



By Mike Knowles

Wednesday 7th October 2020, 14:32 GMT

Fruitbox: New ways to sell fresh produce in Asia



Fruitnet's John Hey reflects on some dramatic changes to the way fruit and veg are bought and sold in the region

John Hey knows the Asian fresh produce market like the back of his hand. As editorial director for Fruitnet in Asia, he's seen some major changes to the way the market – or that collection of extremely varied markets – works, particularly in the past six months as a result of the Covid-19 crisis.

"The pandemic has really been a catalyst for change in shopping behaviour," he tells Chris White during the latest episode of Fruitnet's conversation series Fruitbox. "Wet markets have been heavily impacted by Covid restrictions, like social distancing and shorter operating hours, and some consumers have stayed away due to hygiene and food safety fears."

Modern retail formats like supermarkets have certainly benefited from that shift, but Hey believes the most significant growth is elsewhere. "The headline trend we've seen is online and digital channels

growing their share of fresh produce sales," he notes. "Pre-pandemic, China was already blazing a trail in the digitalisation of food retail with the integration of online and offline, but Covid has really accelerated the trend there."

Plus there have been other interesting developments in other parts of the supply chain, including producers and importers developing their own innovative and ingenious ways of reaching consumers. "That's a trend I think that we will likely see grow."

During this specially extended episode of Fruitbox, Hey takes us through a whistlestop tour of Asian markets, summing up the various trends, challenges and opportunities that exist for fresh fruit and vegetable suppliers and buyers.

Enjoyed this free article from Eurofruit Magazine and its team of editors? Don't

miss out on even more in-depth analysis, plus all the latest news from the fresh produce business. Subscribe now to [Eurofruit Magazine](#).

Hosted by Chris White in London, Fruitbox now attracts a big audience across the global fruit and vegetable business that tunes in every week to hear exclusive interviews and expert analysis.

Produced by Fruitnet Media International, the show is essential listening for everyone in the fresh produce industry.

To find out how you can tell your story on Fruitbox, email chris@fruitnet.com.

To learn about sponsorship and advertising opportunities, email advertising@fruitnet.com.

The latest episode of Fruitbox, as well as all previous episodes, can be found on any of the following podcast services:



Apple

[Click here to visit Apple Podcasts](#)



Google

[Click here to visit Google Podcasts](#)



Stitcher

[Click here to visit Stitcher.com](#)



Spotify

[Click here to visit Spotify.com](#)



Overcast

[Click here to visit Overcast.fm](#)



Pocket Casts

[Click here to visit Pocket Casts](#)



Anchor

[Click here to visit Anchor.fm](#)



Soundcloud

[Click here to visit Soundcloud.com](#)

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

© Copyright Market Intelligence Ltd - Fruitnet.com 2014. The copyright on this article and all content published on Market Intelligence Ltd - Fruitnet.com is held by Market Intelligence Ltd - Fruitnet.com Limited, a joint venture between Market Intelligence Limited and Dr Rolf M Wolf Media GmbH. All rights reserved. Neither this article nor any part of it may be reproduced, stored or transmitted in any form, including print-outs, screen grabs and information retrieval systems, without the prior permission of the copyright owners.