



European fresh fruit and vegetables Association



# Reinforcing the sector policy stance



The EU and its fresh produce sector: summary

120 billion € turnover - 500.000 jobs

**Our mission:**  
Representing and promoting  
the interests of our  
members across the fresh  
produce supply chain, from  
production down to retailing

**Our objectives:**  
Defending the interests of  
the sector, informing the  
members on legislative and  
supply chain  
developments, providing a  
networking platform

**Our sector:**  
A direct turnover of the  
supply chain of more than  
120 billion EURO with  
approximately 550.000  
employees





**Freshfel members:**  
**National associations and individual companies (around 200 in total)**  
**- a horizontal and vertical representation of the chain**



Activity Report 2015

For more  
 information  
[www.freshfel.org](http://www.freshfel.org)



**Enjoy Fresh**  
[www.enjoyfresh.eu](http://www.enjoyfresh.eu)



A unique platform to find out everything why it is so great to “Enjoy Fresh Fruit and Vegetables”

**Fresh Quality Guide**  
[www.freshquality.org](http://www.freshquality.org)



A compendium of the European quality legislation relevant for fruit and vegetables on the European market

**Freshfel policy event**  
[www.freshel.org](http://www.freshel.org)

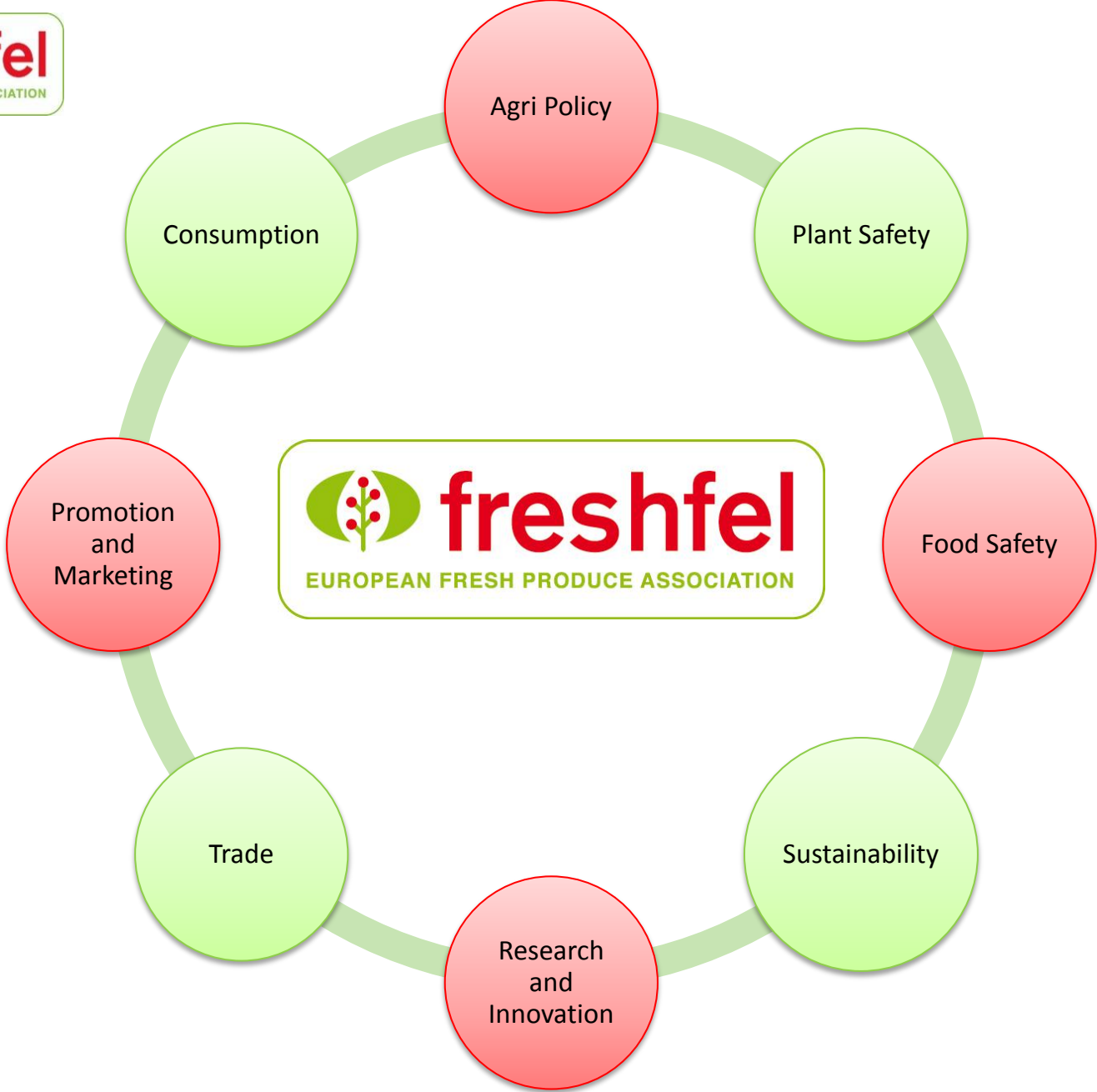


Our annual conference with a special focus on topical policy issues for the fresh produce industry



Activity Report 2015





## STRATEGIC INNOVATION AND RESEARCH AGENDA FOR THE FRUIT AND VEGETABLE SECTOR

3/1/2015



AREFLH

EUFRIN

FRESHFEL

## Network and input

5 priorities by the TF were submitted for the EU work programme 2016/2017

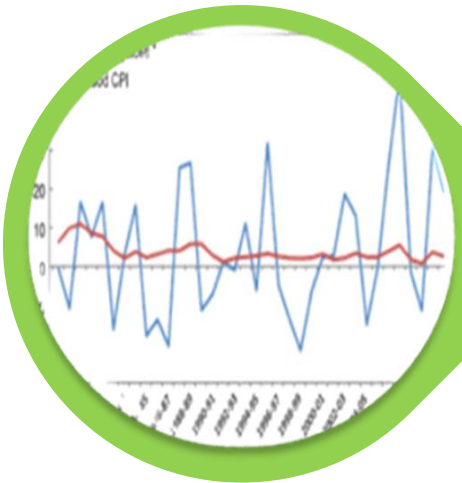
- » Water and irrigation
- » Minimizing residues
- » Tools to maintain and improve shelf life
- » Mechanical and robotic aids for fruit picking
- » Health claims assets

# Key fresh produce features

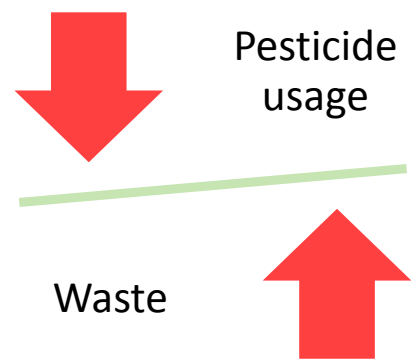
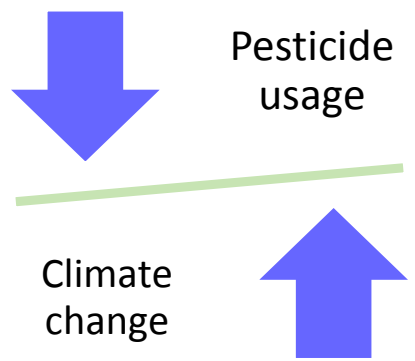
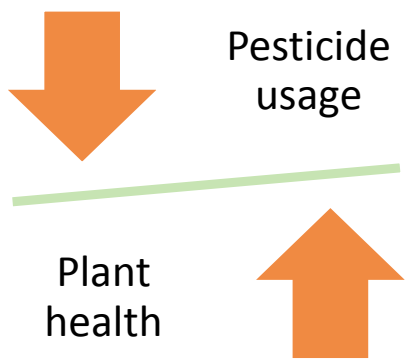
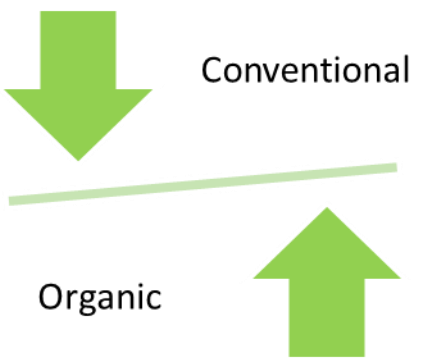
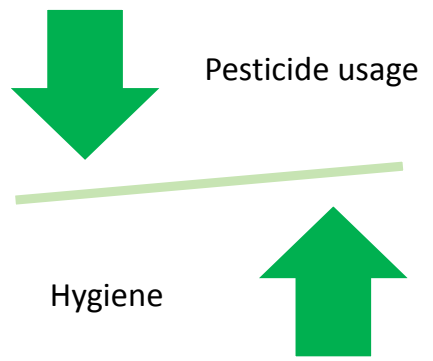
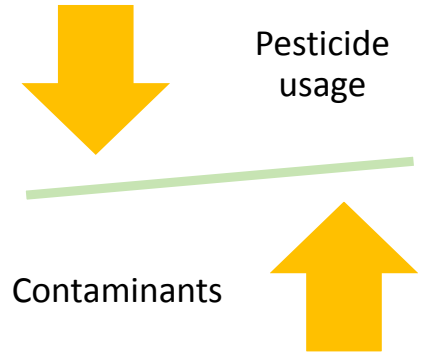
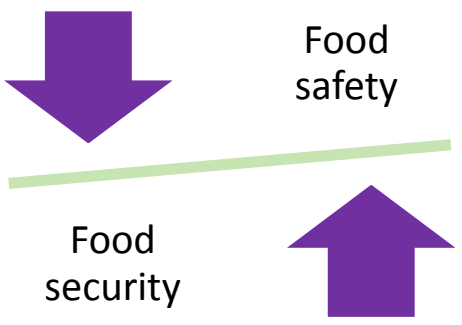




# Key fresh produce features

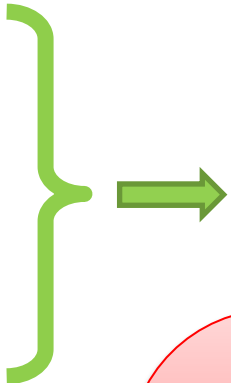


# Some policy dilemma



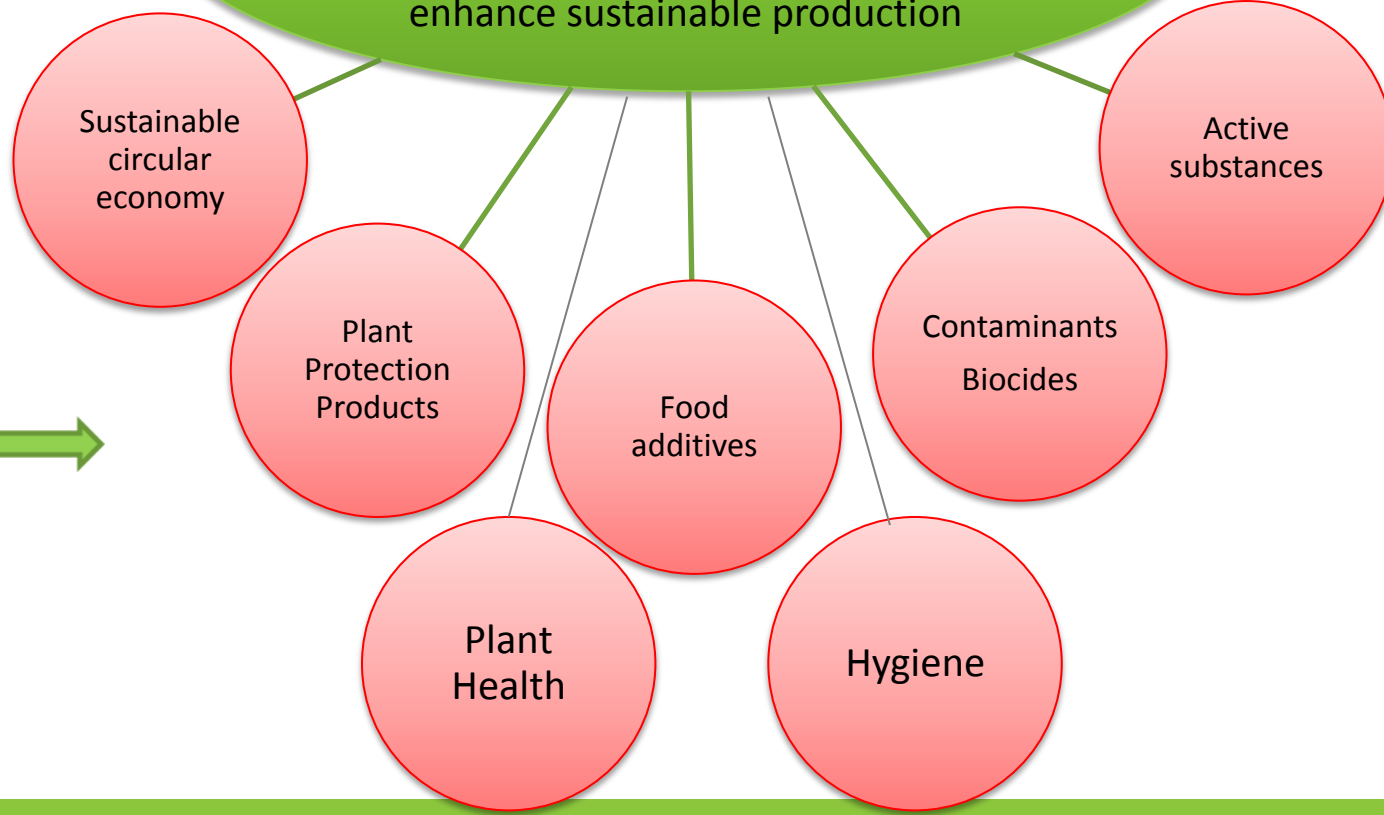
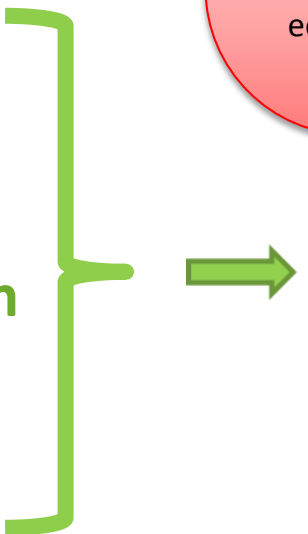
# Relevance of EUFRUIT for Freshfel and its members

**EUFRUIT objectives**



Thematic European fruit network connecting research and business on 4 thematic areas incl. new cultivars, minimize residues, optimise storage and enhance sustainable production

**Freshfel priorities and core activities in related EUFRUIT areas**





# Freshfel activities on PPP & MRL



Horizon 2020  
European Union funding  
for Research & Innovation



## PPP and MRL

- Agri-food CRT for PP
- PPP update
- MRL/ARFD
- Minor use
- Contaminants
- Food additives
- Biocidal products

## Monitoring

- EFSA annual MRL report
- FVO reports
- Official controls
- RAFF notification
- Annex 1 Reg 669

## Other related issues

- Food hygiene
- Novel food
- New breeding techniques (NBT)
- Labelling





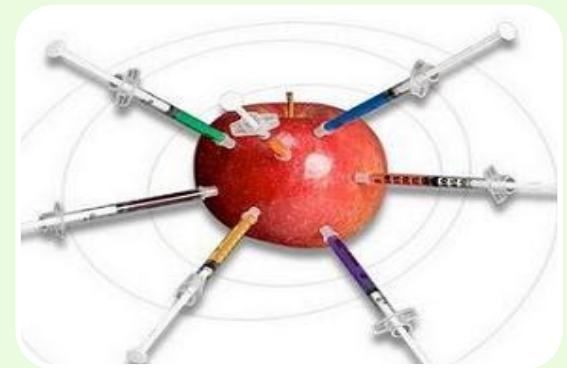
## Organic

Organic reform  
PPP use in organic



## Laboratory testings

Improved practices  
Reliability of results



## Communications

Image  
Explaining use of PPP  
NGO campaign

# Freshfel issues on PPP & MRL



## Sustainability

- GAP & IPM
- Reducing pesticide dependency
- GlobalGAP & other certification
- Private standards
- Reducing pesticide dependency

## Plant health

- Reform
- Update annex on citrus
- SH Citrus season 2016
- conditions for CBS
- FVO /Euophyt report on non compliance

## Projects

- Freshfel research projects:
- Fresh Demo
- EUFRUIT
- EUROMIX

# Freshfel network on PPP &



**European Commission**

DG SANTE  
 DG AGRI  
 DG TRADE  
 DG ENVI  
 DG GROWTH  
 EFSA  
 FVO

**Europarl**

ENVI  
 COMAGRI

**Private Partners**

Agrifood chain RT on PPP  
 GlobalGAP  
 COLEACP –PIP  
 SHAFTE  
 Agrifood chain RT on PPP

# Agri-food Chain RT

## Current agenda item



- AAf 
- AREFLH 
- CELCAA 
- COCERAL 
- Copa-Cogeca 
- ECPA 
- ELC 
- ESA 
- EUROPATAT 
- FEFAC 
- FoodDrinkEurope 
- FRESHFEL 
- FRUCOM 
- IBMA 
- PFP / Fediol 
- PROFEL 
- UNION FLEURS 



# Private retailer requirements

- Freshfel collected data on private retailer requirements.
- The overview provides information on the requirements of retailers/discounters located in: AT, BE, DK, DE, FI, FR, IT, NO, ES, CH, NL.

Retailer	Country	Max. %MRL/active substance	Max. sum %MRL/sample	Max. %ARfD/ active substance	Max. sum %ARfD/ sample	Max. nr. of active substances /sample
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- The overview will be updated on a regular basis by FF WG
- This document is a part of the service to Freshfel members and only for their own internal use. This document is not aimed to be further circulated externally without a prior authorization by Freshfel secretariat.
- Debate on private standards within the Agri-food Chain on better understanding the rationale and impact of private standards





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