



## Assemblée des Régions Européennes Fruitières Légumières et Horticoles



## About AREFLH



- **The Assembly of European Regions producing Fruits, Vegetables and Ornamental Plants** is an association that represents **the voice of the fruit, vegetable and horticultural regions and their producer organisations** in Europe.
- The specificity and strength of AREFLH lies in its original structure: it is composed of the **College of Regions** and the **College of Producers**. The complementarity of these two bodies allows the adoption of common positions between regions and representatives of producer organisations.
- AREFLH gathers **20 EU regions and 23 POs/APOs** from 7 European countries (FR,IT,ES,PT,GR).
- Together they represent ca. **40% of the total production of F&V in Europe.**

# The fruit and vegetable sector in the EU: a statistical overview

- The fruit and vegetable sector in Europe accounts for **21 % of the total value of agricultural production**
- It takes up only 3 % of arable land and is **worth more than EUR 50 billion**
- Represents ca. **30% of agricultural employment** while receiving only around 3.5% of the CAP expenditure.
- **F&V supply chain has an estimated turnover of more than EUR 120 billion, with approximately 550 000 employees** and acts as an economic multiplier at European level, stimulating both demand and the creation of added value in other economic sectors





# EUFRUIT Project



**What is it:** EUFRUIT is a EU project (thematic network) financed in the framework of the Horizon2020 research and innovation programme, and started in March 2016 with a duration of 3 years.

**Objective:** Creating a multi-actor network to unleash, stimulate and use European research potential for exploiting new opportunities in the fresh produce category.

**Project Coordinator:** Dr. Michelle Williams, Department of Food Sciences, Aarhus University

**Budget:** 1,8 million euro



# Project Description



- The project's consortium is composed by 21 partners out of 12 European countries
- The project aims to **coordinate** and **support** innovation in the fruit sector and ensure integration across the research-to-market chain of the fruit sector
- 4 thematic areas:
  - **New cultivar** development and evaluation
  - Reducing use of chemicals during production phase to **minimise residues** on fruit and in the environment
  - Optimising postharvest handling, **storage and quality** attributes of fruit
  - **Sustainable production systems** and approaches across a range of key European fruit species

The EU fruit project intends to establish a network of relevant stakeholders to address key challenges for the fruit sector

# Project Approach



EUFRUIT will establish a systematic and standardised approach for knowledge-gathering and dissemination along three axes:

- **Scanning & synthesis** of knowledge
- **Showing & sharing**
- **Sustaining** project results

- **Scanning & synthesis:** establishment of international expert groups who scan state-of-the-art knowledge, existing practices and novel technologies, and synthesis to identify key areas of learning, new knowledge and best practices
- **Showing & sharing:** establishment of network groups to ensure mutual learning between stakeholders at national and regional level
- **Sustaining:** delivering activities aimed at ensuring the long-term viability of the EUFRUIT project results and network beyond the life of the project through continual dialogue with existing national and EU-level efforts.

# Project objectives



- **Establish a European network focused on the fruit sector**, including both industrial and academic partners to secure an optimal flow of knowledge and practical knowhow
- **Develop and implement a systematic approach for scanning and synthesising** existing scientific and practical knowledge
- **Establish an ongoing dialogue** with relevant EU, national and regional policy bodies
- **To identify and support new priority areas of research**
- **Deploy an intense dissemination strategy** centered on EUFRUIT







Assembly of European  
Regions producing  
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# Thank you for your attention!



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