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By Carl Collen

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Innovation could drive vegetable sales

The countdown is on to European Vegetable Strategies, which takes place on 6-7 May in Brussels

Vegetables are both healthy and fashionable, but consumption and sales could be better. The category lacks impulse to inspire greater consumption, and new trends need to be identified and innovation applied to get the category moving forwards.

It is these trends and innovations that will be the focus of this year's European Vegetable Strategies, which takes place in Brussels, Belgium, on 6-7 May.

The two-day event features a packed programme that will see the industry's most pressing topics discussed by an array of expert speakers and key decision makers.

Nicolas Lecloux, co-founder and CEO of the young and successful smoothie company True Fruits, will discuss the potential of green smoothies, while Dr Harm Veiling of Radboud University Nijmegen will look at why consumers eat chocolate rather than vegetables, and what it is that motivates the brain when it comes to purchasing decisions.

Meanwhile, Elena Ozeritskaya of Fresh Insight will speak about 'Generation Y – the consumers of the future', highlighting who they are, and how to inspire them, while Dr Nicolas Schauer of Metabolomic Discoveries will discuss the search for the best flavour in the vegetable category.



Nicolas Lecloux of True Fruits will speak about expanding the vegetable category into fresh juices

A greater turnout is expected at this year's event, which is organised by Eurofruit, Fruchthandel and the Fresh Produce Journal, with the retail sector particularly well represented alongside suppliers.

You can find the latest information on the event as well as details on how to register at www.vegetablecongress.com.