

The international marketing magazine for fresh produce buyers in Europe



By Steven Maxwell

Wednesday 21st May 2008

## ***Cool chain challenge for soft fruit***

The berry industry needs to ensure strengthen its cold chain to ensure consistent quality and shelf-life, says a leading exporter

**G**ood practice must be strengthened in the soft fruit supply chain, especially in terms of cool-chain management, to ensure consistent quality and shelf-life for the end consumer. This was the view of Peter McPherson of Berry Exchange Australia, who was speaking at the

first-ever Global Berry Congress, which met on 15-16 May in London.

Organised by Eurofruit Magazine, the event attracted over 250 delegates from 24 countries. Mr McPherson revealed that often fruit is not refrigerated throughout the chain, either in transit

or at supermarkets, "especially during promotional periods".