



FRUIT LOGISTICA 2017: Record participation in the anniversary year

In its anniversary year, the leading industry event for the global fresh produce trade attracted some 3,100 exhibitors from 86 countries to Berlin from 8 to 10 February 2017. More than 3,000 companies from 86 countries exhibited for the first time under one roof and over 70,000 trade visitors from more than 130 countries visited the event.

Dr. Christian Göke, CEO of Messe Berlin GmbH said "FRUIT LOGISTICA was launched in 1993 in response to an

industry demand and has seen impressive development ever since. We started the first year with 100 exhibitors. In 2017, for the first time, the number of exhibitors will top the 3,000 mark. As a leading global trade fair, FRUIT LOGISTICA is a don't-miss event for players across the entire value chain. Not only does the trade fair offer outstanding business opportunities, it has also gained a solid reputation as a platform for information and innovations."

In the anniversary year, the host country was, for the first time, also the partner country. It's a well-known fact that Germany represents the largest consumer market in Europe. But there is also a growing demand for fresh produce exported Germany. This is due in part to the rigorously controlled quality of German products and the reliability of the country's trading partners. At the same time, new markets are being developed and bilateral trade is promoted with the support of the German Federal Ministry

of Food and Agriculture (BMEL).

Organised by the German Association of Fruit and Vegetable Growers (BVEO), the joint exhibition stand in Hall 20 served as the first stop for trade visitors from all over the world who are interested in German companies. Other German producers and companies in the value chain were located in the other FRUIT LOGISTICA halls.

The supporting programme kicked off with the new FRUITNET WORLD OF FRESH IDEAS, an event format that created a multimedia experience and took participants on an inspiring journey through the global value chain, and the FRUTIC Symposium, an international scientific conference. Staged for the first time in conjunction with FRUIT LOGISTICA, the symposium included more than 50 scientific presentations and provides an ideal platform for sharing information between experts from the research community and the fresh produce sector.

Four series of events took place during the trade fair focus on current and future challenges in the industry. The Logistics Hub offered growers, exporters and retailers the information they needed to reach the right logistical decisions for transporting their products. The FRUIT LOGISTICA Future Lab presented concepts that, in a few years, will enrich the fruit and vegetable sector with innovations aimed at significantly optimizing the value chain. The Fresh Produce Forum focused on the latest industry questions with viable answers provided by experts.



The Tech Stage at FRUIT LOGISTICA 2017 focused on the great importance of technical solutions for the industry.

"Knox – Delayed Pinking in Fresh Cut Lettuce" wins the 2017 FRUIT LOGISTICA Innovation Award

Trade visitors to FRUIT LOGISTICA in Berlin have voted this year's FRUIT LOGISTICA Innovation Award to Knox – Delayed Pinking in Fresh Cut Lettuce from the Dutch firm, Rijk Zwaan. Knox delays the discoloration so called pinking at the edges of fresh-cut lettuce. This not only extends the shelf-life of lettuce by one to two days, but also reduces food waste. Because of the discolouration that is visually unattractive to consumers has previously led to the wholesale rejection of even unaffected produce.

"Thank you! That's fantastic; we are extremely proud and honoured. Thanks to everyone who voted for us and a special thank-you to our team, of course. And last but not least, I'd like to thank all our partners in the value-added chain they've helped us by explaining the benefits of our development," said Jan Doldersum, Manager Marketing and Business Development at Rijk Zwaan Distribution B.V.

In second place, FRUIT LOGISTICA trade visitors voted for The Cracking Monkey Pili Nuts from the German firm, Die Frischebox. The Vitamin E content of these nuts is considerably higher than that of other nuts. Pili Nuts come from the Philippines and are opened using the stainless steel nutcrackers supplied, which are made from recycled cutlery. The nuts are delivered in an environmentally friendly cotton pouch, which is printed with soya-based ink.

Visitors to the trade show voted for Natupol Excel – Bumble Bee Vision from Koppert Biological Systems from the Netherlands in third place. This product acts as a navigation aid for greenhouse bees during the darker winter months and in artificial light, helping them find their way back to their hives and allowing them to put all their energy into the pollination of fruit and vegetable cultures.

During the first two days of FRUIT LOGISTICA, trade visitors had the opportunity to cast their vote for one of the ten nominated innovations. ♦

