



Global demand for organic fresh produce & latest “healthy impacts” since Covid-19

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DAY 1 – 20/10/20

15.00–16.30



What's going on in the world of organic F&V? Let's talk about global demand, the latest trends and strategies in the EU market.

15:00: Welcoming



by Raul Calleja, director of FRUIT ATTRACTION

15:05: World demand for organic fresh produce & impact of Covid-19 on healthy-eating trend

by Pierre Escodo, editor of EUROFRESH DISTRIBUTION

15:15: “Farm-to-Fork” strategy: the objectives of the “EU green deal”. What are the possible action plans for the F&V sector?

Speaker: DG Agri officer, Horticulture division, European Commission

15:30: The role and development of organics and the shifting use of labels to communicate sustainability

Speaker: Tea Thaning, food analyst at EUROMONITOR INTERNATIONAL

15:45: BRICS market opportunities: Omni-channel sourcing strategies for organic fresh produce in China

Speaker: Sophia Yan Xue, head of procurement of Chumbo.com

16:00: Discussion – Diversifying products and channels, and Spanish success stories

Speakers: Francisco Belmonte, CEO of BIOSABOR

Paco Casallo, CEO of HACIENDAS BIO

Adolfo Garcia, CEO of CAMPO SEVEN





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DAY 2 – 21/10/20
15.00–16.30

*What other sustainable and more impactful value chains do consumers demand?
The panel will debate alternative, more competitive supply chains*

15.00 – New zero-residue labels: the challenge to supply more sustainable and competitive products

Speaker: *Javier Arizmendi, director of ZERYA*

15.15 – European retail: latest responses to meet multiple consumer demands

Speaker: *Pierre Escodo, editor of EUROFRESH DISTRIBUTION*

15.30 – “BE CLIMATE”: the first carbon neutral brand for F&V

Speaker: *PORT INTERNATIONAL CEO, Mike Port*

15.45 – Permaculture: a possible next step beyond organics

Speaker: *LEHMANN-NATURE business development manager, Didier Fleury*

16.00 – Debate: How to improve the engagement and transparency of certified labels
for a greater impact on health, society and the environment

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DAY 3 – 22/10/20

15.00–16.30



How to improve organic value-chains by boosting cooperation between breeding and retail

15.00 – How organic breeding can bring more value

Speaker: *Maria Teresa Lazzaro from FIBL*

15.15 – How to improve quality in retail with better cooperation with breeding

Speaker: *Carlo Murer, ECOR NATURASI, supermarket chain manager*

15.30 – German market requirements for vegetables varieties free from cell-fusion breeding technology

Speaker: *vegetable breeder Holger Scharpenberg, from Bundesverband Naturkost Naturwaren (BNN)*

15.45 – Success Stories with new organic varieties and consumer brands

Speaker: *Christof Flörchinger from VITALIS*





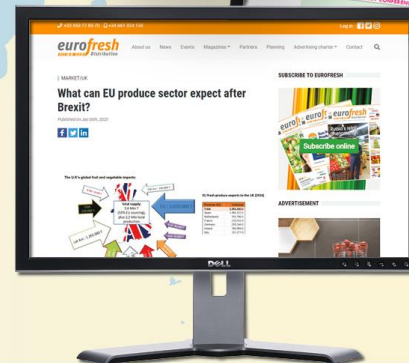
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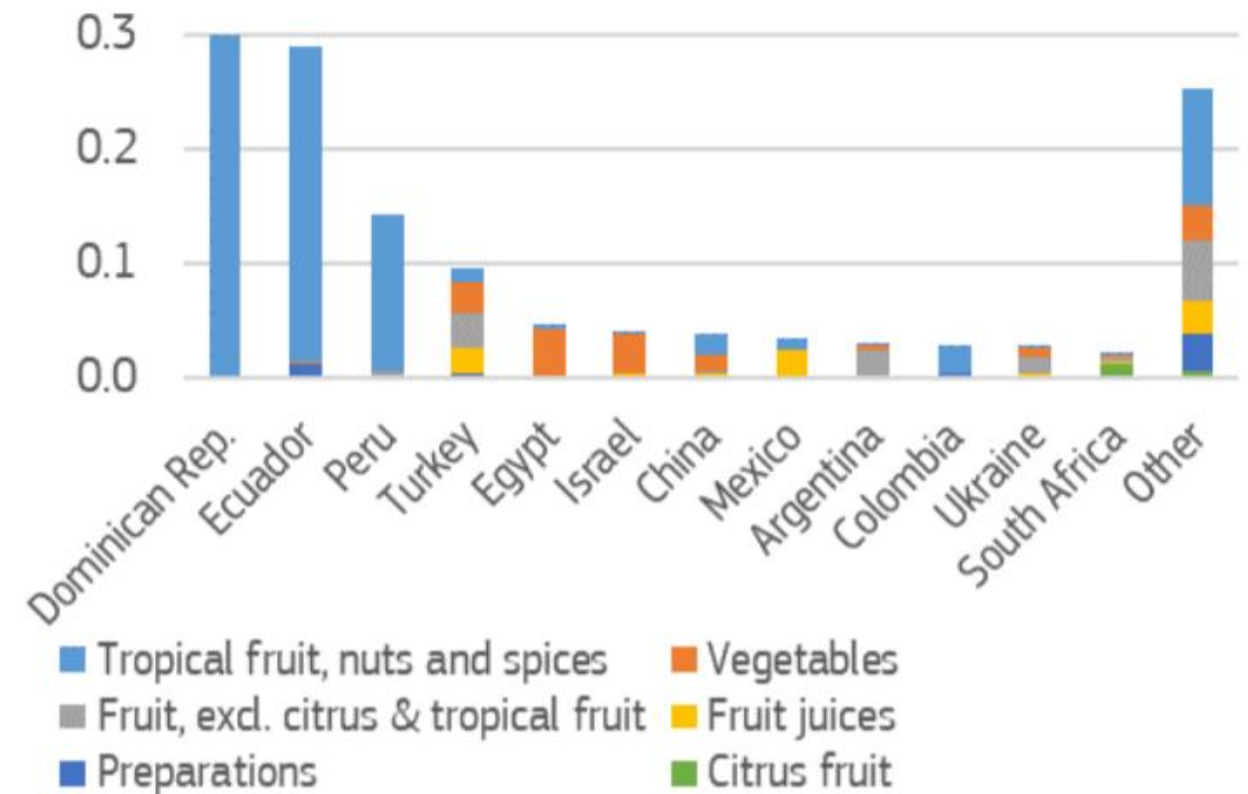
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Vegetables and Fruits from Murcia, Spain

EU imports 8% more organic F&V in 2019

- 1,35 million tons of organics F&V imports.
- The boom in organic bananas is still a major driver: 56% of imports.
- Tropical fruit still n°1 organic agri-food (27% volumes) and the higher increase: +13% to 0,9 million tons.
- Vegetables second significant rise: +8% to 160,000 tons to account for 5% of the total volume
- Other fruit imports shrank -8% to 134,000 tons (citrus below 30,000).

FIGURE 9 – Organic fruit and vegetables import volumes by exporting country, 2019 (million t)



Source: Traces

Major EU organic consumers

- The Netherlands is a **major re-exporter** of organics (1/3 import volumes)
- **Germany and France** together represent over half of the EU-28 organic market.
- Denmark with the **highest per capita** consumption of 11.5% F&V in value
- **Italy, the Netherlands and Spain** are the main exporting countries 10 to 23% to non EU countries.

EU organic F&V imports by product (1000 tons)

	2018 imports	2019 imports	Change (%)
Bananas	654	749	14.6
Potatoes	33	28	-16.1
Onions, shallots & garlic	13	27	115.5
Apples & pears	59	38	-36.3
Grapes	20	22	11
Lemons	16	16	5.9
Oranges	8	7	-4.3



Which “healthy trends” since Covid-19?



- “We have seen **increased sales of Auchan Responsible Sourcing** products during the **lockdown**, even during days with less shoppers and turnover,” said **Olivier Pageau**, global head of Auchan Responsible Sourcing
- “This situation is confirming **we are on the right approach** to the consumers to provide more responsible sourcing, from organics to zero residue.”
- 500 Responsible Sourcing Channels, **1500 by 2020** with most food categories.



COLRUYT a socially engaged leader

- BioPlanet one of 7 main Colruyt retail brands.
- 5 years engagements at fixed price with 300 milk farmers, also with “Club” apples like “Magic Star”
- +20% F&V consumption during the lockdown, +25% or more for organics & local produce.
- Pioneers with vertical farming: aromatic herbs with very small ecological footprint
- Fresh produce the preferred “@-category” online (87% of the orders with F&V)





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THANK YOU!

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