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By Carl Collen

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Freshfel rallies fresh produce sector



Body calls for fresh fruit and vegetable sector to take the stage as a leading industry in Europe's climate neutral transition

With the European Commission's new geopolitical priorities shaping business and trade in the fresh fruit and vegetable sector over the next five years and into 2030, and as Europe transitions to a climate neutral planet, Freshfel Europe has called on the fresh produce sector to take the stage as a leading industry in Europe's ecological transition and build opportunities in this period of change.

Freshfel highlighted how the European fresh fruit and vegetable sector was experiencing an unprecedented period of change that is challenging mindsets and business models.

"From the new EC's priority for Europe to lead the transition to a healthy planet and a new digital world, to fractious and challenging international trade relations and a new EU-UK relationship, to fervent plastics reduction and increased digitalisation, in all areas of business change is imminent," the European fresh produce association noted. "In the midst

of these developments, there is ample opportunity for the European fresh fruit and vegetable sector to take the stage as a leading industry."

With the European Commission's unveiling of the new European Green Deal in late 2019 new opportunities are beginning to emerge as Europe leads the transition to a climate neutral planet.

For the fresh fruit and vegetable sector these opportunities include zero pollution production, carbon neutral supply chains, enhanced digital trading and alternative packaging solutions among others.

Freshfel Europe reiterated that message at its Annual Trade Meeting in Berlin on the eve of Fruit Logistica.

Freshfel Europe general delegate Philippe Binard buoyed leading sector stakeholders saying: "We must not overlook EU-level discussions on Europe's future direction. The fresh produce sector is already a low

environmental impact food industry, however Europe's current geopolitics stimulating climate neutrality in all areas of business will shape operations and trade in the fresh produce sector for decades to come. Now is the time to act and seize this opportunity to be a leader in meeting environmental and consumer demands now and into the future."

"The European Green Deal's underlying objective is to stimulate plant-based diets across Europe," Binard added. "It is up to the sector to embrace this challenge and build on this new momentum for fresh fruit and vegetables."

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

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