

# WHAT IS THE FUTURE OF ORGANIC F&V MARKETS?

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**MADRID** 24 OCT. 2018

# INTRODUCTION

Which **positive impacts** we can expect of the new EU regulation on organics?

Can we expect within 10 years that **35% of F&V consumed be organic**?

Or other concepts like **"O-residue"** become major alternatives?

Which **other "value-added"** shall be more demanded by the consumer and embraced by our industry?



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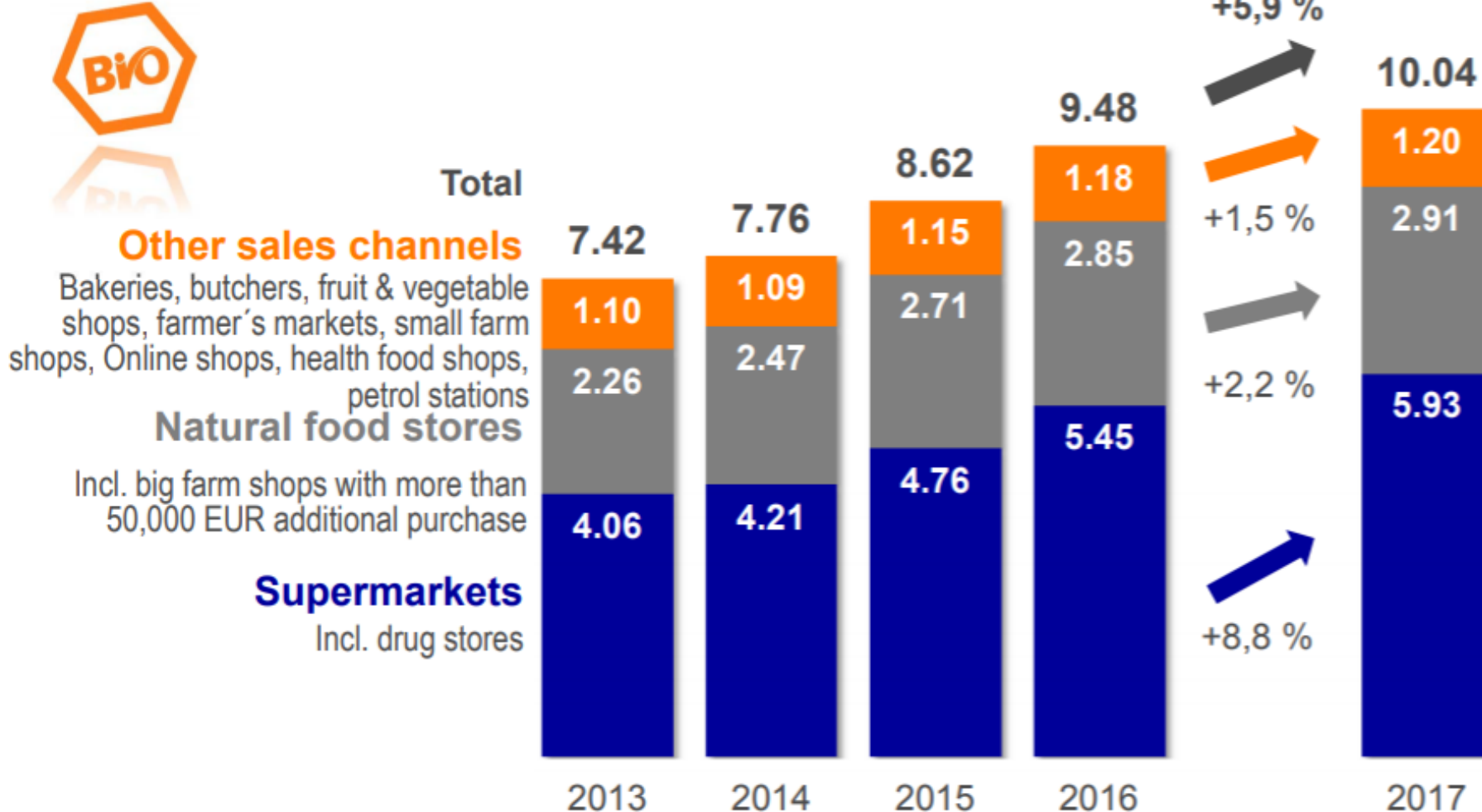
Organic fruit  
spending was  
up **20% YoY** to  
\$1.8 billion

**Vegetables**  
grew **6%** to  
\$3.1 billion in  
2017.



# Organic food sales in Germany

In billion EUR excl. Catering





# PROGRAM

16.00

## INAUGURATION

Opening by Raul Calleja, director of FRUIT ATTRACTION & BIOFOOD MADRID SHOW.

Moderates Pierre Escodo editor & consultant EUROFRESH DISTRIBUTION

16.10



The new EU regulation on Organics: what future impact will it have on the market and for the producers? More democratic or restrictive?

By **European Commission**, Deputy Head of Unit B.4 Organics, **Elena Panichi**.



EU & global demand for organics, perspectives,

By **FIBL & IFOAM-International** Expert **Julia Lernoud**



Certification & regulatory diversities in a global market: how to unify audit criteria, reduce unfair competition and explore commercial opportunities?

By **CAAE** director or certification **Juan Manuel Sánchez Adame**.

17.10

## RETAIL PANEL, WHERE ARE THE MAJOR CONSUMERS? WHAT DEMAND WILL THE HAVE IN THE FUTURE?



Consumers & Retail panel analysis, in-depth market trends

By **Kantar** analyst, **Ed Griffiths**.



Spanish & French market trends & opportunities with the retail sector and other specialized channels.

By **Socomo & Carrefour Spain** F&V director, **Eugenio Morales**



Swiss market for organic & sustainable fruit and vegetables,

By **Coop Genossenschaft** Sustainability & Brand Manager, **Katja Bahrdt**.



# PROGRAM

18.15

DEBATE ON THE DEMAND FOR MORE “VALUE-ADDED” BEYOND ORGANICS: LIKE CONVENIENCE, FAIR TRADE, BIODYNAMICS, LOCAL, CARBON NEUTRAL, ZERO RESIDUE, VEGANS, FLEXITARIANS, GLUTEN-FREE, NON-GMO, HALAL ...



Eosta sales manager, **Jeroen Plesman**



Kernel Export Chairman & Proexport board member, **Jose Antonio Cánovas**



Naturland CEO, **Steffen Reese**

18.45

CLOSURE & COCKTAIL



With EUROFRESH DISTRIBUTION celebration of its 20 years anniversary

