



Fruit Logistica 2017

Germany is the new partner country for the anniversary year

Germany is the official partner country for FRUIT LOGISTICA 2017, which will take place in Berlin on 8-10 February 2017. This was announced at a joint press event in Berlin by Dr Robert Kloos, State Secretary, Dr. Christian Weseloh, Managing Director of the German Association of Fruit and Vegetable Growers (BVEO), and Gérald Lamusse, Head of Products & New Business at Messe Berlin.

Germany was chosen as the partner country to mark the 25th anniversary of LOGISTICA. The German Federal Ministry of Food and Agriculture (BMEL) emphasizes the importance of the world's leading trade fair for fresh produce, particularly with regard to the changing export market situation. "We at the



BMEL are delighted to see that Messe Berlin has teamed up with the BVEO as a competent German partner for this event", said State Secretary Kloos.

Gérald Lamusse, Head of Products & New Business at Messe Berlin said, "FRUIT LOGISTICA was founded in 1993 in response to encouragement from the fresh produce trade and has since become the industry leading trade fair. In its anniversary year, we are delighted to see FRUIT LOGISTICA linked to its historical roots with Germany as the official partner country. With 70,000 trade visitors expected at FRUIT LOGISTICA, we are creating an excellent platform to communicate the partner country's core message".

German exports are still relatively restrained; an upward trend is on the horizon. The reliable and carefully monitored quality of German produce is attracting more attention on foreign markets. This also applies to many of the German specialties, including white asparagus, strawberries and bush berries. "Under the slogan 'Germany – Your Garden', we are showcasing the diversity of products offered by the German fresh produce industry to our international market partners", said BVEO Managing Director Dr. Christian Weseloh.

Germany is by far Europe's largest market for fruit and vegetables. Private German households spent approximately

EUR 20 billion on fruit, vegetables and potatoes in 2015, approximately EUR 15 billion of this amount was spent on fresh produce.

The FRUTIC Symposium on 7 February 2017 will be held in association with the FRUIT LOGISTICA for the very first time.

The international scientific gathering will provide the fresh produce sector with plenty of enriching innovations. Cooperation between the worlds of science and business has been and continues to be an important force in driving innovation. This is particularly true for the fruit and vegetable sector.

The FRUTIC Symposium on 7 February 2017 will be the first international scientific gathering to be held in association with the FRUIT LOGISTICA, the leading trade fair for the international fresh produce industry. The FRUTIC Symposium will help enrich the fresh produce sector by providing innovations and technologies along the entire supply chain.

The 10th International FRUTIC Symposium, focusing on the quality and safety of fresh horticultural commodities, will be a platform for intense in-depth dialogue between agricultural and horticultural scientists, representatives from advisory bodies, logisticians and IT engineers, mechanical and systems engineering companies as well as experts from the



fresh produce industry. On the day before the opening of the FRUIT LOGISTICA, the delegates will exchange information and ideas at the CityCube Berlin and develop strategies for reaching their common goal: ensuring that fresh produce is of the highest possible quality along the entire supply chain.

The FRUTIC Symposium offers scientists an opportunity to meet and exchange ideas and experiences with colleagues and obtain information about the latest trends and the research needs of the fresh produce industry.

The topics addressed will include technological developments in production, harvesting and post-harvest processing as well as in sales and quality controls for fruit, vegetables and nuts.

The FRUTIC Symposium will be organized jointly by the Leibniz Institute for Agricultural Engineering Potsdam-Bornim, Germany and the University of Foggia, Italy in cooperation with the FRUIT LOGISTICA. FRUTIC is a series of international scientific gatherings, the first of which took place in Israel in 1983.

Over the years, FRUTIC has developed into an important platform for the development and application of technologies for fruit, vegetable and nut production, bringing together leading researchers from around the globe. Its new venue will also now attract representatives from the industry. ♦

