

# Answers for the entire value chain: The **FRUIT LOGISTICA** supporting programme



One of the key questions posed by the industry is that what the consumer wants. Numerous FRUIT LOGISTICA events will focus on this and other important issues, presenting and discussing answers, innovative solutions and trends.

The FRUIT LOGISTICA supporting programme starts with the 34th Fresh Produce Forum on the day before the exhibition with a focus on "Diet and Nutrition in 2020 – What does the consumer really want?". Consumption of fresh produce in Europe has been in gradual decline, forcing the trade to adapt to changing eating habits, including fast food, chilled food and on-the-go products. Other factors, such as an aging population and different buying channels, also play a role. Food and retail experts Dr. Mirjam Hauser from the Gottlieb Duttweiler Institute in Switzerland and Rob Baan from Koppert Cress in the Netherlands shed light on the latest trends and look at what might be popular in a few years' time.

The event programme includes seven hall forums. The themes include: "The generation game – Winning over young consumers. New media at the POS" deals with Generation Y and how to improve communication with young people. (Wednesday, 4 February 2015, 11:00, Hall 17.) The hall forum "The new EU regulation on organics – A curse or a blessing?" analyses the possible implications of the European Commission draft regulation from 25 March 2014 aimed at revising the organic food market. The new document will regulate how organic food products in the EU are grown,



*Regal'in Europe, France: "Regal'in™ Apple" – A new variety of apple.*

processed, labelled and controlled. (Thursday, 5 February 2015, 15:00, Hall 17.) Greenhouse production is playing an increasingly important role. The hall forum "Innovation in fresh produce – Modern glasshouse technology" presents the technical and economic advantages of this method of cultivation. (Friday, 6 February 2015, 13:00, Hall 17.)

The programme includes subjects such as "LED – The key for product design" that presents a future in which plants are grown specifically for health-conscious consumers. LED technology is opening new doors. Special light spectra make it possible to influence the appearance and nutritional characteristics of plants. Studies suggest that the amount of healthy polyphenol in fruits and vegetables can be increased by the use of appropriate lighting. (Friday, 6 February 2015, 11:00 – 11.30, Hall 21, Stand D-09.) Corner stores are enjoying a renaissance in many different ways. "Food retail 2020 – The corner shop goes online" addresses the growing impor-



*Polymer Logistics Germany: "Holzdekor-RPC" – Returnable crates in imitation wood finish.*

tance of modern-day local shopping. (Thursday, 5 February 2015, 11:00 – 11:30, Hall 21, Stand D-09.) "Back to the Future – New customers for old varieties" examines the new possibilities for old fruit varieties. Their reintroduction can contribute to a wider range of products with new sales potential. (Wednesday, 4 February 2015, 15:00 – 15:30, Hall 21, Stand D-09.)

All events will be simultaneously translated into German, English, French, Italian and Spanish.

## Ten nominees announced for the FRUIT LOGISTICA Innovation Award 2015

Messe Berlin and Fruchthandel Magazine have announced the nominees for the FRUIT LOGISTICA Innovation Award 2015. "The tenth annual FRUIT LOGISTICA Innovation Award honours outstanding new fruit & vegetable industry products and services that are driving new trends in the international marketplace," says Gérald Lamusse, FRUIT LOGISTICA

Global Brand Manager. "Regarded as the industry's most coveted distinction, this award attracts huge media attention worldwide." After reviewing more than 60 entries for the FLIA 2015, a panel of experts from production and quality management, the wholesale and retail trade, and the packaging and service industries selected the following ten nominees:

1. Aviv Flowers Packing House Ltd, Israel: "Aurora Seedless Papaya" – A small, seedless variety of papaya
2. Bakker Barendrecht B.V., The Netherlands: "DIY fresh packs" – Packages of mixed fruits/vegetables with additional ingredients and recipes for specific dishes
3. Cabka Group GmbH, Germany: "Eye-Catcher" – A product display system for crates at the POS
4. Atlas Pacific Engineering, Inc., USA: "FC 15 Fruit Chunker" – A cutting machine for pineapple and melons
5. Polymer Logistics, Germany: "Holzdekor-RPC" – Reusable plastic crates with a natural wood look
6. BelOrta, Belgium: "Lemoncherry" – A variety of yellow cherry tomato
7. Holfeld Plastics Ltd, Ireland: "Low Carbon rPETeCo" – A packaging material consisting of 90% recycled plastic bottles
8. Sunforest Co. Ltd., South Korea: "Portable Nondestructive Fruit Quality Meter" – A portable quality-control measuring device
9. Regal'in Europe, France: "Regal'in™ Apple" – A new apple variety
10. Hepro GmbH, Germany: "UP-8000" – A peeling machine for carrots, cucumbers, white radishes and other long vegetables

These ten innovations will be presented at FRUIT LOGISTICA 2015 (4-6 February 2015) in a special display area between Halls 20 and 21, where the award ceremony will take place on 6 February at 14:30. On the first two days of the trade fair, more than 60,000 trade visitors from around 130 countries will have the chance to vote for the innovation of the year.

Detailed information about the ten nominated products will be published in January 2015.

## Pakistani participation at Fruit Logistica 2015

**This year at Fruit Logistica 2015, following Pakistani companies will represent Pakistan under the umbrella of Trade Development Authority of Pakistan. TDAP is playing part in developing the Horticulture of Pakistan and giving Pakistani fruit industry an international exposure. This will help the Pakistani horticulture industry to not only expose their fruits and vegetables to the foreign market but also the increase the export level in this area. The following companies are participating as exhibitors**

### Sadraddin & Co.

Sadraddin & Co. was established in 1976 and started export of fresh fruits Kinnow Mandarins since 1989. Today Sadraddin & Co. is leading grower, processors & exporters of Kinnow Mandarin. S&C is now equipped with two ultra-modern Fomesa (Spanish) Packing lines and computer controlled state of art cold storages and pre-cooling chambers. S&C have built a reputation for integrity, honesty, quality and innovation. A focus on market trends and customer needs has helped the company supply exceptional products to its customers.

### Anchor Trading Company (Anchor Group)

Anchor Group is a well-known collection of shipping, trading, logistics and freight forwarding companies borne out of the expansion of Anchor Shipping & Trading (Pvt) Ltd. Since the year 2000, companies were created for specific or niche purposes to identify themselves with the Anchor Group name and logo to ensure customers are aware of the connection to one of the oldest and most trusted names in shipping and logistics. The group has a staff of about 50 employees in Karachi. They are focused on the Shipping Agency / Freight Forwarding business and are actively expanding into related transportation, shipping, logistics, supply chain management and buying/trading agency businesses.

### F.A. INTERNATIONAL

F.A. INTERNATIONAL (An ISO 22000 : 2005 Certified Company) was established in 1992 by Mr. ASLAM PAKHALI, prime Exports of Fresh Kinno (Mandarin),

Mangoes, Grapes, Apples, Dates, Onions and Potatoes. The Company made its mark in International Market, the Procurement, Selection, Grading and Packing of Fruits & Vegetables in scientific method to make sure that Product reaches its destination as Fresh as Garden Fresh and more Shelf Life enabling the ultimate Seller to have enough time to sell the product.

### Global Impex

Global Impex has been founded in 2005 as one of Private companies in Egypt providing o customers all services needed to complete their Import and Export Process and customs clearance and delivery of goods

### Roshan packages

Roshan Packages is known for innovation, quality, customer services and growth. It has a rich legacy that distinguishes it from others. The foundation laid down in 1959 by launching Urdu Digest that has now become the largest circulated Urdu Magazine and has its global outreach. The next milestone was setting up the Roshan Enterprises in 1989 which was the first ever initiative in private sector in export of fresh fruits & vegetables. The project turned out to be a success story and today we enjoy the leading position in this sector as being one of the largest fresh fruit & vegetable exporter. The next destination on road to success was building up a huge facility with state of art technology for corrugated box making in 2003.

### All Pakistan Fruit & Vegetable Exporters, Importers & Merchants Association (PVFA)

All Pakistan Fruit & Vegetable Exporters, Importers & Merchants Association was established in 1986. Due to the enormous potential of Pakistan's horticulture products in the global market Create an export orientated environment facilitated through procedures and quality standards through regulations and incentive schemes. Being an Agricultural State Pakistan Produces Best Quality Fruits & Vegetables. In order to promote export of fresh fruits & vegetables up till now the Association has been successful in its efforts and still striving hard for further expansion in the volume of exports. The Association is member of Federation of Pakistan Chamber of Commerce & Industry. ♦