

# FRUIT LOGISTICA 2016

## Spotlight: Debuts & innovations



This month the spotlight is on the debuts and innovations lined up for FRUIT LOGISTICA 2016. "As an innovation platform for the global fresh produce market, FRUIT LOGISTICA is a perfect place

for exhibitors to introduce their new products. The event gives trade visitors a chance to gain a comprehensive summary", explains FRUIT LOGISTICA Global Brand Manager Wilfried Wollbold. "Spotlight, a highly successful format we launched last year, gives industry experts a clear overview before the trade fair opens, enabling them to prepare for FRUIT LOGISTICA more efficiently."

Spotlight articles will be made available in German and English on the FRUIT LOGISTICA website. Spotlight already includes reports on nine world premieres and two European premieres. Additional Spotlight articles will be added online gradually through December 2015.

With Spotlight, FRUIT LOGISTICA adds yet another format to its innovative platform. This is in addition to the FRUIT LOGISTICA Innovation Award (FLIA), which honours products and services that have been brought to market over the last twelve months, and the Future Lab, which presents projects that could enhance the fresh produce industry with innovations in the next 2 to 5 years. Spotlight introduces the current year's innovations and premieres and brings them into focus.

Spotlight is a free service aimed at exhibitors, trade visitors and journalists. It is integrated into the FRUIT LOGISTICA website under Press Service, Visitor Service and the Virtual Market Place®.

The nominees for the FRUIT LOGISTICA Innovation Award (FLIA) 2016 have been confirmed. The ten innovations will be showcased at FRUIT LOGISTICA 2016 (3 to 5 February 2016) in a special exhibition area between Halls 20 and 21. That is also where the winner will be announced on 5th February 2016 at 14:30.

According to Wilfried Wollbold, FRUIT LOGISTICA Global Brand Manager "The FLIA is regarded as the most important award in the industry. It attracts considerable media attention and honours new products and services that will have a positive impact on the international fresh produce sector,".

A panel of experts representing every segment of the industry has selected the following ten finalists from the 60 applications that were submitted:

1. "Automato" – Stoffels, Belgium  
A dispenser for the point of sale: different cherry tomato varieties are dispensed from three boxes directly into paper bags.
2. "Enjoya" – Terra Natura International, Netherlands  
Unique: a yellow and red striped sweet pepper.
3. "Genuine Coconut" – World's Coconut Trading, Spain  
Easy enjoyment: an organic coconut with a patented opening and a drinking straw.
4. "Harvest Automation" – Hortiplan, Netherlands  
A machine for the fully automated harvesting of salad varieties.
5. "Kitchen Minis® Tomato" – Northern Greens, Denmark  
A cherry tomato plant for the windowsill, yielding up to 150 tomatoes.
6. "Outspan Sam" – Capespan, South Africa  
An initiative for children, including videos showing the journey citrus fruit takes on its way to the dinner table.
7. "Parmentine's Cup" – Parmentine, France  
A container with 250g of baby potatoes to be cooked in the microwave. Available in two varieties: with basil and tomato or fresh cheese and chive sauces.
8. "Pearl Herbs" – 2BFresh, Israel  
Ideal for garnishing dishes: tiny fresh herbs in ten varieties.
9. "QualyCheck" – HortKinetix, Germany  
An app that can generate and send a quality control report from a smartphone.
10. "WOW! Colourful Perupas®" – HZPC Holland, Netherlands  
Different new potato varieties based on ancient varieties found in the Andes. They differ from each other in taste, texture and colour. ♦

### FRUIT LOGISTICA proudly presents the nominees for the Innovation Award 2016

The most coveted prize in the fresh produce industry will be awarded in Berlin on 5th February 2016.

On 3<sup>rd</sup> and 4<sup>th</sup> February 2016, more than 65,000 trade visitors from over 135 countries will cast their vote for the Innovation of the Year.

