

For fresh fruit and vegetable marketing and distribution in Asia

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By Fruitnet Media International

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Modern retail in focus at FPI Live

Online event to look at how modern retail has been raising its game on India's fresh fruit and vegetable scene



India's food retail market is characterised by the dominance of the traditional trade, such as street vendors, roadside markets and neighbourhood stores. Modern food retailing – centred on supermarkets and hypermarkets – has struggled to gain market share, particularly when it comes to fresh fruit and vegetables, but the sector has come a long way in the last ten years.

Over the past decade, John Baker of marketing consultancy Produce Marketing Australia has visited India six times to deliver retail training programmes for the Washington Apple Commission and USA

Pears to over 1,000 retail participants in 13 locations across the country. In that time, he has seen significant changes and improvements.

In an exclusive expert talk at Fresh Produce India Live, John will illustrate some of the key advances since 2009, from diversification in formats to better in-store merchandising and execution. He'll explain the impact across the supply chain and highlight the areas for further development. He'll also offer advice on how fresh produce suppliers and marketers can work more closely with modern retail operators and add value to their offerings.

Fresh Produce India Live livestreams

from 1pm Indian Standard Time on 23 April. Asiafruit's Chris White and John Hey are hosting five sessions of quality insight and ideas for the future of the fresh produce business in India. They'll be joined by speakers and expert panellists from India and the rest of the world to discuss the challenges that face India today.

Visit the [Fresh Produce India Live](#) website for more details on the programme and to register. It's free to join.