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By Fruitnet Media International

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## Green berries: GBC2020 looks to the future

Sustainability in all its different forms  
will be at the heart of Global Berry  
Congress 2020



Global Berry Congress 2020 takes place on 30 March-1 April in Rotterdam

**H**ow sustainable is the international berry business? [Global Berry Congress](#) returns to Rotterdam on 30 March-1 April 2020 with a major focus on the future viability of soft fruit production, supply chains, distribution models and markets.

[Click here to register for Global Berry Congress 2020 – super early-bird rate expires soon!](#)

Despite standing out as one of the most vibrant and prosperous categories in the fresh produce department, the fresh berry sector is by no means immune to the various challenges associated with environmental, social and economic sustainability.

While efficiency, productivity and food safety have been central to berry business models for decades, there is arguably still more that can be done to protect the people and communities that supply the fruit, or the natural resources needed to produce it.

The [Global Berry Congress](#) programme

will highlight a number of areas in which improvements are being made. It will also provide food for thought as far as those aspects of fresh berry supply that could benefit from greater investment and attention in future.

[Global Berry Congress](#) is the world's leading information and networking event for international soft fruit business, attracting almost 600 people from across the world and from all parts of the fresh berry business.

The event offers valuable opportunities to meet and interact with industry professionals, to learn about the latest berry market trends, and to promote new products and services.

### Interested in speaking at GBC2020?

Contact programme manager Mike Knowles [mike@fruitnet.com](mailto:mike@fruitnet.com)

### Interested in sponsoring GBC2020?

[Click here to download the GBC2020 sponsorship brochure](#)

### Interested in exhibiting at GBC2020?

[Click here to download the GBC2020 exhibition form](#)

### Interested in attending GBC2020?

[Click here to register – super early-bird rate expires soon!](#)

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<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

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