



# 2016 Annual report

# AREFLH

Assembly of  
European Regions  
producing Fruit,  
Vegetables and  
Ornamental Plants





## Sommaire

.....	4
Simona Caselli's Editorial .....	4
AREFLH 2025, a strategic project.....	5
2016 highlights.....	6
A new management team .....	6
A new strategy.....	6
The 2016 General Assembly .....	7
The Board of Directors.....	7
AREFLH's new representative in Brussels.....	8
The activity of the commissions and working groups.....	9
College of Producers .....	9
Research & Innovation Commission .....	10
CMO Commission and Rural Development.....	12
Promotion Commission .....	12
APO Directors Committee.....	13
Commission of the European chestnut Interbranch sector.....	14
Distribution and Market Observatory Commission.....	15
Euro-Med Commission.....	15
Flower and Plants Commission .....	16
Our action in Brussels .....	17
Civil Dialogue group for Fruit and Vegetable (DG AGRI expert group).....	17
Meetings with DG AGRI.....	17
.....	18
European Projects.....	18
Eco-Zeo.....	18
EUFRUIT .....	18
.....	19
Visits to our members.....	19
Emilia-Romagna.....	19
Andalusia and Murcia.....	19
Fruits et Légumes d'Alsace .....	19

Events and Congresses.....	20
Europech' .....	20
Interpera 2016 in South Africa.....	20
ICOP .....	20
Trade shows .....	21
MEDFEL - from 26th to 28th April, in Perpignan .....	21
MACFRUT - from 14th to 16th September 2016 in Rimini.....	21
FRUIT ATTRACTION -5th to 7th October 2016 in Madrid.....	22
Communication.....	22
Our services .....	24
Our managing team.....	25
Our members in 2017 .....	26
College of Regions.....	26
College of Producers .....	27
Our administrative team in 2017 .....	28
Notes .....	29



## Simona Caselli's Editorial



**Simona Caselli, President of AREFLH and Regional Minister of Agriculture, Emilia-Romagna**

### 15 years of involvement

The European fruit and vegetable sector is essential for production, not only for its economic value and its impact on employment, but also as a tool for structuring the territory. Still, over the last few years, it has experienced repeated crises (internal and external) due to known factors: surplus production, overlaps of calendars, falling consumption, the Russian ban.

In this context, how long will the "resistance" of producers last? What solutions can be implemented to reverse and contain this trend? Are there tools or opportunities that can better support and help the fruit and vegetable sector?

Aiming at answering to these questions has always been, and will always be, one of AREFLH's missions. The particularity of the association is, on the one hand, a group representing public authorities: the College of Regions, and, on the other hand, the professional group, from the private sector: the College of Producers (represented by POs and APOs). This is the real strength of AREFLH, that gives the association an expert legitimacy to speak for the sector to the European institutions.

The collaboration and dialogue between the different members of the association have made it possible to achieve significant results such as the implementation of specific preventive measures and the crisis management that is planned for producers grouped in POs and AOPs. Another recent accomplishment was a satisfactory definition of the conditions of application of the integrated production technique in the CMO.

We will therefore continue to strengthen the strategic framework of POs and APOs by making better use of the operational programmes provided by the fruit and vegetable CMO, by making them more flexible and adapted to the needs of companies, by developing a better use of the offer-management instruments such as inter-branch organisation and product subsidiaries, and by fostering the increase of innovation investment.

These issues must be at the heart of the current debate on the new CAP and the F&V CMO. AREFLH will keep a watchful eye on them. The association has all the assets to grow and become even stronger if it is able to support its members towards aggregation and offer concentration, and towards an ability to stand out and innovate.

Finally, I can only greet our outgoing Secretary General Jacques Dasque. His passion, his expertise and his knowledge, not only of the fruit and vegetable sector, but also the European institutions, have allowed the AREFLH to assert its position. The new governance of the Association, which I would like to emphasize, is



well marked by the presence of women, will work in continuity, with the spirit of Jacques, in addition to



that creative touch peculiar to us, women.

## AREFLH 2025, a strategic project

Defined in 2015, the set up of "AREFLH 2025" began in early 2016, to be fully implemented later in the year. This vision aims to respond to the main challenges of the sector, that were identified by a working group and validated by the Board of Directors and the General Assembly in June 2016:

- **The challenge of competitiveness** in a global economy, with a very unbalanced trade that is in favour of imports from third countries benefiting from low labor costs,
- **The challenge of F&V consumption**, as a matter of fact it fell by 18% in 10 years in Europe, and the increase of overweight and obese people, especially among young people, is alarming.
- **The challenge of innovation**, the environment and adaptation to climate change to better meet the demand of the society,
- **The challenge of the balance of power** when facing the distribution, who is currently too dominant,
- **The conservation of the agricultural fabric and employment** for the production of fruit and vegetables in the territories, while the number of farms dedicated to these crops decreases from one year to another,
- **Food security** in a world with a rapidly growing population,
- **Political instability** that creates uncertainties in the markets,
- **Opening up new markets.**

**AREFLH must be a place of debate and an organisation that proposes solutions for these challenges to be met.**

The major advantage of the AREFLH is to enable and promote joint work and common positions between regions and producers' representatives. Indeed, The two colleges are essential to each other: the political role of the regions is fundamental. It relies on a technical expertise (R+D) and on proposals from producers. The new organisation of the association reinforces the particularity and the richness of this complementarity.

## 2016 highlights

### A new management team

Mrs Simona Caselli, Regional Minister of Agriculture, Hunting and Fishing of Emilia Romagna was elected President of AREFLH at the General Assembly in Brussels on 22nd June 2016.

Mr. Jean-Louis Moulon, President of IDfel, and producer of apples in Pays de Loire (France), was elected Vice-President and President of the College of Producers.

A new Bureau was also elected by the Board of Directors. Its members are:

- The Chairperson: Ms. Simona Caselli,
- The Vice-Chairman: Mr. Jean-Louis Moulon,
- The Treasurer: Antoni Diaz Vendrell (Catalonia Region, Directorate General of Agro-Food Industries),
- The Secretary: Mr Guy Lambrechts (Flanders Region, Head of Unit of the Directorate for Agriculture).

In her speech, Mrs Caselli stressed the importance of monitoring the application of the CMO, of developing research and innovation, and expanding AREFLH to more regions.

### A new strategy

The AREFLH organises its actions around a new strategy and a selected number of priorities. The association is evolving around the following points:

- **Working as a network:** through a management of current affairs by the Bureau composed of the President, the Vice-President, the Treasurer and the Secretary, with committees co-chaired by a representative of the regions and a representative of the producers and with a working group of directors of APOs to make proposals to the College of Producers and the Board of Directors, and to keep members updated on European issues.
- **Being more participatory,** by encouraging exchanges between the Regions and Associations of Producer Organisations.
- **Being better connected,** using conference calls and videoconferences more frequently and regularly.
- **Having a concentrated number of commissions,** the most active being:
  - CMO and Rural Development,
  - Research and Innovation (sustainable production, climate change, new technologies);
  - Promotion (markets and distribution, production observatory, short circuits, promotion, retail relations).

AREFLH has also set the objective of strengthening its representativeness:

- By a reinforced lobbying involving a permanent presence in Brussels, in order to be closer to the European decision centers (the Commission, the Parliament and the Council of Europe).
- By extending its number of member regions (to the North and East of Europe for example). Indeed we will approach new fruit and vegetables producing regions



- Through European programmes, as we believe they are unifying elements for members, and are useful to APOs and regions. Also, within the framework of the Task Force for Research and Innovation and in collaboration with the regions and Producer Organisations, we will be a partner in European projects.
- By developing synergies with other European networks (ERIAFF, AREPO, AREV, etc.) for joint actions (European events, joint programmes, etc.).

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## The 2016 General Assembly

The General Assembly (June 2016) brought together nearly 50 representatives of the Regions and Associations of Producer Organisations. The items approved were:

- The annual report of the Board of Directors,
- The accounts for the 2015 financial year,
- The provisional budget for 2016.

Ms. Simona Caselli and Mr. Jean-Louis Moulon were elected President and Vice-President. Also, Mrs Mertixell Serret i Aleu, Counselor of Agriculture of Catalonia was warmly thanked for her commitment during her presidency.

Special thanks were also given to Mr. Luciano Trentini, who was President and then Vice-President of AREFLH for many years.

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## The Board of Directors

The Board of Directors met on 22nd June 2016 after the General Assembly to elect the secretary and treasurer of the association.

The group also met in Madrid during Fruit Attraction. In this meeting, the Board of Directors authorised the possibility for a Producers' Organisation to join the AREFLH.

It also proposed to give a single voting right for all POs during the General Assemblies.

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## AREFLH's new representative in Brussels

Andrea Tivoli joined the AREFLH administrative team on December 1, 2016.

He is based in Brussels in the headquarters of the delegation of the Emilia-Romagna region. He is in charge of :

- The lobbying to the European decision-making bodies (Parliament, Commission and Council),
- The monitoring of European research and territorial development programmes,
- The information given to our members regarding the European Authorities







## The activity of the commissions and working groups

### College of Producers



Upon the request of the President of the Producers' College, Jean-Louis-Moulon, AREFLH organised a seminar for our producers on 5th and 6th December 2016 in Brussels. It was attended by about 30 participants. The objective was to write the Roadmap of the College of Producers for the years to come, to identify the needs of APOs and to set working priorities.

The first part of the seminar was devoted to presentations by Albert Massot Marti (European Parliament) and Luc Berlottier (DG AGRI, Unit C2), on the post-2020 CAP prospects and the fruit and vegetable reform.

Later, the Producers' College identified priority themes for the work to be implemented within AREFLH:

- The CMO, a major tool for the fruit and vegetable sector

The Producers' College is unanimously in favour of maintaining the CMO. Still, it must be revitalised with a more collective and broader dimension through national and transnational APOs.

To foster APOs clustering and to strengthen the important business structures, a progressive funding system is needed, based on the actions taken and the economic importance of these organisations.

In addition, more effective tools must be created to stabilise producers' income.

- To cope with the decline of fresh fruit and vegetables consumption of in Europe, large-scale promotion programmes should be set up.

Promotion is essential to regain the share of consumption in Europe and to develop the new markets that Europe needs.

The School Fruit Scheme programme, which plays a vital role among young people, must be maintained and improved.



- **Research and Innovation,**

To respond to economic, technological, environmental and societal challenges, the sector needs continuous and active innovation.

More attention must be paid to the research and innovation needs and to the publication of calls for proposals dedicated to the sector (varietal innovation, control of diseases and parasites, quality, new products and new packaging, etc.).

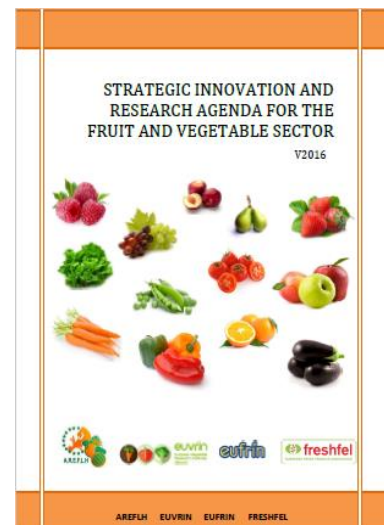
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## Research & Innovation Commission

### Task Force

The Task Force was established following the meeting of research centers specialised in fruit and vegetables organised in Brussels in January 2014, on the initiative of AREFLH, Freshfel and EUFRIN. The group aims to propose to the European Commission, on behalf of the sector, the research priorities for 2014-2020.

The Task Force gathers about fifteen people who are researchers and APO representatives of the sector. They met in 2016 to update the Strategic Agenda for Research and Innovation for the Fruit and Vegetable Sector (SIRA), which defined research priorities for 2018-2020 as part of the framework programme Horizon 2020. The updated version of the SIRA was forwarded to DG AGRI and DG RTD of the European Commission in November 2016.



### Meeting with DG AGRI

On 29th August 2016, a delegation from the Task Force met Aldo Longo in Brussels. He is in charge of research and rural development at DG AGRI.

The delegation was composed of Philippe Binard (Freshfel), Jacques Dasque (AREFLH), Joan Bonany (EUFRIN), Raf de Vis (EUVRIN).

The research priorities for the sector, presented in the SIRA, were reaffirmed with particular attention to:

- Varietal creation,
- Limiting residues for sustainable production,
- Maintaining post-harvest quality,
- Mechanisation and better efficiency of the workforce,
- A better understanding of consumer expectations and purchasing criteria,

- Energy savings for greenhouse production.

The delegation stressed the need to have calls for proposals dedicated to the fruit and vegetable sector, and, for certain subjects, to have continuity through successive calls for tender (improvement and varietal adaptation, fight against diseases and climate change, residue reduction and plant protection, etc.).

## EUVRIN



As a continuation of the work of the Task Force, AREFLH and Freshfel have created the European Vegetable Research Institutes Network (EUVRIN), which brings together some fifty research centers specialising in vegetable crops. The centres originate from 16 European countries.

The launch meeting of this informal network took place in Brussels on 1 February 2016 and was attended by more than 80 representatives of European research centers. This meeting was co-organised with Agrolink (a platform of 18 Flemish research centers) and with the support of the Flanders region.

The objectives of this first meeting were:

- To allow researchers to meet, get to know each other, and thus develop partnerships,
- To define priorities for the following 5 working groups:
  - Fertilisation and irrigation,
  - Greenhouse vegetable production,
  - Genetic resources,
  - Quality,
  - Integrated crop protection.
- To valorise the European vegetable sector to the European Commission, and highlight research priorities.

The governance structure of the network is based on a Board, composed of one representative per country, of representatives of each working group, and a Management Team. AREFLH is involved in all of these bodies and participates in the telephone meetings that are regularly organised.

In 2016, EUVRIN members actively participated to the update of the SIRA, adding the priorities and needs of the European vegetable sector.

On 25th and 26th October 2016, the network met again in Brussels to draw up an initial review of activities. Each working group assessed the progress made during the year and defined the actions to be implemented in 2017. The Board also met after the two-day meeting. The outcome of this meeting was very positive, with a broad participation. This demonstrates the willingness of the European research centers to work more closely.

[www.euvrin.eu](http://www.euvrin.eu)



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## CMO Commission and Rural Development

### CMO Group of experts

The group had several telephone meetings in 2016 to monitor and analyse the work of the Commission and the European Parliament on draft delegated and implementing acts for the reform of Regulation 543/2011.

AREFLH passed to this group the various versions submitted to the Management Committee of the Member States during the year. This work made it possible to present the position of AREFLH in the framework of the public consultation opened by the European Commission in January and February 2017.

The CMO Commission proposed to the Board of Directors the publication of a White Paper highlighting the positive effects of the CMO on the sector. This report will be published mid-2017.

### Septembre meeting

On 6<sup>th</sup> Sept., a delegation led by Ms Simona Caselli was received by Mr Rudy Van der Stappen, Deputy Head of Unit C2, and Mr Leandro Mas Pons, both from DG Agri.

Two topics were on the agenda:

- **The three-year or five-year commitment level for integrated production:** the Commission confirmed that the commitment of the regions for the duration of the operational programme will apply at the level of the Producers' Organisations and not of each producer.
- **Eligibility criteria for environmental measures:** the Commission stated that it could not modify the inclusion of additional costs because this provision is included in the basic act. On the other hand, the percentage of water savings or inputs would be reduced from 25% to 15%.

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## Promotion Commission

Upon the request of our President, and thanks to the contribution of promotional referents, AREFLH has decided to relaunch its Promotion Commission. Its purpose is:

- To discuss best practices in food promotion and education implemented in AREFLH member regions,
- To present AREFLH's position on the new European regulations and their application.

It was decided to update the "Regio'Com" guide on the promotion and communication programmes of regions and professional bodies for the consumption of fruit and vegetables.



This action is of particular importance when we recall that, according to a European health survey, consumption of fresh fruit and vegetables has decreased by 18% in Europe over the last 10 years (from 460g/person/day to 385g/person/day). But it seems that this trend is currently beginning to reverse.

## European Programme "A Showcase for Europe's finest regional produce"

The first European programme of promotion launched in 2010 was a success, so this multi-country information campaign (France, Italy and Spain) was renewed in 2014 to other partners. It promotes European official PGI-PDO labels, through 8 fruit and vegetables.

The programme includes:

- for France, The Kiwi De L'Adour Igp, The Asperge Des Sables Des Landes Igp, The Fraise Du Périgord Igp And The Pruneau d'Agen Igp.
- for Italy, Pear of Emilia Romagna Igp, Peach and Nectarine Of Romagna Igp And Radicchio Of Treviso Igp.
- for Spain, the Kaki De La Ribera Del Xúquer Aop.



In 2016 AREFLH particularly put forward the Emilia Romagna Pear, the radicchio of Treviso, the Perigord strawberry and the Agen Prune in special newsletters sent to about 800 contacts.

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## APO Directors Committee

The group was created in 2015, it meets monthly by telephone or by physical meetings. Its goal is to:

- Represent APOs in Europe (to the European Commission and Parliament) in order to highlight their important role in the CMO and in the organisation of producers.
- Share experiences, projects, problems encountered by APOs in their organisations and operation.
- Informing APOs directors of AREFLH's actions.



## Commission of the European chestnut Interbranch sector

The AREFLH is in charge of the animation and the secretariat of this commission which is composed of representatives of the chestnut production and industry from Spain, France, Italy and Portugal. It had a particularly intense activity in 2016.

### Organisation of a professional mission to China,

In partnership with Interco Aquitaine, a professional trip to China brought together representatives from the French, Spanish and Portuguese sectors. The regions of Beijing, Hubei and Yunnan were visited in May 2016.

The conclusions of this mission:

The European chestnut production sector must undertake a major technological development by expanding its product range. Moreover, in a global market dominated by China, it is essential to keep an active watch to better know the major players in the market and to fight back with the most appropriate strategy to remain competitive.



This immersion in the Chinese countryside enabled the participants to better understand the reality of the Chinese giant, characterised by:

- A very large increase in the production surfaces in the past 20-30 years: in 2011, the orchard covered approximately 1,866,000 hectares. It is in the 1990's that the increase accelerated, as a result of a political will to rebalance the over-cultivated hills that had suffered heavy floods due to the lack of forest.
- The creation by transformation companies of a large number of new products to satisfy a huge market that exceeds one billion inhabitants. All these products are marketed and declined to meet the new needs of the population who is currently changing lifestyle for a more individual consumption, snacking, etc.
- Rising consumption, both traditional and modern.

### European Chestnut Meeting

The event took place in Alès (Occitanie, France) from 8 to 10 September 2016. For their seventh edition, the three-day congress brought together more than 100 participants from the chestnut sector: producers, marketers and processors from France, Italy, Spain, Portugal and Chile.

Again, the decline of the European production was noticed, due to a production mainly composed of traditional chestnut groves, while the Chinese production sharply increased to 2.2 million tonnes (90% of the world production).

However, these meetings are the proof of a great desire on the part of all players in the European sector to rejuvenate the production.

The event also allowed research center representatives and producers to confirm work priorities, particularly for the control of chestnut diseases and parasites, in order to present a programme under Horizon 2020.

[www.chestnut-meetings.org](http://www.chestnut-meetings.org)

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## Distribution and Market Observatory Commission

Upon proposal from AREFLH and Freshfel in January 2016, a consultation meeting on the strengthening of production and market observatories was held in Brussels with representatives of the European Commission, DG AGRI, Unit F2.

AREFLH presented the work done in the framework of observatories of peaches and nectarines, pears and strawberries. They bring together the most representative APOs for these products in Spain, France, Italy, Greece and Belgium.

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## Euro-Med Commission



Fert and AREFLH co-organised the 2016 the Arbomed meetings of Meknès (Morocco) on 29 and 30 April 2016, with the participation of the Moroccan Minister of Agriculture and CIHEAM.

The meetings were organised around the theme: "Production and market observatory: a key to strengthen the fruit and vegetables strategic sector of in the Mediterranean".

In economic and social terms, these sectors constitute, by the employment they generate in production and downstream functions, a pillar of the economy for many rural areas and thus a major factor of stability, particularly in the countries of the Southern Mediterranean,

The different interventions that have been made underlined the importance of a better knowledge of the productions and flows in the countries of the Mediterranean area.

In December 2016, AREFLH and Fert, noting a rather weak and unequal involvement from the partners of the network, decided to end the animation that they had started and financed for 3 years.



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## Flower and Plants Commission

On October 13th, AREFLH met with Hyères Horticole, a group of flower producers from the PACA region, in the presence of the Vice-Chairman of the Agriculture Committee of the Regional Council, Mr. Christian Simon.

During this meeting, it was decided to relaunch the AREFLH Flowers and Plants Commission and Hyères Horticole expressed its willingness to join the association as a Producers Organisation for this sector.





## Our action in Brussels

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### Civil Dialogue group for Fruit and Vegetable (DG AGRI expert group)

This dialogue group gathers representatives from EU professional organisations and the European Commission (DG AGRI, SANTE, ENVI, TRADE...).

In 2016, AREFLH participated to the October session.

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### Meetings with DG AGRI

On 5<sup>th</sup> December, an AREFLH delegation led by Ms. Simona Caselli, was received by Ms. Elisabeta Siracusa, Assistant of the Chief of Cabinet of the Commissioner of Agriculture. The appointment was positive, and the main current topics were presented:

- A satisfactory assessment of the fruit and vegetable CMO,
- The importance of carrying on strong and permanent promotional campaigns,
- The numerous deadlocks faced by exporters due to health barriers.

On 6<sup>th</sup> December, AREFLH then met Mr Joao Onofre, new Head of Unit for Wines, Spirits and Horticultural Products at DG AGRI (G2).



## European Projects

### Eco-Zeo



AREFLH was a partner in this European project financed under FP7.

Its objective was to apply a natural substance, the zeolite, to combat certain cryptogamic diseases on apples and table grapes.

A dozen research centers from Europe, Turkey and Serbia have joined forces for three years, from 2014 to 2017.

The zeolite was tested as a fungicide in the laboratory and then on an apple orchard in Catalonia and a grape vine in the Antalya region of Turkey, however the substance was judged not practical to market for technical and economical reasons.

### EUFRUIT

AREFLH is a partner of EUFRUIT, an EC H2020 funded, three-year project to establish a framework and a systematic approach that will bridge the 'valley of death' for the European fruit sector by taking a multi-actor approach and thereby increase the connectivity and efficiency between research outcomes and implementation of knowledge.

The project consortium consists of 21 members, including research institutes, universities, and industrial partners who represent key parts of the fruit supply chain, from 12 European countries

The objective of EUFRUIT is to collect the results of the research centers and transfer them to the players in the European fruit sector. Four themes were selected:

- Development of new cultivars and their evaluation,
- Minimisation of residues on fruits,
- Optimisation of fruit storage and quality,
- Sustainable production systems.

AREFLH, together with Freshfel, is responsible for disseminating the results.  
More information : [eufriin.org/index.php?id=55](http://eufriin.org/index.php?id=55).



## Visits to our members

### Emilia-Romagna

On May 11th and 12th, Jean-Louis Moulon, Jacques Dasque and Pauline Panegos met Ms. Simona Caselli and her team in Bologna to prepare the June General Assembly and to define the working relationships and synergies between the advisory and decision-making bodies of AREFLH.

### Andalusia and Murcia

On 20th July, Jean-Louis Moulon, Jacques Dasque and Pauline Panegos met the Andalusia Region in Seville, represented by Carmen Ortiz Rivas, Councilor for Agriculture. And the next day, they met with Fulgencio Perez Hernandez, Director General of Agriculture of the Region of Murcia.

During the meetings, AREFLH exposed its priorities for action under its 2025 strategy. These visits are part of the Presidency's desire to associate new regions such as Murcia, who today is an observer within the association. Emphasis was also placed on the needs for research in the olive and olive oil sector, to combat the Xyllela Fastidiosa disease.

### Fruits et Légumes d'Alsace

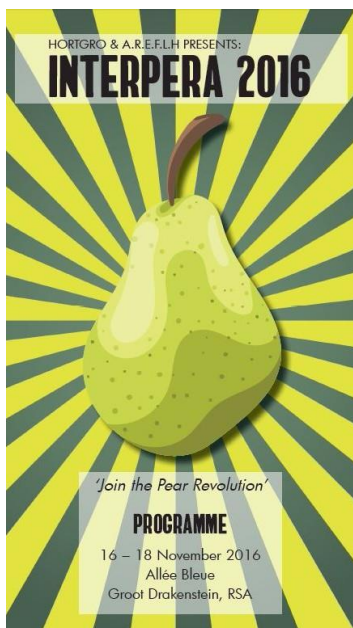
On September 20th, during the interbranch exhibition of fruits and vegetables from Alsace in Sélestat, Jacques Dasque, met with the Chairman of the Agricultural Commission of the Grand-Est Region (who includes the Alsace, Lorraine and Champagne-Ardenne regions since the new administrative division of France), The Grand-Est region expressed interest in the activities developed by AREFLH.



## Events and Congresses

### Europech'

Europech' is the annual meeting of peach and nectarine producers, who make an initial assessment of the campaign to come. This event was initially integrated into the MEDFEL in Perpignan, but then moved later, in mid may, in Montpellier.



### Interpera 2016 in South Africa

The 9th edition of INTERPERA was co-organised in South Africa by AREFLH and Hortgro from 16 to 18 November 2016.

A European delegation of about fifteen representatives from Belgium, Spain, France and Italy took part in a professional mission combining technical visits and the two-days congress.

In total, more than 110 participants attended the event which associated general presentations from the pear sector and round tables on varietal innovation, global production situation and developing markets.

All the Interpera presentations since 2009 are available online : [www.interpera.com](http://www.interpera.com)

### ICOP

Mr Jean-Louis Moulon represented AREFLH at the ICOP seminar in Lisbon on 23rd and 24th November.

The ICOP is the annual meeting of Producer Organisations in Europe. AREFLH is a member of the committee of organisations that drives this event.

Contacts were made with Portuguese, Austrian, Latvian and Hungarian organisations.

The ICOP 2017 will take place on November 22nd - 24th in Nantes, France

More information are available on the [gfa](http://gfa) website.



## Trade shows

### MEDFEL – from 26th to 28th April, in Perpignan



AREFLH has been a partner of Medfel, the Mediterranean F&V trade fair since its launch. Every year it brings together more than 100 buyers of European distribution and its B-to-B meetings between producer organisations and buyers are quite successful.

The trade fair is currently opening up to more and more countries on the southern shore of the Mediterranean with 246 exhibitors from this area.

These past years, the organic section has also been developing well.

In 2016 AREFLH participated to the MEDFEL television set to reposition the place of innovation in the dynamics of the fruit and vegetable sector (innovations to improve

production techniques and to make them more environmentally-friendly, innovation for storage and packaging, new products and new consumer opportunities).

A focus was also made on pyro-weeding and biodegradable plastics.

[www.medfel.com](http://www.medfel.com)

### MACFRUT – from 14th to 16th September 2016 in Rimini

The event has been organised in Rimini for the past 2 years, it has now taken on a major importance with the addition of 3 new halls.

AREFLH was present at the fair and made contacts with the Italian regions of Emilia-Romagna, Piedmont, Trento, Veneto and Puglia, as well as their APOs.

Ms Simona Caselli presented AREFLH's strategy and the priorities around three main themes: the defense of the CMO, increasing research and innovation, and ambitious promotion programmes to regain shares of consumption in Europe and to support the action of exporters to third countries.

[www.macfrut.com](http://www.macfrut.com)



## FRUIT ATTRACTION –5th to 7th October 2016 in Madrid



The Spanish F&V fair started as a national event and has now considerably grown with 80 000 international visitors and 1 237 exhibitors.

AREFLH was present at the event and gathered the members of its Administration Board.

[www.ifema.es/fruitattraction\\_06](http://www.ifema.es/fruitattraction_06)

## Communication

### Our communication tools (for all our members):

- Weekly emails named 'AREFLH Information' with European news and articles on specific subjects (CAP, promotion, F&V trade, etc.)
- Newsletters with general information on AREFLH's activities
- Regular publication of press releases
- The website [www.areflh.org](http://www.areflh.org)
- A Twitter account: [@areflh](https://twitter.com/areflh)

Recently we initiated an analysis of our communication strategy and, as requested by our President we decided to “revamp” our communication tools, and in particular our website.

The goal is to provide better service to our members, to make us more visible and attractive to both the sector and the general public.

**Assemblée des Régions Européennes Fruitières, Légumières et Horticoles**

Actualité

**ASSEMBLÉE GÉNÉRALE**  
L'Assemblée générale annuelle de l'AREFLH aura lieu cette année à Bologne le 23 et 24 mars 2017

**INTERPERA 2017**  
Le prochain congrès international de la poire aura lieu en juin aux Etats-Unis. Plus d'information sur [www.interpera.com](http://www.interpera.com)

Recherche

Newsletter

Mots Clés

Comparer les pratiques  
Interpera  
La gouvernance de l'eau  
Le changement

**AREFLH Newsletter**  
Décembre 2016

L'activité de l'AREFLH ces derniers mois

**FRANÇAIS**  
Sommaire

- \*\*\* Info prioritaire Aide de l'Union pour la distribution de fruits et de légumes, de bananes et de lait dans les écoles
- \*\*\* Info prioritaire Promotion de produits agricoles
- \*\*\* Info prioritaire Recherche et innovation : scoping paper
- Antonio Tajani élu nouveau Président du Parlement européen

**ENGLISH** - [Click for English Contents](#)

- \*\*\* Important news Aid for the supply of fruit and vegetables, bananas and milk in schools
- \*\*\* Important news Promotion of agricultural products
- \*\*\* Important news Research and innovation: scoping paper
- Antonio Tajani elected new President of the European Parliament

**FRANÇAIS**

**Aide de l'Union pour la distribution de fruits et de légumes, de bananes et de lait dans les écoles**

RÈGLEMENT D'EXÉCUTION (UE) 2017/39 DE LA COMMISSION du 3 novembre 2016 portant modalités d'application du règlement (UE) no 1308/2013 du Parlement européen et du Conseil en ce qui concerne l'aide de l'Union pour la distribution de fruits et de légumes, de bananes et de lait dans les établissements scolaires

Lire de règlement en [français](#), [espagnol](#), [italien](#), [anglais](#)

**Promotion de produits agricoles**

Les appels à propositions ont été publiés le 12/01/2017. Ils concernent :

- un appel à propositions pour des **programmes "jumelés"**, qui peuvent être soumis par une ou plusieurs organisations d'un même État membre. Le budget s'élève à 99,6 millions

**Best wishes  
Meilleurs vœux**



## Our services

### Services for the Regions

- ★ Monitoring of EU legislation (CMO, CAP, rural development, promotion, foreign trade and trade agreements, phytosanitary regulations, research and Innovation, European programmes, etc.)
- ★ **Support given to proposals** communicated by the different regions, which benefit from a privileged access to the European Commission and the European Parliament;
- ★ Information on **public consultations** and on various subjects proposed by the European Commission, in particular: Promotion, the School Fruit Scheme, Quality, Research and Innovation, Trade;
- ★ Regular meetings on current issues such as the CMO, promotion, the environment, etc. ;
- ★ Presentation of **European projects**, such as INTERREG and Horizon 2020, programmes which enhance the valorisation of territorial economies

### Services for the APO's and to PO's

- ★ Regular news regarding the **F&V CMO, eligible actions in different countries** and proposals of actions for common and secure plans;
- ★ Support to POs / APO's on specific issues within the framework of the CMO, and assistance in the creation of **partnerships between professional organisations**;
- ★ Management and animation of **production and market observatories** (peaches and nectarines, pears, melons, strawberries);
- ★ Animation of the European Interprofessional Commission on **Chestnuts**;
- ★ Co-organization of European events;
- ★ **Research of European programmes** on different themes.
- ★ Monitoring of **free trade agreements** with third countries and **phytosanitary** issues;
- ★ Information on the development of **quality standards**;



## Our managing team



**PRESIDENT**  
**Simona Caselli**

Regional Minister for Agriculture, Hunting and Fishing at Emilia Romagna Region, Italy



**VICE-PRESIDENT**  
**Jean-Louis Moulon**

President of IDfel Val de Loire, France

**COLLEGE OF REGIONS**

Chaired by Simona Caselli

**COLLEGE OF PRODUCERS**

Chaired by Jean-Louis Moulon

**ADMINISTRATIVE BOARD**

Chaired by Simona Caselli

**BUREAU**

President, Vice-President, Treasurer, Secretary

## Our members in 2017

College of Regions



**Generalitat  
de Catalunya**



**JUNTA DE ANDALUCIA**



**Región de Murcia**



**Flanders**  
State of the art



**Région  
BRETAGNE**



**CCDRLVT**



**La Région**  
Auvergne-Rhône-Alpes



**Région  
Centre-Val de Loire**



**RÉGION  
Nouvelle-  
Aquitaine**



**OCCITANIE  
LA RÉGION**  
Pyrénées  
Méditerranée



**Région  
PAYS  
de la  
LOIRE**



**Région  
Provence  
Alpes  
Côte d'Azur**



**RÉGION  
NORMANDIE**



**REGIONE  
BASILICATA**



**Regione Emilia-Romagna**



**REGIONE  
PIEMONTE**

REGIONE AUTONOMA TRENINO-ALTO ADIGE  
AUTONOME REGION TRENINO-SÜDTIROL  
REGION AUTONOMA TRENIN-SÜDTIROL



**HELLENIC REPUBLIC**  
REGION OF CENTRAL MACEDONIA



**HELLENIC REPUBLIC**  
REGION OF WESTERN MACEDONIA

College of Producers



## AOP ITALIA

Società Consortile a Responsabilità Limitata





## Our administrative team in 2017



**Secretary General**  
Pauline Panegos  
s.general@arefh.org



**EU Policy officer and AREFLH  
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Andrea Tivoli  
europe@areflh.org



**Communication and administration  
officer :** Laetitia Forget  
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## Notes







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