Fruit Logistica 2010: Preview Reports

All the news ahead of the start of Fruit Logistica, the leading exhibition event for the fresh produce sector.
Cuts in fresh produce prices threaten supplies

The German Fruit Trade Association (DFHV) warns that "price wars" between retailers could harm production in Germany in the long term and therefore jeopardise the supply of high-quality fresh fruit and vegetables. The warning was issued by DFHV Vice President Thomas Bittel at the opening of FRUIT LOGISTICA in Berlin.

Price cuts have hit fruit and vegetables much harder than any other segment. Indeed Bittel said that many of the specialised growers in the fresh produce sector are on the verge of bankruptcy because they can no longer get a decent price for their goods. "If 50 heads of lettuce in a supermarket cost the same as a pack of cigarettes, one must start thinking there's something wrong here. That we are seriously destroying value", Bittel said.

Grower's prices must once again be in line with the market and reach a different level, he added. Bittel said not just the quality of goods was gradually eroded, but the very basis for the production of healthy foods. What's more, the world's most precious resources – agricultural land and fresh water – are declining while the global population is increasing and nutritional patterns in densely populated emerging countries are changing. "The international competition for high-quality fresh fruit and vegetables will increase dramatically in the coming years", he said. The DFHV believes that the organisational structure of German producers and the fruit trade will have to change and adjust to the size structure of the customers. It says that fruit producers and retailers will need more predictable planning and a stronger commitment from buyers in the future.

"This is the only way we can guarantee to continue to be able to supply consumers with high-quality fruit and vegetables", Bittel said. (Contact: Dr. Andreas Brügger, German Fruit Trade Association, Tel.: +49 228 911450, tel. +49(0)172 2172755, e-mail: bonn@dfhv.de)

Germany lags on healthy eating

available, locally produced vegetables range from different varieties of cabbage, roots and tubers, leafy varieties and fruit vegetables to herbs and lettuces. The German growers' organisations account for about two-thirds of the market share for apples and approx 40% for vegetables, Schmitz reports. (Hall 20, Stand A-08. Contact: Dr. Markus Nöthen, tel. +49-228-24200520, e-mail: nothen@dvr.raiffeisen.de)

IFCO supports food banks with reusable solutions

This year's FRUIT LOGISTICA marks the launch of IFCO's WORLDWIDE RESPONSIBILITY initiative. "As the global market leader in reusable packaging solutions, IFCO plans to shore up support with a broad base of food bank organisations throughout the world", explains Karl Pohler, CEO of IFCO. The company will provide the charitable associations with reusable containers to reduce their disposal costs for non-reusable packaging. IFCO also supports the organisations by co-sponsoring delivery vehicles. "IFCO can look back on a successful year in 2009. We now want to focus our corporate responsibility on very specific projects and assist the food bank organisations with our expertise and packaging solutions", Pohler says explaining the company's commitment. In addition to its product innovations, IFCO is presenting its new project this year at FRUIT LOGISTICA. (Hall 20, Stand B-02. Contact: Viviane Zenau, tel. +49(0)89/7590050, e-mail: v.zenau@power-group.net)

New record crop for South Tyrolean apple growers

The 8,000 apple growers of South Tyrol have broken their records of the last three years by producing 1,016,289 tonnes of apples. This exceeds the 2008 harvest by no less than 9%, says Paul Zandanel of the Export Organisation South Tyrol from the Bolzano Chamber of Commerce. "The leaders this season are Golden Delicious, Gala and Red Delicious". The inner and outer quality of the apples is excellent, services are used for transport and storage in the agricultural and food processing industry as well as in retail and industrial markets. (Hall 23, Stand B-01. Contact: Christel Wagner, tel.: +49-30-83051168, e-mail: christel.wagner@fas.usda.gov)

Flandria is the best known vegetable brand in German retail

Belgian growers cultivate 870,000 tonnes of vegetables each year for the fresh foods market. This includes 517,000 tonnes that are field-grown and 353,000 tonnes grown under glass, reports Paul Coenen, Manager of the Flanders Agricultural Marketing Office (VLAM), speaking at the FRUIT LOGISTICA 2010 kickoff. A total of 500,000 tonnes bear the Flandria seal. In all, the Flandria family includes 55 varieties of fruits and vegetables. Belgium exports 737,000 tonnes of fresh vegetables each year, with 570,000 tonnes going to EU countries. Of this amount, 165,000 tonnes are sold in Germany, including 76,000 tonnes of tomatoes, 27,000 tonnes of head lettuce, 16,000 tonnes of cucumbers and 13,000 tonnes of leeks. Belgium is the fifth largest supplier of vegetables to Germany, Coenen said. "According to a market survey, 88% of the respondents indicated that Flandria is the best known vegetable brand in the German retail sector. 75% indicated that Flandria achieves the greatest market penetration". (Hall 62, Stand A-04. Contact: Paul Coenen, tel. +49-221-254857, e-mail: paul.coenen@vlam.be)

DOEK: Systematic support for the Russian market

In spring of 2000, the six leading growers' organisations for marketing dessert apples in Germany, which represent nearly 80% of the entire marketing volume from organised production, founded the German Fruit Export Office (DOEK). The goal is to systematically develop the Russian market and to provide local support. A cooperative agreement was concluded with Rus Marketing GmbH, which maintains a representative office in Moscow. Along with fruit and vegetables, future plans focus on supplying flowers and plants. DOEK is represented at FRUIT LOGISTICA
"Far too little fruit and too few vegetables are consumed in Germany", said Thomas Bittel, the vice president of the German Fruit Trade Association (DFHV) at the start of the FRUIT LOGISTICA in Berlin.

According to market research company GfK Nürnberg, per-capita consumption of fruit and vegetables in Germany was less than 69 kilograms in 2009. The World Health Organisation, the German Nutrition Society and many other organisations recommend a minimum daily intake of 600 grams of fruit and vegetables. "We're far from that level here in Germany, where we consume only about 250 grams a day", Bittel said, adding that it is apparently difficult to explain the value of eating fresh fruit and vegetable – especially to young consumers. He said that although computer skills are considered essential, fewer and fewer children know the difference between an orange and a grapefruit, or have ever tasted vegetables like Savoy cabbage or aubergines. For these and other reasons, it is particularly regrettable that Germany’s federal states are hesitant at best in implementing valuable initiatives like the EU school fruit programme. "The country is missing out on an excellent opportunity to increase consumption of fruits and vegetables among young people in particular" Bittel said. (Contact: Dr. Andreas Brügger, German Fruit Trade Association. Tel.: +49 228 911450, tel.: +49(0)172 2117255)

Dole presenting sustainability projects
"As the world’s largest producer and marketer of fresh fruit and vegetables, the Dole Food Company is looking forward to coming to the FRUIT LOGISTICA once again and meeting many European customers to discuss business developments, new products and services, and ongoing projects", says Jean-Christophe Juillard, the president of Dole Europe. Juillard said the general economic climate would undoubtedly be a major topic of discussions at the trade fair. In the fruit industry as elsewhere, the difficult conditions had to be countered "by innovative concepts and well-developed services and bearing sustainability in mind because this is increasingly important in the consumers’ eyes", he stressed. "In this respect, Dole will be presenting specific projects", Dole will be presenting specific solutions and bearing sustainability in mind.

Anecoop records €450 million in sales
"In the previous 2008/2009 campaign we generated sales of around €450 million and we marketed 672,000 tonnes of fresh products", reports Anecoop Managing Director José M. Planells. He adds that the company has 87 agricultural cooperatives throughout Spain. "We are the leading European supplier of fruit and vegetables and one of the world’s leading exporters of citrus fruits with more than 330,000 tonnes marketed. Our Bouquet, Black Cat, Nadal and other brands are known worldwide".

The marketing enterprise is presenting several new products at FRUIT LOGISTICA including the new “Clemensoon”. This early clementine is sold exclusively by Anecoop. The second-tier cooperative recently opened a subsidiary in Moscow. "Our new subsidiary enabled us to immediately address the demand in the Russian market", says the managing director. (Hall 11.2, stand B-07, Contact: Carlota Pardo, tel. +34-963-938556, e-mail: info@anecoop.com)

Freshfel Europe uses trade fair for meetings and networking
"Freshfel Europe sees FRUIT LOGISTICA as a unique platform for meetings and networking with its members and other industry representatives", explains Philippe Binard, General Secretary of Freshfel Europe. For almost a decade Freshfel has been conducting an important meeting on trade policy at FRUIT LOGISTICA to discuss the latest developments in the industry with members of the entire supply chain in Europe and beyond. Topics include trade talks, food safety, pest control, climate change and the European School Fruit Programme. (Hall 20, Stand A-13, Contact: Philippe Binard, tel.: +32-2-7771580, e-mail: info@freshfel.org)

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5-a-day: focus on schools and workplaces
Schools and workplaces are the focus of the new 5-a-day campaign that is providing information to trade fair visitors in Hall 20 and is seeking dedicated partners. "Fruit and vegetables need to be made available where people eat meals and snacks. This is why we need school fruit programmes everywhere, so that children and youth have access to fruit and vegetables in the schools. We are also initiating campaigns in companies so that employees can quickly and easily get the fruit and vegetables they want", said Helmut M. Huse, CEO of 5 am Tag e.V., as he described the campaign offensive. He points out that, following the successful pilot project in summer 2009, several federal states in Germany are starting the school fruit programme this year. The programme is supported by the European Union. (Hall 20, Stand C-10. Contact: Petra Huber, tel. +49-621-3384014, e-mail: info@machmit-5amtag.de)

Sensors for fruit recognition from apples to lemons
The French company MAF Roda Agrobotic is presenting its complete range of calibration systems at FRUIT LOGISTICA. In just a few seconds, Globalscan V, Lemonscan V and Viotec can scan and sort apples, lemons, etc. into quality grades and colours. Cherryway, the system that is especially designed for cherry tomatoes, cherries and other small fruit varieties, uses the Optiscan-V method and classifies the small vitamin-rich fruits by colour and diameter. MAF Roda Agrobotic is also demonstrating its Speed Packer V6, which gently packs citrus fruits in multiple layers. The globally-active company, which invests 3% of its annual turnover in research and development, offers solutions for a wide variety of fruit and vegetables. (Hall 3.1, Stand C-05. Contact: Sophie Dragusanu, tel. +33-(0)-5-63632770, e-mail: communication@maf-roda.com)

Seedless aubergine from France
Gautier Seeds, France, is bringing to market
projects focusing on issues like soil protection, water management and the reduction of CO₂ emissions*. (Hall 6.2, Stand A-02, Contact: Renate Paulmann, tel: +49(0)40-32906236, e-mail: renae.paulmann@dole.com)

GFI focusing on communication

With some 2600 wholesalers, importers and producers, Germany’s wholesale markets supply more than 50,000 independent retailers, market traders, hotels and restaurants, branch-based organisations and bulk consumers. These markets have a combined space of 2,700,000 m², employ some 20,000 people and sell products worth about 9.8 billion Euros a year with a total weight of 7.4 million tons. The German Wholesale Market Association (GFI), the organisation representing the sector’s interests, will be at FRUIT LOGISTICA with a new stand concept. According to GFI Chairman Uwe Kluge, “The new design of our trade fair stand will emphasise even more clearly the ability of wholesale markets to act as modern, multifaceted and high-quality trading platforms. Communication is one of our key focal points. That is why we have added a lounge to our new, centrally-located trade fair stand so that we can offer customers and networking partners a discrete atmosphere in which to talk”. (Hall 21, Stand F-09, Contact: Andreas Foidl, tel: +49-30-3989610, e-mail: andreas.foidl@grosmaerkte.org)

Univeg presents global sustainability strategy

"Looking back over the past year, we can say that Univeg has worked hard to integrate the group’s different companies since FRUIT LOGISTICA 2009", says Francis Kint, CEO of the fruit and vegetable division. “FRUIT LOGISTICA provides a perfect opportunity to meet our clients and suppliers in person. It gives us a chance to discuss our products and service solutions with them and tell them about the interesting initiatives that Univeg is working on”. One of these initiatives is the global sustainability strategy that the group is presenting for the first time at the trade fair. It will also be announcing a decision to become a full member of the Business Social Compliance Initiative (BSCI). According to CEO Kint, UNIVEG is exporting to over 30 countries, including Germany, Great Britain, Spain and Sweden and increasingly to Eastern European countries. "The first shipment of apples recently went to Qatar and we just sent an offer to Cuba", says Dr. Roman Seligo, Managing Director of EVA Handels GmbH. Speaking at FRUIT LOGISTICA 2010 he reported that apple exports have increased five-fold over the past several years. "The special flavour of the Styrian apple and the high quality standards for production, storage and marketing ensure that people all over the world keep falling ‘freshly in love’ with the Styrian apple", says Manfred Stessel, Managing Director of Obst Partner Steiermark GmbH, alluding to this year’s Styrian trade fair slogan. (Hall 20, Stand A-18, Contact: Franz Schaden, tel: +43-664-88418860, e-mail: office@opst.at)

Export of Styrian apples has increased five-fold

Some 50% of Styrian apple production is exported to over 30 countries, including Germany, Great Britain, Spain and Sweden and increasingly to Eastern European countries. “The first shipment of apples recently went to Qatar and we just sent an offer to Cuba”, says Dr. Roman Seligo, Managing Director of EVA Handels GmbH. Speaking at FRUIT LOGISTICA 2010 he reported that apple exports have increased five-fold over the past several years. “The special flavour of the Styrian apple and the high quality standards for production, storage and marketing ensure that people all over the world keep falling ‘freshly in love’ with the Styrian apple”, says Manfred Stessel, Managing Director of Obst Partner Steiermark GmbH, alluding to this year’s Styrian trade fair slogan. (Hall 20, Stand A-18, Contact: Franz Schaden, tel: +43-664-88418860, e-mail: office@opst.at)

Canada Pavilion at FRUIT LOGISTICA for the first time

Canada is exhibiting in its own pavilion for the first time at FRUIT LOGISTICA 2010. “We are proud to give our member companies the chance to take part in this international trade fair. This enables interested businesses from abroad to discover what the Canadian Produce Marketing Association (CPMA) has to offer”, explains CPMA President Dan Dempster. The CPMA is a non-governmental organisation representing more than 690 members who account for over 90% of the fresh fruit and vegetable sales in Canada. (Hall 21, Stand C-02, Contact: Tina Vigliotti, tel: +1 613 226 4187-217, e-mail: tvigliotti@cpma.ca)

Cleanly Separating Pomegranate Peel from the Arils

Israeli exhibitor Hefestus Ltd. is introducing its processing equipment for pomegranates at FRUIT LOGISTICA 2010. The system cleanly separates the peel from the arils. “Conventional processors squeeze pomegranate juice out in various ways, including pressing the juice with the peel, which causes a bitter taste due to the highly concentrated tannins in the peel”, explains President and CEO Oded Shitemer. "Using

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Sustainable Packaging: Modified atmosphere bags keep fruit fresh

San Jorge Packaging: Modified atmosphere bags keep fruit fresh

a market-oriented role that aims to play a pioneering role and to demonstrate how sustainable supply chain initiatives can create new business opportunities and consolidate existing business ties. (Hall 5.2, Stand A-03, Contact: Nancy Goovaerts, tel: +32-15-324296, e-mail: nancy.goovaerts@univeg.com)

Chiquita brings a fresh perspective
Chiquita is encouraging dialogue at this year’s FRUIT LOGISTICA with its theme “A fresh perspective”. The company is showing retailers new opportunities for image building, competitive differentiation and the creation of added value. Four multimedia stations with different themes illustrate Chiquita’s visions and fields of expertise. Product quality and breadth of range, brand strength and the complex issue of commitment to CSR highlight different aspects of the brand. The central ‘perspectives’ station demonstrates how companies and retailers can work together to create added value with “fresh perspectives” and strategic category management. All of the themed stations focus on consumers’ preferences and expectations with regard to fruit and vegetables. "You need to hit the nail on the head in meeting consumer's needs if you want to provide targeted solutions that are not defined by price alone", explains Sandra Paulus, Chiquita’s marketing manager. (Hall 25, Stand C-08, Contact: Christine von Dahlen, tel. +49-40-37479848, e-mail: christine.vondahlen@edelman.com)

BVEO: Apples lead the market
An average of 1.3 to 1.5 million tonnes of fruit were harvested annually in Germany over the last years, according to Karl Schmitz, Managing Director of BVEO, a fruit and vegetable industry association. The market leaders were apples with 900,000 to 1.1 million tonnes and a share of around 75% of the total fruit crop. Schmitz goes on to report that 10,500 German companies produce 3.3 million tonnes of vegetables annually over an area of almost 115,000 hectares, most of it open land. The total greenhouse area amounts to around 1,450 hectares. Depending on seasonal

Hefestus’ technology improves the natural flavour of the pomegranate juice. The automatic process also shortens production and significantly lowers labour costs. (Hall 1.1, Stand E-18, Contact: Oded Shitemer, tel: +972 (0) 4 6 27 18 35, e-mail: hefestus@hefestus-slb.com)

French exhibitors with an array of new products
Sopexa brings together a total of 181 French companies and sales promotion associations that are introducing a variety of new products at FRUIT LOGISTICA 2010, including pre-cooked and seasoned potato wedges and pre-cooked, vacuum-packed red beet cubes by Lunor. Fleuron d’Anjou offers a premium quality pre-washed lamb’s lettuce in a colourfully designed 150-gram stay-fresh bag. Rougeline has added the Pinko tomato variety to its line of products. Tomate Jouno presented its new variety called Blackpearl. Pom’Évasion introduces “Les Mop”, the children’s apple for collectors. The new product line from Concept Fruits includes cooked, vacuum-packed chestnuts with mushrooms, mild onions or raisins and dried apricots. The “Big Bag” by Luc Sockeel Emballages fits perfectly into the various pallet-compatible fruit or vegetable crates. (Hall 22, Stand C-11, Contact: Isabella Lacourtiade, tel: +49-211-4980827, e-mail: isabella.lacourtiade@sopexa.com)

Technology solutions and reusable packaging from the USA
Seventeen exhibitors are represented in the 300m² USA pavilion at FRUIT LOGISTICA 2010. Among them are regular exhibitors such as Bard Valley Medjool Date Growers, Cranberry Marketing Committee, PALM Nuts & More, USA Pears and the Washington Apple Commission. Newcomers this year include KPG Solutions and Macro Plastics. KPG Solutions offers high-tech solutions for perishable products in the supply chain including the fully integrated ERP and Food Safety Manager software programs. Macro Plastics is a leading global provider of bulk returnable and reusable containers. The company’s products and

The Chilean company San Jorge Packaging is presenting its FF (fresh fruit) brand of polyethylene packaging foils at FRUIT LOGISTICA. The modified atmosphere technology keeps fruit fresh and crunchy on long shipping routes and maintains it sensory properties. FF packaging enables the exchange of oxygen and carbon dioxide through a polyethylene layer, thus slowing down the natural degradation processes inside the fruit. San Jorge Packaging is reportedly the leading supplier of modified atmosphere bags for Chilean exporters. The company has developed special high humidity bags designed for air transport. (Hall 8.2, Stand C-03, Contact: Vivian Serani, tel: +56-(0)-2-5961036, e-mail: vservani@sanjorgepackaging.cl).

Region Basilicata opens new office in Berlin
Parallel to FRUIT LOGISTICA, the Region Basilicata from Italy is opening its first European branch office on Thursday. The office is co-located with the Italian Chamber of Commerce in Berlin. ‘Desk Basilicata’ is a pilot project in conjunction with ‘Verno l’Europa – Path to internationalisation’. Plans calls for branch offices in several other European cities. The aim is to focus on small companies that need professional support to improve their ability to compete on foreign markets. This will promote the food industry, as well as crafts and tourism. On 4 February at 12.30 pm, the speaker for the region’s agriculture sector, Vincenzo Viti, and other representatives will be presenting the project as part of a press conference at the Basilicata booth. (Hall A2, Stand C12, Contact: Dr. Vincenza D’Ambrogio, tel. +49/170/4402634, vdambrrogio@itkam.org)

More information at www.fruitlogistica.com