



BIOFRUIT CONGRESS

**Europe & US retail:
latest responses to
satisfy the
sustainable demands
of the consumer**

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BIOFRUIT CONGRESS

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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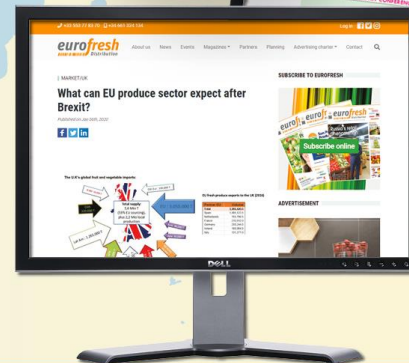


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GET CLOSER to your customers and suppliers

New: A weekly newsletter on different themes!



Store of the future: “Free From..” & Driveways

- Looking for more reliable product value, more « **Residue/carbon FREE** » labels who provide “quality & peace of mind”
- Stores: promoting a **serene shop floor**, reduced assortment and faster picking
- Back to “farmers markets” and more “semi-open-air” trucks
- E-commerce: **100% yearly growth** (x3 on Q2)



Auchan Responsible Sourcing

- **Four pillars:** product taste, the environment, employment, and economics.
- **Organics included + social engagements** (labour certification required)
- **Pioneers with “zero residue” in France:** Retail leadership with **60 labelled F&V** references
- Block chain technology in 8 countries: **customers can trace their food** they purchase from the farm
- “We aim to guarantee **tasty, healthy & safe** products, as well as uphold human rights and **protect the environment**, with trustful relationships and constant improvement.”



COLRUYT a socially engaged leader

- **BioPlanet** one of seven main Colruyt retail brands
- **5 years engagements at fixed price** with 300 milk farmers, also with “**varietal clubs**” like “**Magic Star**”
- **+20% fruit and vegetables consumption** during the lose down, **+25-30% 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 fruit and vegetables)



+24,8% F&V sales for “VIVIVERDE” organics

- The leading Italian retail brand for organics, Coop Italia group (95 chains, 1200 stores).
- 70 fruit and vegetables organic references, 6% of total sales
- +24,8% sales of organic fruit and vegetables during lockdown, +18% conventional fruit and vegetables
- Benefits are a long term stake on healthiness with “Viviverde Coop”



SPINNEYS the “GREEN” revolution in the UAE

- UAE rising demand for organic produce and distaste of plastics, the new challenges.
- The premium retailer & partner of Waitrose aims “to be the first ones on the market”.
- 10% of organic sales, above the 5% average of the European retailers.
- More bulk and carton boxes since local recycling is not well developed.



MEIJER more sustainability & convenience

- Sustainability & Shopper convenience the main drivers of popularity
- “Making the Community a better place to live, work and play”, organics are strategic.
- New “Flashfood” app to trace 600 products and tackle food waste (50% OFF for food surplus)



EL CORTE INGLES

largest organic assortment

- “La Biosfera” a unique organic section, innovative presentation and active promotion.
- The largest organic assortment in Spain: 1000 food references, 200 Fruit&Veg.
- Strong social responsibility and environmental commitment, certified schemes & multiple audits
- Added values on taste with exclusive varieties





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THANK YOU!

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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*

