

The world's leading fresh produce conference and networking events



By Martyn Fisher

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FPJ Big 50 Products: Podcast

The FPJ team discuss the inaugural FPJ Big 50 Products, the supermarket price war and products trends to keep an eye on

To coincide with the launch of the first-ever [FPJ Big 50 Products](#), the FPJ editorial team recorded a podcast to discuss the list and the key issues it raised.

FPJ Big 50 Products, the third in the FPJ Big 50 series following the [Businesses](#) and [People](#) publications, ranks the 50 biggest-selling fresh fruit and vegetable products over the last year. This special edition of the

magazine has been produced in conjunction with grocery insight company Kantar Worldpanel.

In this 15-minute podcast, FPJ Big 50 Products editor Martyn Fisher, FPJ editor Michael Barker, and FPJ features editor Nina Pullman discuss deflation in the fresh produce sector, the effects of the supermarket price war, and product trends to watch out for going forward.

What do you make of the FPJ Big 50 Products 2015? Join the debate by Tweeting using the hashtag #FPJBig50

Extra copies of the FPJ Big 50 Products are available for £25 each. Please call 020 7501 0311.

