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By Fruitnet.com Staff

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## ***GBC2015: take part in our survey and win free entry***



Survey of European berry business due to be presented at Global Berry Congress in Rotterdam on 23-25 March

**T**he findings of a major new survey of leading players in the international berry business will be presented at this year's Global Berry Congress, which takes place in Rotterdam on 23-25 March.

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**Click here to take part in the survey – it's confidential, takes less than five minutes and one lucky respondent will be granted a free delegate place.**

The survey will focus on the European market and aims to identify trends that will shape the market in the next five years, as well as gauging the sentiment of key movers and shakers working in the category today.

While growth in the berry category has been impressive across a number of different markets worldwide, it remains far from certain how the sector will evolve between now and 2020.

Will consumer demand remain ahead of

supply, even with an anticipated boom in global production? Is there a potential danger that commoditisation will creep into the berry category as it did in the past for others, like apples? Can brands emerge to drive forward sales? What challenges lie ahead as far as margin pressure and consumer behaviour are concerned?

"It's a very quick and confidential survey, so I would encourage everyone to take a couple of minutes and give us just a few short answers that will help us effectively take the temperature of the berry business in Europe," commented Mike Knowles, editor of Global Berry Congress organiser Eurofruit.

Knowles, who will present the findings of the survey during the event, added: "No-one knows the berry category better than those who work in it every day, so what we're hoping is that we can help combine that collective knowledge and share it with everyone.

"The more people who take part, the better the results will be, and that will benefit everyone in the industry."

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