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## Photo gallery: Global Berry Congress 2015



Highlights from this year's meeting of key players in the soft fruit business, which took place in Rotterdam on 23-25 March

**T**his year's Global Berry Congress took place in Rotterdam on 23-25 March, attracting around 350 delegates from a total of 350 countries.

[See gallery below or click here to view images from Global Berry Congress 2015](#)

The event, organised by Eurofruit, highlighted the great potential that exists for a fresh produce category already enjoying a surge in popularity.

Despite being a sales leader in supermarkets worldwide, delegates attending the event heard that [the hard work has only just begun](#) in terms of building a bigger global market for berries and building consumption to US levels across the board.

During the event, key players in the global berry business also said [they regarded branding as hugely important](#) to its future development.

Meanwhile, among a number of sessions covering a range of topics, three leading marketers from Chile, Germany and Argentina spoke about the challenges and opportunities they saw for [boosting sales of fresh blueberries](#).

Further reports about the Global Berry Congress will appear on Fruitnet.com and in the May 2015 issue of EUROFRUIT.