



FOR IMMEDIATE RELEASE

3rd June 2016

The first common event of Freshfel Europe & Europatat took place this week: *“Doing something good to yourself and to others will be the driver for the purchasing decision of fresh-produce customers”*, concluded the associations

Freshfel Europe and Europatat celebrated their first-ever combined annual event on 2nd of June 2016 in Brussels. Under the theme *“Not business as usual”*, following the European Commission’s work plan 2016, the conference hosted speakers from the European policy sphere as well as innovative business pioneers. With over 170 participants from both sectors, the event looked into the upcoming political and business-driven challenges for both industries. *“To reach today’s and tomorrow’s consumer, both sectors will have to rethink the way its products have been produced, packed and presented”* both associations concluded in a joint statement.

Accessibility of information, growing individualism, connectivity and the there-off resulting societal changes have led to a ground-breaking fragmentation of today’s consumer. While price is less and less the driving element, consumers more and more connect their purchase decision to the accompanying immaterial values of the product. Aspects such as health, mental wellbeing, a sustainable and local production are driving aspects through all ages and consumer groups. To combine the idea of doing something *“good”* to yourself and to others will be one of the crucial aspects of promoting products in the future.

How this can be transcribed for the potato and the fruit and vegetable industry has been the dominating theme of the common conference of Europatat and Freshfel Europe. Thomas Griesel, Co-Founder of HelloFresh and Franziska Krauskopf from TrendOne did deliver the proof that adaption to the ever-changing clients’ needs will lead to successful new business model. The availability of data is in this context the essential element not only for the analysis of consumer behaviour itself, but also to build up stronger and more sustainable supply chains. The program has been rounded up by a comprehensive overview of Miguel Ceballos Baron, from the Cabinet of Trade Commissioner, Diego Canga Fano from DG Agri and Ladislav Miko from DG Santé, framing the European actions, to support both sectors on their way to adapt to these new challenges.

Both associations have further used the common event to held elections in their respective boards. Freshfel Europe re-confirmed Luc Clerx (Prominent) for another two-year period as president of Freshfel Europe as well as Stephan Weist (Rewe Group) as vice-president and Marc DeNaeyer (Trofi) as treasurer. Europatat welcomed former board member Jos Muyschondt (Pomuni) as new incoming president for the next term, while Domenico Citterio (Domenico Citterio & c.s.r.l.) and Gilles Fontaine (Desmazières) complete the board as vice-president and treasurer respectively.

EUROPATAT / Freshfel Europe

Rue de Trèves 49- 51, bte 8

BE-1040, Brussels

Europatat: +32 2777 1585

Freshfel: +32 27771580

secretariat@europatat.org

info@freshfel.org

More information and registration can be found on our websites:

<http://www.europatatcongress.eu> and <http://www.freshfel.org/annual-event/index.asp>

Press Contact:

Freshfel Europe

Nelli Hajdu

nellyi@freshfel.org

Tel.: +32 2777 15 80

Europatat

Raquel Izquierdo de Santiago

secretariat@europatat.eu

Tel.: +32 2777 15 85

ENDS

Note to the Editors:

***Europatat** is the European Potato Trade Association, representing the interests of the seed and ware potato traders in Europe. Europatat currently has over 40 members, including both companies and associations. For more information, contact the association at secretariat@europatat.eu or visit the association website www.europatat.eu.*

***Freshfel Europe** is the European Fresh Produce Association, representing the interests of the fresh fruit and vegetables supply chain in Europe and beyond. Freshfel Europe currently has over 200 members, including both companies and associations. For more information, contact the association at info@freshfel.org or visit the association website www.freshfel.org.*

EUROPATAT / Freshfel Europe

Rue de Trèves 49- 51, bte 8

BE-1040, Brussels

Europatat: +32 2777 1585

Freshfel: +32 27771580

secretariat@europatat.org

info@freshfel.org