

The international marketing magazine for fresh produce buyers in Europe



By Mike Knowles

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What do 'organic' and 'ethical' mean?



Eurofruit's Chris White talks to Jasmine Harman

TV presenter Jasmine Harman explores the concept of organic, Fairtrade and ethical fresh produce on behalf of South African exporters

With more and more consumers eager to buy fruit and vegetables that are free from pesticides, produced and distributed in an environmentally friendly

manner and farmed by people who are paid fair prices and given decent working conditions, South African fruit growers have come up with what they say is a definitive fresh produce buyer's guide

to terms such as organic, fairtrade, and ethical.