

For fresh fruit and vegetable marketing and distribution in Asia



By Michael Barker

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Festival of Fresh themes unveiled

New UK industry event will focus on topics from profitability to net-zero farming, better business, and opportunities around health

The all-new Festival of Fresh will feature over 50 speakers and more than 15 hours of content dedicated to the big issues facing the UK fresh produce business.

Festival of Fresh takes place online on 13 July as a celebration of the fruit and vegetable industry and focuses on how it evolves in the years ahead. Free to delegates, the event is unique in being supported by leading UK growers' bodies including the NFU, British Growers, British Apples & Pears, and British Summer Fruits, as well as the National Fruit Show and Worshipful Company of Fruiterers.

Two simultaneous tracks of content will offer delegates the chance to build their day and follow the topics that matter most to them. The first track will focus on Business & Industry, looking at major themes such as margins and profitability, net-zero farming, retailing, wholesale, business performance and marketing.

The second track is themed around People & Places, and covers

opportunities around health, as well as science and technology, global affairs and a series of interviews with major industry figures.

All of the recordings will be available to watch on demand following the event, should delegates miss anything when it is broadcast live.

The full list of sessions is:

TRACK 1: BUSINESS & INDUSTRY

Production & Trade

From margins and profitability, to the future of labour and government policy, this session focuses on the big issues of the day, featuring interviews and panel debates with key industry figures.

The Road to Net Zero

In the year Britain hosts the COP26 climate change summit, experts discuss how growers and suppliers can work towards net-zero production, with case studies and presentations from some of the most innovative operators.

Selling in 2021



This session looks at the latest trends, innovations and developments taking place in the dynamic and ever-changing retail and wholesale sectors.

Better Business

How can your business perform better and achieve greater results? In this session we give examples of outstanding performance in business, from people management to efficient working and marketing excellence.

TRACK 2: PEOPLE & PLACES

The Great Health Opportunity

This is a seminal moment for the fresh produce industry, as changing diets, a sharper focus on health and government policies combine to offer an unparalleled opportunity to boost sales and consumption of fruit and vegetables.

Science & Technology

In a series of videos, we'll showcase some of the most exciting new technologies helping fresh produce businesses get

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

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ahead, as well as hear directly from PhDs about the research that could transform the industry in the future.

World of Fresh Produce

Fruit and vegetable production is a global business, and Britain is part of a vital international trading network. Fruitnet's team of editors brings news, interviews and special reports from Europe, South America, Africa and Asia, looking at opportunities for Brits to export as well as hearing from leading suppliers into the UK.

The Big Chat

A series of one-to-one interviews with company bosses and fascinating figures from the world of fresh produce and beyond.

In addition to the live content, a library of on-demand videos will also be available to watch at any time during the event.

For further information and to register for your free place, visit fpjlive.com

. Sponsorship of Festival of Fresh is also available to give businesses a unique opportunity to showcase their products or services to an audience of industry leaders. Contact festivaloffresh@fpj.co.uk for details.

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