

FRUIT LOGISTICA

Innovation Award 2015: Innovations drive business

FRUIT LOGISTICA exhibitors are invited to enter their innovations into the running for the FRUIT LOGISTICA Innovation Award (FLIA). It takes only a few minutes to fill in the application forms and be in with a chance to benefit from the massive global media coverage the ten nominated products and services enjoy.

“Since its inception ten years ago, the FLIA has acquired a strong industry reputation and international renown,” says FRUIT LOGISTICA Project Manager Christoph Göring. “It is considered the most important award in the global fresh produce industry, not least because it is decided by trade professionals.”

2015 sees the tenth edition of the FLIA. It is presented by Messe Berlin and Fruchthandel Magazine (Dusseldorf) for outstanding innovations in the fresh produce sector and its service industries. The award recognises new products or services that can make a real impact on the industry.

Jan Doldersum, Manager Marketing & Business Development, Rijk Zwaan (Netherlands) accepted the first FRUIT LOGISTICA Innovation Award ten years ago: “The timing of winning the FLIA in 2006 was really perfect. The Salanova concept was ready at that time and it gave Rijk Zwaan the ideal international platform with a unique exposure. It helped to build our brand and to promote it towards growers, retail, trade and fresh-cut partners. Incredible it is 10 years ago.



Now, in 2014, you can state that Salanova really was a game changer in the lettuce industry.”

Entry for the award is open to all companies exhibiting at FRUIT LOGISTICA 2015 that have brought an outstanding innovation to market between 1 November 2013 and 31 October 2014. Applications for the FLIA close on 21 November 2014. The registration form and detailed conditions of entry are available in PDF format at www.fruitlogistica.com under Exhibitor Service / FLIA-Award.

A panel of experts nominates the ten most significant innovations of the year for the 2015 FRUIT LOGISTICA Innovation Award. These ten innovations will be exhibited prominently at FRUIT LOGISTICA 2015. The more than 60,000 trade visitors from some 130 countries expected to attend the exhibition will be



able to vote for the innovation of the year on 4 and 5 February 2015. The winner will be officially announced at an awards ceremony on 6 February 2015.

Previous FLIA winners:

- ❖ 2006: „Salanova“ – the one-cut convenience lettuce variety (Rijk Zwaan).
- ❖ 2007: „Vitami's“ – vegetable snack (FresQ/Rainbow Growers Group).
- ❖ 2008: „Intense“ – beef tomato (Nunhems Netherlands BV).
- ❖ 2009: „Sweet Green Paprika“ – Strong green paprika with enhanced vitamin and sugar levels (Enza Zaden)
- ❖ 2010: „Arils Removal“ – pomegranate seed removal tool (Mehadrin Tnuport Export).
- ❖ 2011: „Limeburst Fingerlimes“ – a unique citrus fruit that resembles caviar (Limeburst Fingerlimes).
- ❖ 2012: „Angello - Sweet & Seedless Pepper“ – (Syngenta).
- ❖ 2013: „City-Farming“ – a concept for growing young plants from seeds in 35 days (Staa Food Group).
- ❖ 2014: „BBQ Grill-Mix“ a new convenience product for BBQ enthusiasts (Eisberg). ♦