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By Fruitnet Media International

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## New report sheds light on Covid-19 impact

In-depth report published by Fruitnet explains how the pandemic is changing the fresh produce business

Fruitnet has published a special, in-depth report about the coronavirus crisis and its impact on the fresh produce business.

[Click here for an executive summary and details of how to access the full report.](#)

Pressing Refresh, which is available to download free of charge for a limited period thanks to report sponsor Fruit Logistica, explains how the pandemic has affected fresh fruit and vegetable supply, distribution, marketing and purchasing behaviour in the world's major consumer markets.

Combining analysis from key players in the fresh produce industry with insight from Fruitnet's international team of experts, the 32-page report includes news, comment and analysis of three key areas:

- Markets – How lockdown is changing the shape of the fresh produce business.
- Supply – As costs rise, companies need to prepare for some big challenges.
- Logistics – The global fresh produce industry is facing a serious circulation problem.

"As the industry tries to make sense of what's been happening during the recent pandemic, we are delighted that Fruit Logistica has allowed us to make some of our in-depth research and analysis available for free," comments report author Mike Knowles. "This report illustrates how Covid-19 has changed the fruit and veg business, and what to expect in the months ahead."

[Visitors to the Fruit Logistica website can download an executive summary, which includes details of how to download the full report, free of charge.](#)

