fruit and vegetable dispatches by country in volume (t)



Freshfel Europe, Fresh Fruit and Vegetable Production, Trade, Supply, and Consumption Monitor in the EU-27. Based on Statistical Data up to 2024.



		Intra-EU arrivals in 2024 (t)		
		Fruit	Vegetables	Total
EU-27		17.584.687	12.511.431	30.096.119
Germany		4.777.960	3.443.584	8.221.544
France		2.413.854	1.327.792	3.741.646
Netherlands		1.238.033	1.228.621	2.466.654
Poland		1.369.975	919.797	2.289.772
Belgium		778.366	1.104.429	1.882.795
Italy		746.006	706.337	1.452.343
Spain		873.066	455.544	1.328.611
Czech Republic		702.204	459.483	1.161.686
Portugal		612.659	420.677	1.033.335
Austria		667.523	299.634	967.157

Fruit and vegetable arrivals by country in volume (t)



Freshfel Europe, Fresh Fruit and Vegetable Production, Trade, Supply, and Consumption Monitor in the EU-27. Based on Statistical Data up to 2024.

The total volumes for intra-EU dispatches and intra-EU arrivals may not entirely match due to potential processing factors and discrepancies in the reporting

The Guide to Healthy Generations



As a member of Freshfel, Fresh Produce Centre Netherlands is working on five ambitions.

Health

Healthy Diet, Lifestyle, and Food Environment

Promote health, prevent disease, and increase physical, mental, and social well-being of Dutch citizens, so that the sector can set an example for other countries.

Sustainability

Striving for Progression in a Sustainable Food System

Reduce the environmental footprint of fruit and vegetables, promote nature and biodiversity, and increase circularity.

Market & Economy

Innovation in the value chain

Strengthen the trading position, from production to sales, and contribute to prosperity and employment.

Social

Social value far beyond our national borders

Help increase the financial, physical, and social well-being of growers, employees, seasonal workers and stakeholders, far beyond our national borders.

Food Safety

Safeguarding food safety

Promote the food safety culture in the entire chain, and control the chemical, microbiological, and physical risks of fruit and vegetables.

Shifting trade patterns

THEN



NOW

The foundation of multilateral trade for the past 80 years now appears increasingly fragile. Uncertainty stemming from unilateral US tariffs, growing protectionism, and rising logistics difficulties are all contributing to instability in global markets.

Despite this context, 2025 remains a strong year for EU trade in fresh fruit and vegetables. It marks the third consecutive year of growth for EU exports, while imports have also reached record levels and continue their upward trend.

EU Exports	
In 2025	7.104 million tons 10.650 billion €
Since 2001	+69% in volume +310% in value

EU Imports	
In 2025	15.468 million tons 21.110 billion €
Since 2001	+71.1% in volume +284.6% in value

The EU continues to rely on its network of bilateral Free Trade Agreements (FTAs), with several high-profile partnerships moving closer to completion. The Mercosur agreement has been signed, although its ratification remains delayed, while negotiations with India have

NEXT

A key priority is the removal of persistent market access barriers, particularly excessive requirements such as product-specific or Member State-specific protocols. Reviewing existing FTAs or negotiating new ones offers opportunities to improve export conditions for fresh fruit and vegetables.

Shifts in the policies of major partners, such as the United States, may create uncertainty but could also open new markets or expand existing ones. In this context, the EU should continue pursuing open and ambitious trade

been concluded. As multilateralism weakens, these partnerships and the opportunities they offer will become even more important for EU competitiveness, including for the fresh fruit and vegetables sector.

However, these agreements must be carefully assessed to ensure they provide balanced and reciprocal market access for both imports and exports. On the export side, this means avoiding excessive sanitary and phytosanitary (SPS) requirements, which still frequently limit market access. Freshfel Europe regularly raises these concerns within European and WTO fora.

For imports, challenges remain regarding the harmonised application of border controls and coping with complex food and plant safety requirements. Increasing delays, additional requirements (e.g. French Arrêté), and insufficient control capacity create inefficiencies and uncertainty. A coordinated EU approach is essential to guarantee a stable and diverse year-round supply.

Both imports and exports are also affected by growing logistics challenges linked to geopolitical tensions, higher energy costs and the impact of narco-trafficking on transport routes.

agreements that ensure a level playing field and reciprocal access.

On imports, border control capacity must be significantly strengthened. Any increase in inspection rates should be matched with additional resources, swift and cost-effective procedures, and decisions must be based on transparent data and risk assessment.

Freshfel Europe will continue engaging with the European Commission and other EU bodies to ensure progress on these issues and that the sector's concerns are fully considered.



fruit attraction

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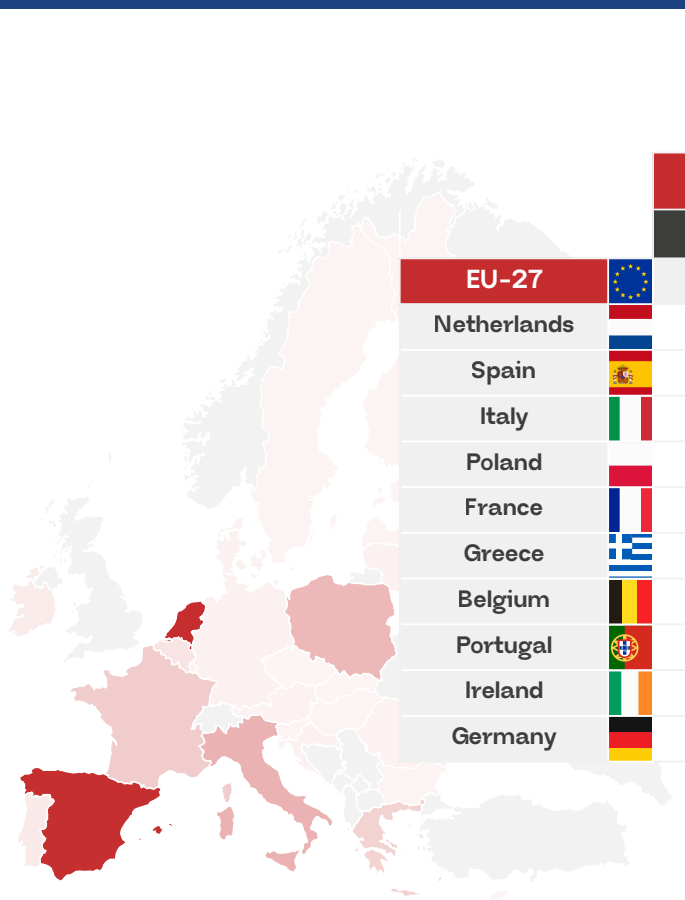
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F&V in numbers: Extra-EU trade

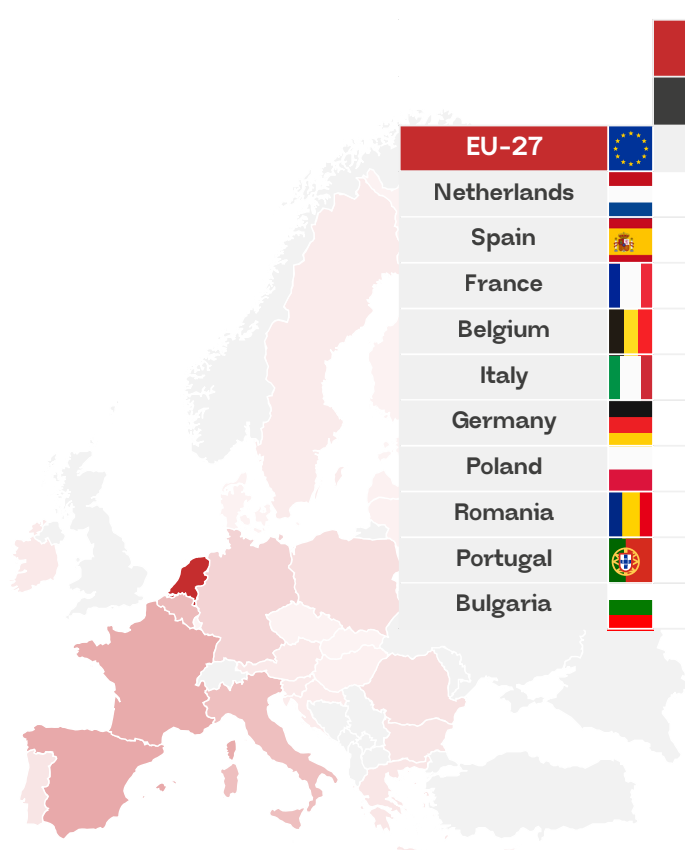


Extra-EU exports in 2024 (t)				
		Fruit	Vegetables	Total
EU-27		3.334.699	3.338.857	6.673.557
Netherlands		398.393	1.669.706	2.068.098
Spain		1.037.773	1.000.624	2.038.397
Italy		568.250	114.378	682.628
Poland		453.008	164.993	618.001
France		268.989	142.578	411.567
Greece		322.774	29.799	352.573
Belgium		93.996	67.378	161.374
Portugal		81.039	24.467	105.506
Ireland		21.864	66.061	87.925
Germany		11.603	19.333	30.936

Fruit and vegetable exports by country in volume (t)



Freshfel Europe, Fresh Fruit and Vegetable Production, Trade, Supply, and Consumption Monitor in the EU-27. Based on Statistical Data up to 2024.



Extra-EU imports in 2024 (t)				
		Fruit	Vegetables	Total
EU-27		12.766.498	2.387.582	15.154.080
Netherlands		4.418.602	347.798	4.766.400
Spain		1.365.113	408.450	1.773.563
France		1.060.368	678.326	1.738.695
Belgium		1.355.464	23.157	1.378.621
Italy		1.205.527	58.795	1.264.323
Germany		709.242	60.025	769.267
Poland		413.324	89.218	502.543
Romania		255.493	193.182	448.676
Portugal		343.098	6.483	349.581
Bulgaria		184.544	159.431	343.975

Fruit and vegetable imports by country in volume (t)



Freshfel Europe, Fresh Fruit and Vegetable Production, Trade, Supply, and Consumption Monitor in the EU-27. Based on Statistical Data up to 2024.

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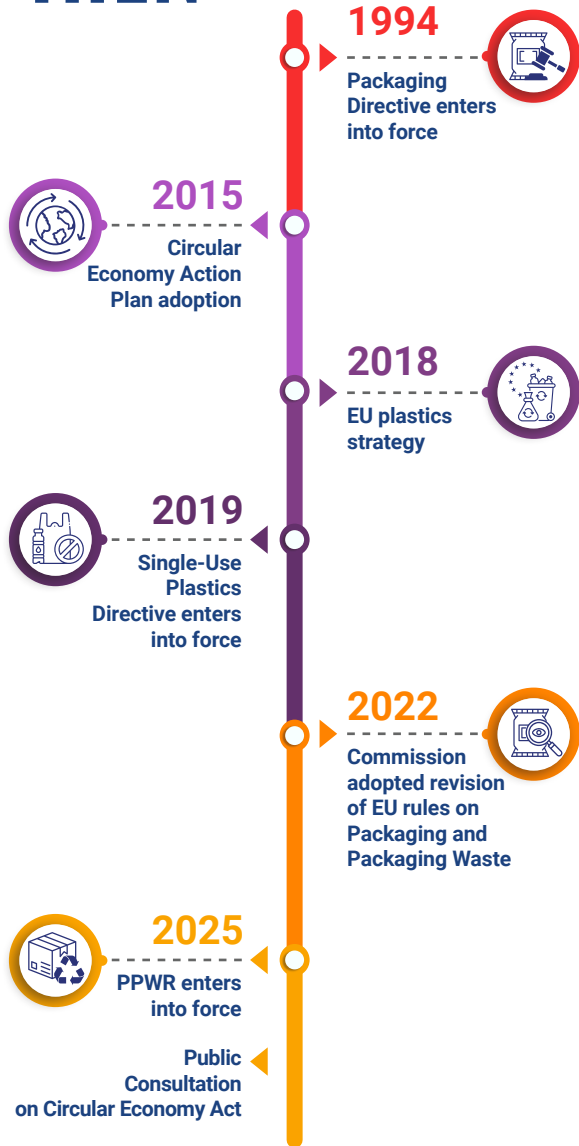
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Responding to packaging and circularity

THEN



NOW

Packaging plays an essential role in food safety, hygiene, quality preservation, shelf life, consumer acceptance, and the efficient functioning of complex, multi-operator and cross-border supply chains. Removing packaging from the fresh produce sector risks placing it at a disadvantage compared to other food, and in particular, with ultra-processed products, which are not subject to comparable restrictions. Under the PPWR regulation, a ban on single-use plastic packaging for fruit and vegetables below 1.5 kg is introduced.

Pre-packed fruit and vegetables are often perceived as more convenient and affordable, which can support higher consumption and thereby contribute to EU public health, sustainability, and food security objectives.

Freshfel Europe therefore calls for a realistic and proportionate approach to the implementation of the PPWR that ensures environmental objectives are met without undermining the sustainability and competitiveness of the fresh produce sector.

NEXT

As the PPWR framework moves towards implementation, secondary legislation is currently being developed to provide guidance and clarification ahead of the general application of the PPWR provisions and their various articles. Freshfel Europe is actively contributing to the implementation discussions, advocating for clear solutions and sufficient transition time to allow operators to prepare. It is also urging the European Commission to implement a uniform implementation at the EU level to prevent the fragmentation of the Single Market.

To support an environmentally effective approach while reducing administrative burdens, Freshfel Europe calls for the harmonisation of national requirements. Diverging rules lead to multiple packaging formats, labelling requirements, and compliance systems, increasing costs and negatively affecting the competitiveness and attractiveness of the EU market. A single set of rules for the Single Market is therefore a prerequisite for delivering on the EU's simplification objectives.





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for a healthier future

Fruit and vegetable affordability

THEN

Fresh fruit and vegetables must be central in the diet and at the heart of a healthy and sustainable food system. Yet their true value, both for individuals and for society, has often been misunderstood or overlooked in public debate and policymaking.

Despite common perceptions, fruit and vegetables have remained among the most affordable food categories in supermarkets. Positioned at the entrance of stores, they are frequently promoted at competitive prices to attract consumers. However, their affordability has been shaped by a unique set of challenges. As highly perishable products with limited shelf life, they are inherently subject to price volatility and fluctuations

in supply and demand. Weather conditions, seasonality, and logistical constraints can all rapidly influence availability and pricing.

At the same time, the sector has also faced rising production costs, including inputs, labour, energy, and packaging. Unlike in other sectors, these increases have not always been fully passed along the value chain, putting pressure on producers and impacting long-term competitiveness. This creates a fragile economic balance where affordability for consumers coexists with tight margins for operators.



NOW

Today's public perception further complicates the picture. Price labelling per kilogram, rather than per portion, can make fruit and vegetables appear more expensive than they actually are. In addition, food waste at the consumer level distorts the real cost of consumption. Media narratives can also be misleading: illustrations accompanying inflation stories often feature fresh produce, unintentionally suggesting that fruit and vegetables are primary drivers of food price increases, which is not the case.

Beyond price, fruit and vegetables deliver significant societal benefits. High consumption is directly linked to improved public health outcomes, reducing the

burden of chronic diseases and associated healthcare costs. Environmentally, natural, unprocessed fruit and vegetables have a lower footprint compared to many other food categories. The cost of inaction, in terms of poor diets and environmental degradation, is far greater than the investment needed to promote higher consumption.

However, access remains uneven. Ensuring the affordability of a healthy diet for the most deprived populations is a key societal challenge. Increasing consumption of fruit and vegetables must therefore go hand in hand with targeted policies that support accessibility, education, and equitable food systems.

NEXT

In this context, Freshfel Europe plays a crucial role. As the representative body of the fresh produce sector in Europe, Freshfel Europe actively works to correct misperceptions, highlight the true affordability and value of fruit and vegetables, and advocate for evidence-based policies. Through its communication efforts, it emphasises the essential role of fresh produce in delivering public health and environmental benefits. At the policy level, Freshfel Europe calls for stronger support measures to enhance consumption, improve supply chain resilience, and ensure that healthy diets are accessible to all citizens. This would imply a complete rethink of the use of public money in

the CAP and beyond. Today, the sector that most supports a healthy and responsible diet for both consumers and the planet receives no more than 3% of the CAP budget.

Recognising fruit and vegetables for what they truly are, not just a commodity, but a cornerstone of societal well-being, is essential. Aligning economic realities with their broader value will be key to building a healthier, more sustainable future.

Trusted Solutions for Better Fresh Produce

Ensuring food safety, quality and sustainability at every stage of the supply chain, from farm to market

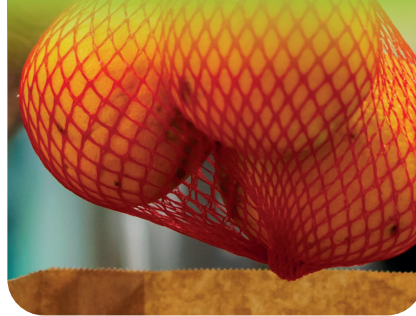
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Pre & post harvest testing



Secure market access and reduce trade risks

Import/export compliance
Packaging
Food safety audits



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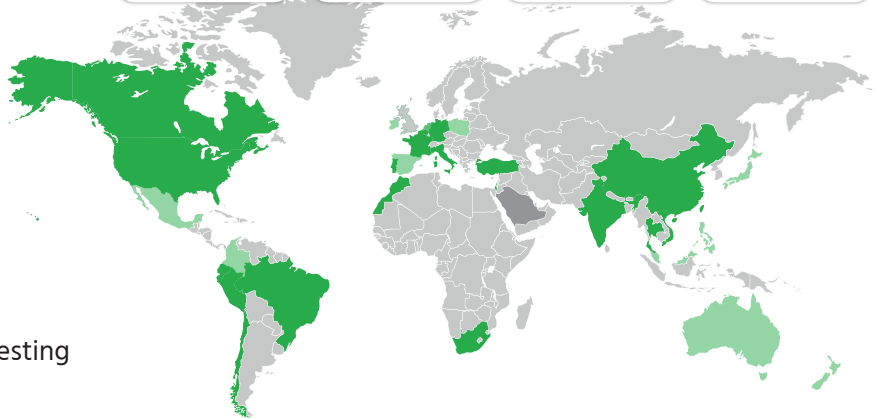
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Labels that define fresh produce

THEN

Labelling is a diverse concept for fruits and vegetables. While European and national legislation encompasses an extensive list of labelling requirements to keep European consumers informed, voluntary labelling, provided it is not misleading, is also permitted.

Regulated versus unregulated and mandatory versus voluntary labelling come with different opportunities and challenges. Transparency and invoking consumer trust are essential aspects for the fruit and vegetable sector, but must not come with unnecessary costs, confusion, or environmental impacts.



NOW

Fruit and vegetables have many environmental, social, and health benefits that can be communicated through labelling. Therefore, the sector encourages transparency to enhance consumer trust and education beyond product description and origin.

The nutritional labelling scheme proposed by the European Commission in 2020 has not progressed. The proposal would signal to consumers the health benefits – or lack thereof – of foods. Fresh fruits and vegetables would consistently score an A.

However, around 50% of fresh produce in the EU is sold in bulk today, making any kind of labelling difficult and leaving consumers insufficiently informed about the nutritional and sustainability values of fruits and vegetables. On the other hand, unhealthy alternatives are easily labelled on their packaging, with some categories even misleadingly

appropriating the healthy benefits of fruits and vegetables when they, in fact, have little or no fruit or vegetable content.

Freshfel Europe welcomes initiatives that support transparency and comparability. The EU Green Claims proposal aims to do just that. By requiring explicit environmental claims to be substantiated by solid research and facts, labels will regain the trust and value that have been lost with the recent proliferation of labels. Freshfel Europe also supports standardised methodologies, such as the PEFCR, to facilitate comparability and the separation of performance elements in individual assessments.

In addition, established true cost analyses complementing the monetary cost of food with the additional or subtracted costs (depending on health effects and environmental impact) would convey to consumers the added value of consuming more fresh produce.

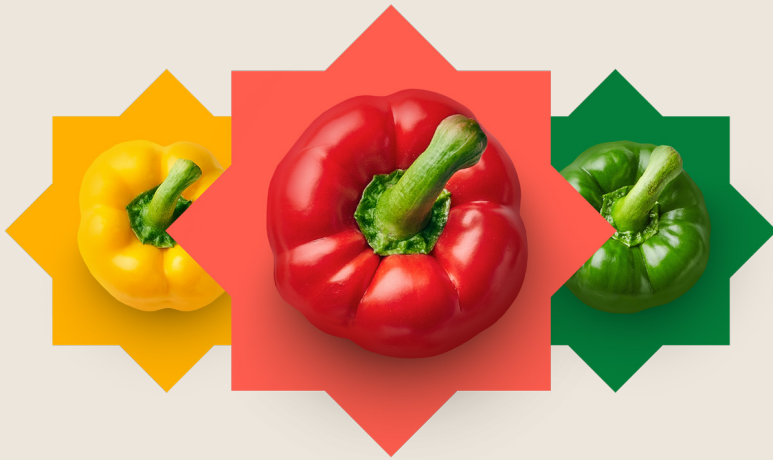
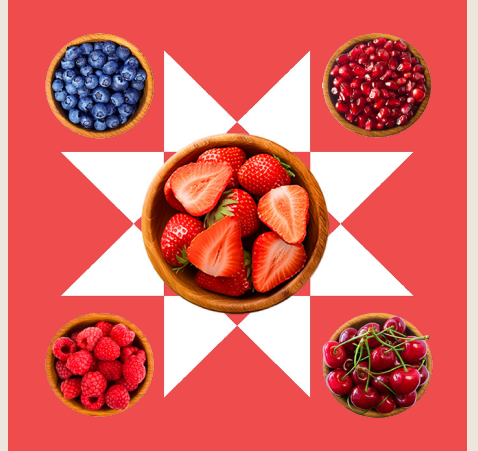
NEXT

Mandatory labelling is not always the most appropriate solution. The marketing standards for fruit and vegetables that entered into force on 1 January 2025 illustrate this point. The sector has faced significant challenges in complying with the new requirement to indicate the origin of pre-cut fruit and vegetables. While the legislation aims to support the sector and ensure a high level of transparency for consumers, it ultimately places additional burdens on operators and leads to higher costs for both businesses and consumers, increased food waste, and negative impacts on operators handling smaller volumes.

The interpretation of the current marketing standards for fresh fruit and vegetables places the sector at a disadvantage compared with other commodities operating under similarly complex supply chains. Pre-cut fruit and vegetables should not be penalised under European policy compared with other products. Freshfel Europe will continue to address the challenges arising from this legislation.



MOROCCO FOODEX



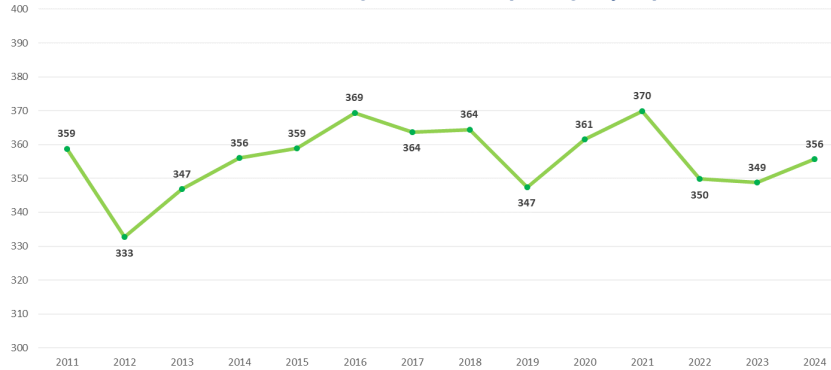
KINGDOM OF TASTE



A new strategy for consumption and health

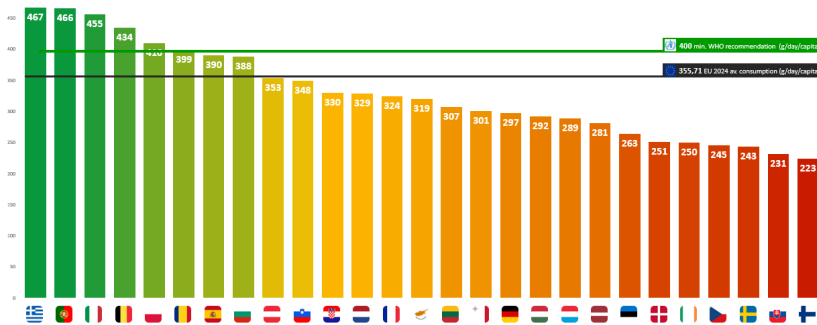
THEN

Av. EU fruit and vegetable consumption, g/day/capita



NOW

Freshfel Europe’s latest Consumption Monitor shows that fruit and vegetable consumption increased by 2% in 2024 to reach 356 grams per day per capita. Although this is an improvement year-on-year, consumption is still well below the minimum 400 g/day/capita recommended by the WHO, a target only met by 5 EU countries. According to EUROSTAT, over one-third of Europeans do not consume even a single portion of fruit or vegetables daily.



The long-term stagnation in fruit and vegetable consumption was briefly reversed in 2020 during the COVID-19 pandemic, when lifestyle changes encouraged healthier eating habits and increased awareness of environmental and climate issues. However, by 2022, consumption levels came under pressure again across the European Union due to the economic crisis, rising food prices, and widespread inflation that reduced consumers’ purchasing power. As a result, households began limiting volumes and prioritising cheaper food options.

During periods of economic uncertainty, consumers shift toward less healthy diets that are perceived as more energy-dense and affordable than fresh produce. Key trends include declining household purchases, stronger impacts on lower-income households, reduced demand for organic and premium products, more frequent shopping with smaller quantities, and declining sales volumes partially offset by higher prices.

This dietary deficit lies at the heart of Europe’s health crisis: today, more than half of EU citizens aged 16 and over are overweight, with one in six clinically obese and nearly 30% of children already affected. More than 90% of EU deaths are caused by non-communicable diseases (NCDs) such as cancer, cardiovascular disease, and diabetes, all closely tied to poor diets dominated by ultra-processed foods. For every euro spent on food, society pays two euros in healthcare costs. Fresh produce remains the most underused health resource, due to the current agriculture, food, health, fiscal and education policies continuing to reinforce unhealthy consumption.

NEXT

The EU needs a new strategy anchored in measurable actions and accountability to reverse both the health crisis and the environmental crisis. This will require 400g/day/capita to address the health of the EU population and an additional 400g/day/capita for the health of the planet. The new target is therefore 800g/day/capita, which should be achieved by a radical change in policy mindset, focusing on:

- Mandatory Diet Impact Assessments for all EU food-related legislation.
- Rebalancing the CAP budget, increasing the fruit & vegetable share from 3% to 15–20% by 2030.
- Zero-rate VAT on fresh fruit and vegetables.
- Strengthen the EU School Scheme tenfold, guaranteeing a daily serving of fruit and vegetables to children during their primary school education and nutrition education.
- Public procurement reform, ensuring half of every public meal in schools, hospitals, and canteens consists of fresh produce.
- Simplified EFSA-approved health and nutrition claims for fruit and vegetables to better inform consumers.
- A “Fresh First” promotion policy, dedicating at least €1 billion annually to fresh produce campaigns.
- Social nutrition vouchers for low-income households.
- Fair labelling to avoid misinformation about the nutritional value of products.
- Invest in education and food literacy.



Premium Blueberries

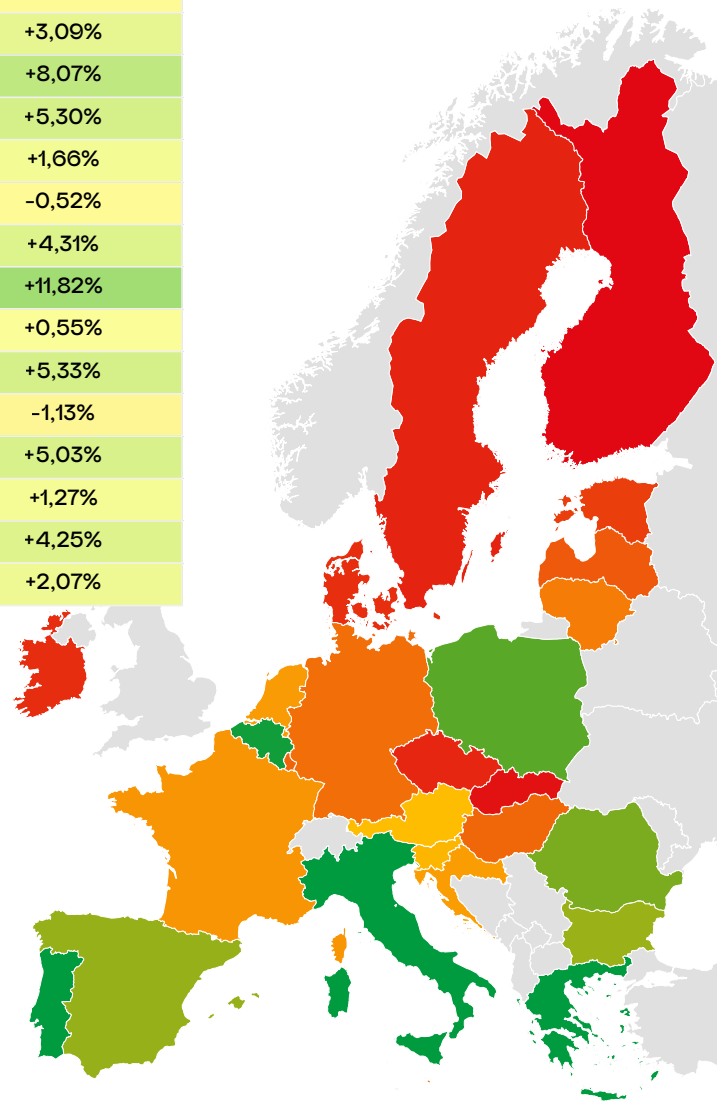
AVAILABLE YEAR-ROUND

*From Our Farms To
Your Family.*

NATURALLY.

F&V in numbers: EU consumption

		EU fruit and vegetable		
		2023	2024	YOY%
Greece		377,95	466,98	+23,55%
Portugal		437,57	465,98	+6,49%
Italy		434,85	455,37	+4,72%
Belgium		463,31	434,23	-6,28%
Poland		422,47	409,91	-2,97%
Romania		421,15	398,89	-5,29%
Spain		395,40	390,29	-1,29%
Bulgaria		364,87	388,20	+6,39%
EU-27		348,79	355,71	+1,98%
Austria		336,44	353,48	+5,06%
Slovenia		289,18	348,47	+20,50%
Croatia		293,80	329,92	+12,29%
Netherlands		279,39	328,52	+17,58%
France		325,84	324,37	-0,45%
Cyprus		309,65	319,22	+3,09%
Lithuania		283,75	306,64	+8,07%
Malta		285,53	300,67	+5,30%
Germany		291,97	296,82	+1,66%
Hungary		293,38	291,85	-0,52%
Luxembourg		276,83	288,78	+4,31%
Latvia		251,47	281,20	+11,82%
Estonia		261,69	263,13	+0,55%
Denmark		238,27	250,97	+5,33%
Ireland		252,79	249,94	-1,13%
Czech Republic		233,43	245,17	+5,03%
Sweden		239,53	242,57	+1,27%
Slovakia		221,36	230,77	+4,25%
Finland		218,90	223,43	+2,07%



Fruit and vegetable 2024 consumption by country (g/capita/day)



Freshfel Europe, Fresh Fruit and Vegetable Production, Trade, Supply, and Consumption Monitor in the EU-27. Based on Statistical Data up to 2024.

OUR PLASTIC PACKAGING LOVES TRANSPARENCY.

AND ACTUALLY INSPIRES TRUST.

Unless packaging requirements prevent it, packaging should clearly show the food inside enabling consumers to immediately assess its physical characteristics, degree of preservation, size and ripeness.

Transparency enables you to see what you are buying, and for fruit and vegetables is a key factor that can influence a buyer's purchasing decision. If you want transparency, use plastic. If you want quality, use packaging by Pro Food member companies.

**Many people talk about transparency,
but we like to practise it.**

profooditalia.it



PRO FOOD

GRUPPO PRODUTTORI IMBALLAGGI
PER ALIMENTI FRESCI

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.

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

Freshfel Europe is a non-profit association under Belgian Law and is registered in the EU Transparency Register.



OUR CORE OBJECTIVES

- **Represent** the interests of the European fresh fruit and vegetable sector and ensure that the sector has a strong voice in Europe and globally.
- **Ensure** that the European fresh fruit and vegetable sector is dynamic, supplying healthy products of the highest quality, safety, environmental and social standards to meet consumers' changing needs, address societal challenges and be part of sustainable food systems.
- **Position** fresh produce in all policy areas and represent the sector's priorities.
- **Stimulate** consumption and promote the health and environmental benefits of fresh produce.
- **Keep** the association's members abreast of multiple policy initiatives to jointly build consensual and comprehensive positions and to facilitate collective actions.

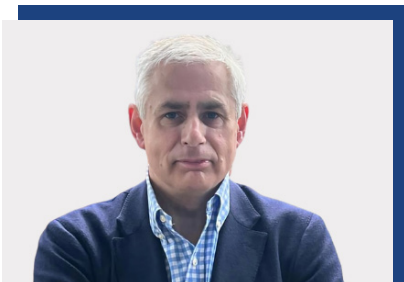


FRESHFEL EUROPE MEMBER BENEFITS

Freshfel Europe members are at the forefront of the produce sector development.

- **Continuously** gain knowledge.
- **Increase** your business potential.
- **Get** your voice heard.
- **Exclusive** data access.
- **Network** and connect with leading stakeholders.
- **Be** a sector leader.

More information about membership is available via the Freshfel Europe website at www.freshfel.org or by contacting the Freshfel Europe Secretariat.



General Delegate
Philippe Binard



Director Advocacy & Regulatory Affairs
Egle Baecke



Project Management & Market Analysis
Gil Kaufman



Trade Policy Advisor
Sarah Breitburd



Sustainability Policy Advisor
Maria Pamies Vallé



Membership & Marketing Support
Linda Bloomfield

PACKED WITH NUTRITION

VITAMIN C FOLATE POTASSIUM FIBRE



ZESPRI™ SUNGOLD™ KIWIFRUIT IS HIGH IN VITAMIN C [152MG PER 100G] AND FOLATE [82µg PER 100G] AND IS A SOURCE OF POTASSIUM [298MG PER 100G] AND FIBRE [2G PER 100KCAL]. ZESPRI™ GREEN KIWIFRUIT IS HIGH IN VITAMIN C [88MG PER 100G], FOLATE [73µg PER 100G] AND FIBRE [4.3G PER 100KCAL], AND IS A SOURCE OF POTASSIUM [300MG PER 100G].

Zespri™
KIWIFRUIT

Become a Freshfel Europe member

Become a member of Freshfel Europe, the European Fresh Produce Association! Freshfel Europe is the leading EU and global association for the fresh fruit and vegetable industry.



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

- **Increase** your business potential.
- **Get** your voice heard at EU and international levels on key on-the-ground and policy issues.

All Freshfel Europe members have access to a large array of resources as part of their membership:

- **Tailored** regulatory and non-regulatory information provision.
- **Platforms** for policy and topical exchange.



Thinking of becoming a member?
More information about membership is available via the
Freshfel Europe website at www.freshfel.org
or contact the Freshfel Europe Secretariat



Freshfel Europe's members

FULL MEMBERS



ASSOCIATED MEMBERS



INTERNATIONAL ASSOCIATIONS



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