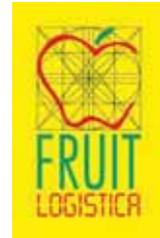


Changing flow of goods in focus at Fruit Logistica 2014



The market for pomaceous fruit remains tense. While the European Union is expecting an average apple crop of 10.8 million tonnes overall, the situation varies widely in each country. Eastern European countries are expecting bountiful crops, while harvests will be below average in the West. The resulting change in the flow of goods will be a hot topic at FRUIT LOGISTICA 2014, taking place on 5-7 February in Berlin.

Germany is anticipating a deficit of 20-25%. This attracts the attention of foreign suppliers and allows more leeway when it comes to prices. "It is important not to go overboard on prices," recommends Helwig Schwartau of AMI (agricultural market information service).

According to Matthias Reuter

from Edeka Kirchner, the consumer has alternatives:

"The apple now has competition. Clementines capture the market in late summer and innovations, including persimmons and sweet apricots, are gaining popularity among customers." For Reuter and other fresh produce

experts from the food retail sector, FRUIT LOGISTICA is the most important event of the year. The trade fair offers excellent opportunities to stay up-to-date with the global market, discuss business and close business deals.

Around five months before the start of FRUIT LOGISTICA 2014, the number of stand bookings is slightly higher than last year, with the final number of exhibitors expected to be at par with last year's excellent levels. According to Global Brand Manager, Gérald Lamusse: "The current booking status underlines the importance of FRUIT LOGISTICA as the global business platform for the industry. The international scope of our event and the quality of our trade visitors



offer unparalleled business opportunities." FRUIT LOGISTICA 2013 attracted 2,543 exhibitors from 78 countries presenting a comprehensive overview of products and services from the fresh fruit and vegetable trade. The event was attended by more than 58,000 visitors from 130 countries.

USAID

USAID with its mission to develop the agricultural sector of Pakistan by promoting its fruits in the foreign market is participating in Fruit Logistica with 16 companies including Hyder Shah Fruit Farm, Durrani Farms, Rangoonwala Farms, Mumtaz AgriFarm, Badozai Mango Farm, MAS Agri Farms, Leghari Fruit Farm, Perfect Foods, Sar Buland Farm, F.A International, Lutfabad Fruit Farm, MuzaffarNagar Farm, Zarpak Horticulture Products, Samza Fruit Farm, Imtiaz Enterprises, Murtaza Agricultural Farm.

Apart from these Farms Fauji Fertilizer Company with its food segment is also participating in this event. ♦

