

Trade opportunities for organic farming products



Iria Campos Álvarez
EUCOFEL - European Fruit and Vegetables Trade Association
Bologna, 28th May, 2015

European Fruit and Vegetables Trade Association



**Association Européenne du
Commerce
de Fruits et Légumes de l'UE**

Presentation

- ▶ Founded more than 60 years ago, **EUCOFEL** is the **European Fruit and Vegetables Trade Association**, representing the EU trade, wholesalers and producers organisations, as well as producers and exporters (intra and extra-community).
- ▶ **EUCOFEL** represents National Federations/Associations and companies from **Germany, France, Greece, Italy, Poland and Spain**.

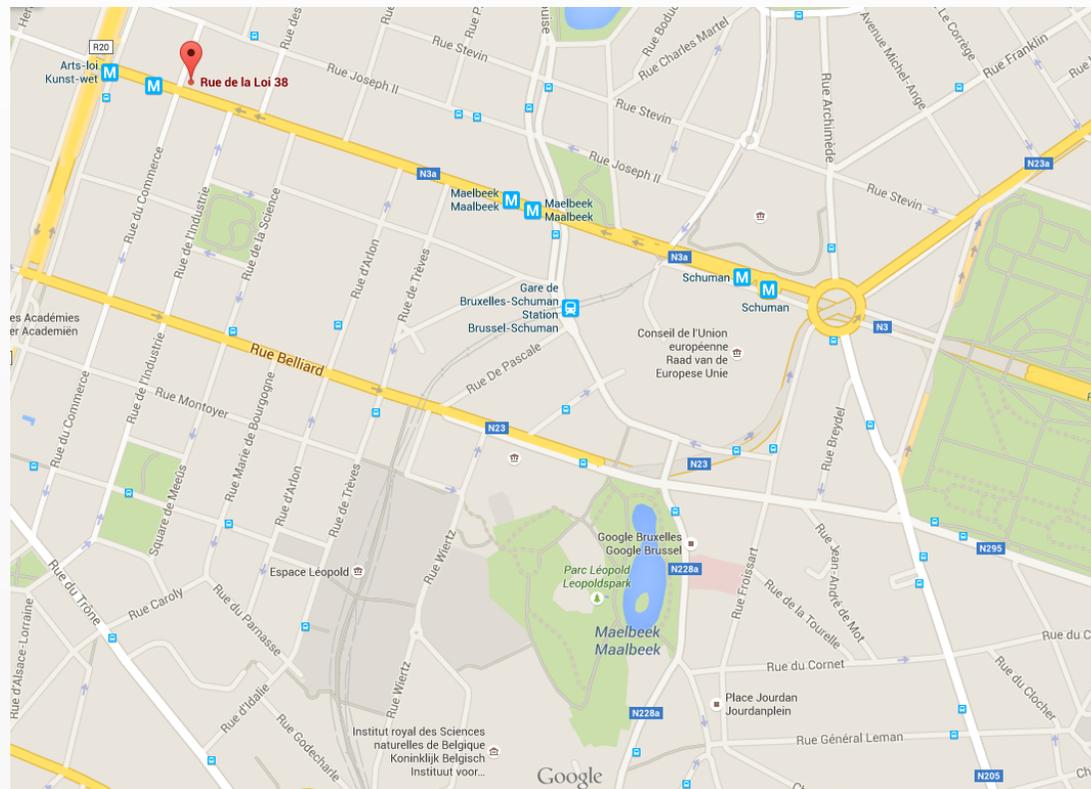
Members

- **EUCOFEL's members** account for more than 4000 farming and trading companies.



The Secretariat

- **EUCOFEL's permanent secretariat**, based in Brussels, maintains close contacts with European and international institutions and is a major partner in consultations on all issues affecting the EU Fruit and Vegetables sector.



Mission

EUCOFEL's main mission is to **represent** and **defend** the interests of the European Fruit and Vegetables wholesalers and producers organisations, as well as producers and exporters (intra and extra-community) vis-à-vis the EU and International Institutions.

- EUCOFEL **informs** its members about the development and direction of EU policies that affect them.
- EUCOFEL **advises** its members to guide their strategic choices and to enable them to take the right decisions.
- EUCOFEL **represents** its members interests, as producers and exporters, to the main European Institutions (European Commission, Council, European Parliament, European Economic and Social Committee, Committee of the Regions).

EUCOFEL counts on a wide network of contacts to intercede on behalf of its members in the decision making process.

Activities

- ▶ Attending high-level meetings related to the fruit and vegetables sector, notably at European Institution level:
 - ▶ European Commission: Advisory Groups:
 - ▶ on **Fruit and Vegetables**; Forecast Working Groups: Citrus, Apples and Pears, Peaches and Nectarines, Tomatoes.
 - ▶ on **Promotion of Agricultural Products**.
 - ▶ on **Quality of Agricultural Production**
 - ▶ European Parliament:
 - ▶ EP's Committees.
 - ▶ Conferences, workshops, round tables.
- ▶ Meetings with the members of the Association (General Assembly, technical meetings)
- ▶ Attending high-level events related to the Fruit and Vegetables sector: FRUIT ATTRACTION (Madrid, ES), FRUIT LOGISTICA (Berlin, DE)
- ▶ Various: dissemination strategies including EUCOFEL's website, Twitter account, monthly Newsletter and Position Papers.

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28-30 October
Madrid



Presentation

- **FRUIT ATTRACTION** is a major international business platform for the horticultural sector.
- **FRUIT ATTRACTION** is a trade fair of producers and for producers of fruit and vegetables.

70% of the exhibition space is dedicated to producer companies, producer organisations and regional and national public bodies representing the producers.

30% of the exhibition space is dedicated to agricultural inputs industries and services.

- **FRUIT ATTRACTION** is an International Trade Show oriented to the European production, where EU Producers hold a central place. In the 2014 edition, 819 out of the 834 participating exhibitors were European.
- **Exhibitors in 2014:** Italy (61), France (65), Portugal (24), Poland (23), the Netherlands (17), Germany (6) and United Kingdom (5) were present in 2014. Argentina, Brazil, Chile and Peru were also present in 2014.

Reasons to attend

- ▶ **FRUIT ATTRACTION**, is the meeting point between the **offer and the demand** of the sector, promoting trade and business opportunities.
- ▶ **FRUIT ATTRACTION**, takes place in October, a key month for closing the **annual purchase agreements** of the fruit and vegetable sector.

Three packed days of B2B meetings in the fruit and vegetable sector will give you the opportunity to:

- ▶ Initiate, develop and close purchasing deals with the entire distribution channel at FRUIT ATTRACTION.
- ▶ Build a business network: Register in the Trade Meeting Point and use our Meeting Agenda to make appointments with exhibitors.
- ▶ Arrange meetings with current and potential suppliers.
- ▶ Visit and strengthen business relationships with current suppliers.



Visitors make up
their annual
purchases at
Fruit Attraction.

MAKE UP
TO 50%
OF THEIR ANNUAL
PURCHASES

64%

MAKE MORE
THAN 50%
OF THEIR ANNUAL
PURCHASES

36%

Reasons to attend



Pasarela Innova

Sector's cutting edge event. A space for showcasing the very latest products, varieties and brands that exhibitors will be unveiling for the first time to the fruit and vegetable market.



B2BFruit New Markets

Business meetings bringing together exhibitors and buyers from new international markets.



Fruit Forum

Hosts various activities and conferences on topics of interest for the sector.



Vegetable Week

To coincide with Fruit Attraction, Madrid and the surrounding areas go green for a week. Hotels, restaurants and the like offer dishes using the fruit and vegetables which feature in the Fruit Fusión Menu.



Fruit Fusión Show Cooking

Platform for information, innovation and interpretation of the best fruit and vegetables at the service of gastronomy.



Foro Innova

Debate and knowledge sharing event on latest sector trends.

Evolution

- **FRUIT ATTRACTION**, has experienced a successful evolution since its first edition in 2009, increasing spectacularly its number of visitors and exhibitors, and encompassing the entire European sector.



Evolution

FRUIT ATTRACTION is consolidating itself as the most important meeting place for the European fruit and vegetables sector.



Fruit Attraction 2015

THE RIGHT PLACE, AT THE RIGHT TIME



FRUIT ATTRACTION 2015
is the event of the EU
production and
distribution :

1,000 exhibitors

46,000 professional
visitors from 90
countries

4 large exhibition
halls

The Organic Hub



THE ORGANIC HUB

An area exclusively dedicated to organic fruit and vegetable products.

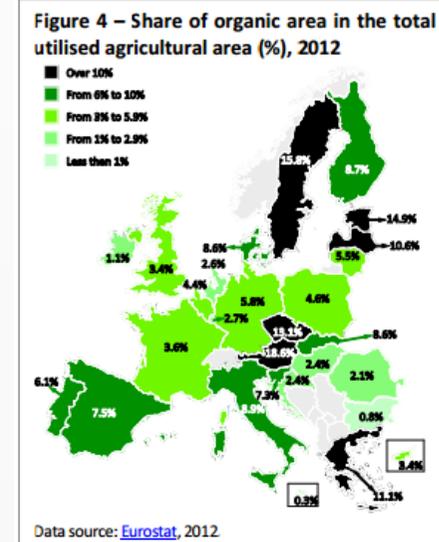
Trade opportunities

The EU Organic Food Market:

- The **EU** continues to be a **forerunner in organic agriculture and production.**



- Around one eighth of the world's organic producers – 260,000 – are situated in the EU, and in 2013 they cultivated over 10 million hectares of land.
- **Italy** is the country with the **largest number of organic producers** (46,000), followed by Spain (30,000) and Poland (26,000).
- Within the EU organic market Germany has the largest share (€7.6 billion) followed by France (€4.4 billion), the United Kingdom (€2.1 billion), and Italy (€2 billion).



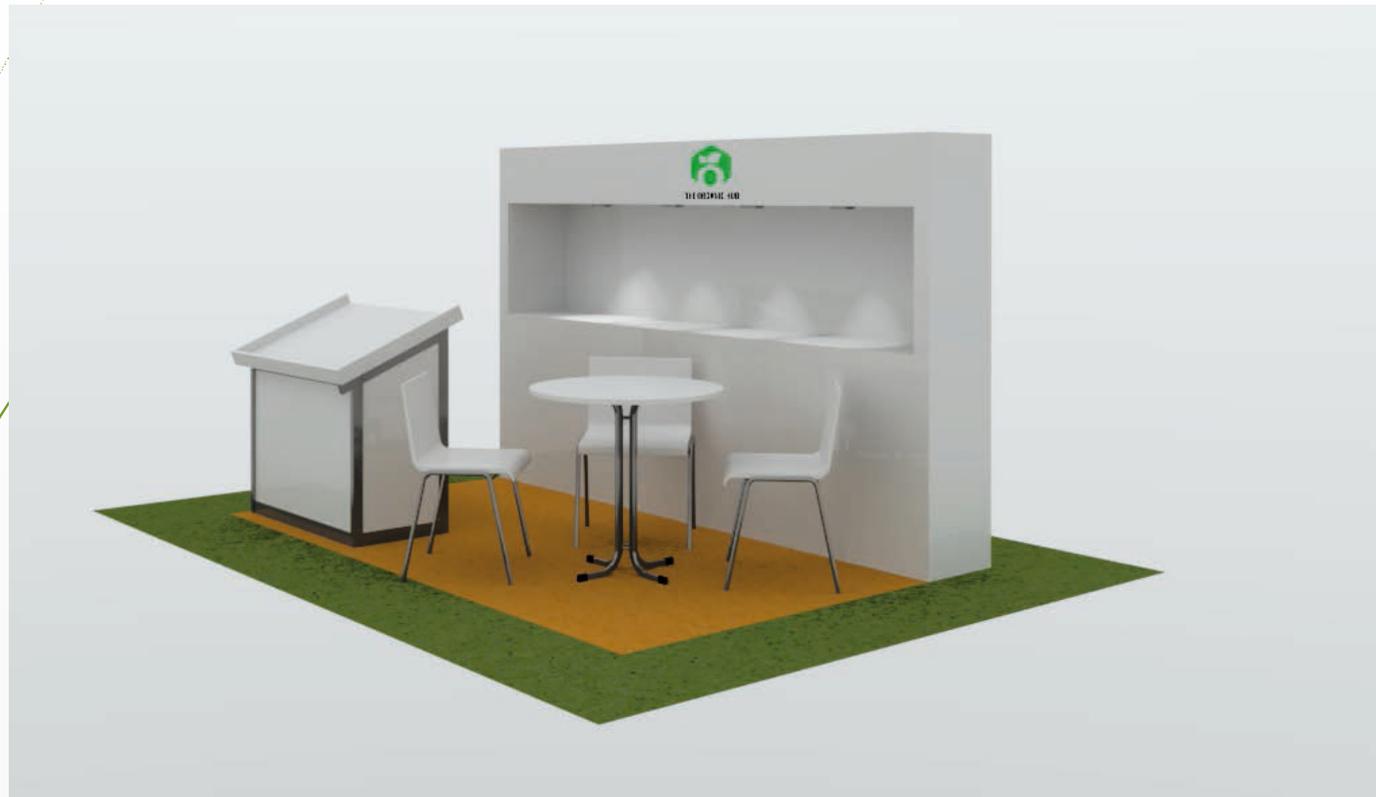
Presentation

- **THE ORGANIC HUB** is the new exhibition space dedicated solely to companies marketing **organic fruit and vegetable products**.

More than 200 m² for organic fruit and vegetable producers to showcase their latest offerings and get in touch with the entire industry and distribution chain.

- **Technical conference** “Market and commercialisation of organic fruits and vegetables in Europe”.
- Specialised media coverage.
- A differentiated space with the logo of the ORGANIC HUB in all the promotional FRUIT ATTRACTION materials, printed as well as digital.

The stand



The right place, at the right time



THE ORGANIC HUB



More information



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