



FRUIT LOGISTICA tackles the core issues faced by the global fruit trade

At FRUIT LOGISTICA, the leading exhibition for the global fruit trade more than 3,100 exhibitors from over 80 countries presented their products, services and technical solutions across the entire value chain. Over 75,000 buyers and trade visitors from more than 130 countries benefited from the comprehensive range of exhibitors. The new Hall 26 was used to present an expanded range of products and services in the emerging segment of fresh food logistics. Producers from Africa and Latin America were located in the immediate vicinity.

Wilfried Wollbold, Global Brand Manager at FRUIT LOGISTICA, comments: "In addition to the trio of fresh inspiration, top information and new

business opportunities, FRUIT LOGISTICA provides the industry with a glimpse into the future. How will the fruit trade develop in the medium and long term? We will be offering our trade visitors and exhibitors answers to these questions in the European Statistics Handbook, the new Trend Report and an extensive accompanying programme on site."

The most important European markets at a glance:

FRUIT LOGISTICA European Statistics Handbook

The European Statistics Handbook, to be published this year for the first time, provides a comprehensive overview of

the main European fruit-trading nations. Along with excellent reports on production quantities and import and export information, the European Statistics Handbook also introduces the specifics and trends of each market.

Europe may not be the most dynamic market for fresh produce, but it surely will remain the most important one for a long time. Worldwide, the percentage of fruit exports that go to Europe ranges between 45 per cent and 70 per cent. Besides, Europe is a big producer of fresh fruit and vegetables itself, with approximately 12 per cent of global production. For several products, like apples or onions, Europe has switched from being a net importer to a net exporter in the last

few years.

A printed version of the European Statistic Handbook will be distributed to trade visitors and a copy is also available to download on FRUIT LOGISTICA and here.

New trend report on "Disruption of Distribution"

Looking to the future – wouldn't we all love to know what will happen? The new FRUIT LOGISTICA Trend Report discusses the future prospects which the fruit trading industry can and should expect. Whereas the 2017 Trend Report dedicated itself to the "fruit trade 2025", this year's Trend Report deals with the topic "Disruption of Distribution", focusing on one stage in the value chain: Trade.

The marketplace for fresh fruit and vegetables is becoming increasingly globalised and interconnected. This, in turn, is changing the way fresh produce is carried from its origin to its destination. The fruit and vegetables supply chain is in continual flux as it is shaped and reshaped by the emergence of new markets and changes in consumer demand. Actors

right along the supply chain – from growers to retailers – are expanding and consolidating. Their advances coincide with a notable drive towards greater efficiency, a trend that is assisted by seemingly unstoppable technological advance. This report scrutinises developments in the business world and how they will affect the fruit and vegetables business. It focuses on three areas – cold chain logistics and technology, the rise of online retail, and foodservice.

The new Trend Report was developed with experts at Oliver Wyman and will be presented during the Media Preview and Fruitnet World of Fresh Ideas the day before the fair. It will then be published on the FRUIT LOGISTICA website over the coming months.

Compass of the fruit trade industry

The supporting programme at FRUIT LOGISTICA was kicked off by the "Fruitnet World of Fresh Ideas" – a multimedia experience taking participants on a journey full of inspiration through the global value chain. A total of four series of events during the exhibition days explored the current and future chal-

lenges faced by the industry: At the Logistics Hub, producers, exporters and distributors will be provided with information to help them make the right logistical decisions for the transportation of their goods. The Future Lab is the "future workshop" at FRUIT LOGISTICA, presenting concepts set to enrich the fruit and vegetable industry with innovations and decisively contribute to optimisation along the value chain over the next few years. The Fresh Produce Forum deal with issues currently faced by the industry, with professional answers provided by experts. FRUIT LOGISTICA 2018 also featured a Tech Stage event format to emphasise the importance of technical solutions for the industry. An overview of all events here.

Near the fair: The Media Studio

For the first time, a Media Studio was set up in Hall B of CityCube to produce video content from the exhibition. Trade visitors and exhibitors can find the videos on the social media channels of FRUIT LOGISTICA: Facebook, Twitter and Instagram. ♦

