

## SUCCESSFUL 2010 EDITION OF FRESH IN ST PETERSBURG

April - May 2010



This year has seen Fresh going for the first time to Russia. Jointly organised by Freshfel Europe and Eurofruit from 13<sup>th</sup> to 15<sup>th</sup> April in St Petersburg, 260 delegates from 25 countries attended the congress.

Being by far the most important market for European fruit and vegetable exports, the organisers were pleased to see the broad interest of the major Russian importers and retailers, who represented close to 60% of the attendance.



Audience at the Hotel Corinthia in St Petersburg.

Ramon Rey, President of Freshfel, called in his opening address for a greater partnership between the European and Russian fruit sectors as an essential tool to accompany the growth of the fresh produce category in Russia. European suppliers have a leading role to play for the development of a high value and qualitative Russian market. Freshfel and Russian fruit and vegetable operators should foster a close relationship to reach that ambitious objective.



Freshfel President Ramon Rey takes the floor.

## FRESHFEL RELEASES UPDATED FRESH PRODUCE EXPORT AND IMPORT DATA

As information and transparency is of paramount importance to assess the current difficult situation of the fresh produce sector, Freshfel has issued in April and May two press releases with the latest data on fruit and vegetables import and export trade trends. While the 2009 export volume of fruit jumped by 11,9%, the value of fruit exports to third countries decreased sharply by 7,24% compared to the previous year. *“Combining these two figures, one should have a careful reading of the growth in volume given the lower returned value. EU exporters have remained handicapped by the high value of the Euro on the external market as well as the lack of support mechanisms, such as export credit schemes and export refunds that the EU dismantled with the latest CMO reform”*, stated Philippe Binard, General Delegate of Freshfel. The 2009 export volume and value of vegetables have both declined significantly, by 7,68% and 12,39% respectively. With regard to fruit and vegetable imports, the 2009 volume and value of fruit imports from third countries into the EU decreased significantly by 7.13% and 5.77% respectively, while the 2009 import volume and value of vegetables is relatively stable with only a slight increase by 0.45% and 1.45% respectively. *“This data confirms the careful approach of EU importers in a year of a complex market situation, low prices on the EU market and stagnating consumption”* stated Ramon Rey, President of Freshfel.

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Comments from your side?

[www.freshfel.org](http://www.freshfel.org)

## FRESHFEL JOINS FORCES TO MOVE TOWARDS NEW CONSUMPTION POLICY INITIATIVE



On the opening day of the sixth edition of the EGEA conference on 5<sup>th</sup> May Freshfel Europe together with Aprifel, AREFLH and the European Public Health & Agriculture Consortium called upon the EU to recognise the social and health benefits of a balanced diet rich in fruit and vegetables. At a briefing lunch for MEPs and representatives from the European Commission and Member States the organisations jointly advocated for building an ambitious European strategy to reduce inequalities in fruit and vegetable consumption in particular target groups, especially among the young and in Europe's most vulnerable population groups. The event in the European Parliament was hosted by Freshfel and co-chaired by MEP Esther Herranz Garcia and the Freshfel General Delegate Philippe Binard.



Participants of the briefing lunch (from left to right): Joao Breda (WHO), Paolo de Castro (MEP) and Lars Hoelgaard (European Commission).



Participants of the briefing lunch (from left to right): Archie Tunbull (European Public Health Alliance), Lorelei Disogra (United Fresh Produce Association), Lars Hoelgaard (European Commission).

Freshfel, together with the other organisations, calls for:

- a proper implementation of the EU School Fruit Scheme
- improving the nutritional quality of the Most Deprived Persons scheme
- better integration of agricultural and public health policy at European level
- improved communication tools on the health benefits of fruit and vegetable consumption

The points raised during the parliamentary briefing lunch were very much in line with the final roundtable discussion conclusions of the EGEA conference which was organised by Aprifel and supported by Freshfel, focussing on *“Social and Health Benefits of Balanced Diet: The role of Fruit and Vegetables”*.

The book of abstracts with all the relevant information can be found on the conference website: [www.egeaconference.com](http://www.egeaconference.com)



## PREVENTING OBESITY STARTS WITH FRUIT AND VEGETABLE CONSUMPTION

In line with its activities at the European-level to foster and initiate initiatives which aim to increase the consumption of fruit and vegetables Freshfel took also the opportunity on the eve of the first European Obesity Day on 22<sup>nd</sup> May to insist in a press release on the relevance of a diet rich in fresh fruit and vegetables in preventing obesity. Encouraging better diets and more physical activity are the most promising ways to fight against the obesity epidemic. In this context fresh fruit and vegetables can make an important contribution, as they are naturally low in calories, high in fibre and likely to replace energy-dense, nutrient-poor foods.



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