

The international marketing magazine for fresh produce buyers in Europe



By Mike Knowles

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Blue Skies boosted by healthy eating trend



Blue Skies chopped pineapple packs on sales in the Netherlands

British company says a number of markets are showing increased interest in fresh convenience products

UK fresh produce company Blue Skies has confirmed plans to promote its range of 'fresh from harvest' prepared fruits at this year's Asia Fruit Logistica, which takes place in Hong Kong on 7-9 September.

The company, which is exhibiting at the event for the first time, says it has been greatly encouraged by a recent increase in demand for healthy and convenient products across a number of markets worldwide.

"We are seeing an increasing demand for healthy convenience and Asia is no exception," says the group's brand and communications manager Simon Derrick.

"Consumers in this region are receptive to new products and recognise the value of quality."

To deliver a high-quality product, the company has to harvest the fruit at the right ripeness, cut it as close as possible to harvest, then transport

it by air to the retailer, often within 48 hours, says Derrick.

"This means most of our products only have a seven day shelf-life and must be kept refrigerated, so for us one of the biggest challenges will be ensuring we maintain the cold chain and operational efficiency from the farm right the way to the store."