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Agricultural Highlights from Fruit Logistica Trade Show

2004

Approved by:

Karina Ramos
U.S. Embassy

Prepared by:

Ag Berlin Staff

Report Highlights:

Below are excerpts from Press releases from Fruit Logistica, the largest international trade show for fruits and vegetables in Europe. The show is held annually in Berlin, Germany. The next show will be held from February 10 through 12, 2005.

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Below are select press releases from the Fruit Logistica trade show, the largest horticultural show in Europe. The information does not reflect the views of USDA or the Office of Agricultural Affairs in Berlin, Germany and is reproduced in this report for the reader's convenience from publicly available press releases at www.fruitlogistica.com

Continued expansion: Record number of exhibitors at FRUIT LOGISTICA 2004 - 1,112 exhibitors from 54 countries displaying the entire logistical range for the fruit trade - Federal Minister Künast opens the leading fair for fresh produce

EU fruit and vegetable production amounts to some 79 mi. tons valued at 33 bi. Euros

FRUIT LOGISTICA 2004 goes from strength to strength with a record number of participants. The leading fair for the worldwide fruit and vegetable trade, which takes place from 5 to 7 February, is being held separately from the International Green Week Berlin for the first time. The improvements that have been made to all the main features of this trade fair will reinforce its claim to be the most important meeting place anywhere in the world for this industry. With 20 per cent more countries represented, a 21 per cent increase in overall display space, a net area that has grown by 27 per cent and a 30 per cent rise in the number of exhibitors this trade fair for fruit and vegetable marketing is entering a new dimension. There will be 1,112 exhibitors from 54 countries (2003: 855 from 45 countries) and all the main players on this market are involved too, making attendance at FRUIT LOGISTICA 2004 absolutely vital for everyone in the industry. Some 80 per cent of the exhibitors come from abroad. The overall display area has increased to 36,000 (2003: 29,700 m²), and the net area to 21,759 square meters (2003: 17,157m²). "The interest being shown this year by the industry provides impressive proof of the market-based concept of FRUIT LOGISTICA, which has been developed by the industry for the industry. Participation this year shows that its quality and sheer volume are commensurate with its position as a world leader in its field", was how Dr. Christian Göke, Chief Operating Officer of Messe Berlin GmbH, summed up the rapid pace of development of this annual industry meeting.

In Halls 1.2 to 6.2 on the Berlin Exhibition Grounds the leading companies from all stages of the fruit and vegetable trade are presenting a comprehensive display of the entire logistical chain that enables the public to obtain fresh produce of the finest quality at any time, anywhere. Apart from the global players in this trade, all the main service providers from growers to those involved in packing, transport, storage and retailing will be represented. For three days this comprehensive review of the market provides the ideal platform for decision-makers and executives in production, import, export, wholesaling and retailing to explore a wide range of business contacts. The contribution from Latin America in particular will be stronger than ever before at FRUIT LOGISTICA, with Brazil, Argentina and Mexico all occupying substantially larger stands. Countries from other parts of the world too, such as Egypt, South Africa, the People's Republic of China and a number of European countries have also increased their level of involvement compared with the previous event. This year attention is focused in particular on the presentations by countries which will shortly be joining the EU, such as Lithuania, Poland, Slovakia, the Czech Republic, Hungary and Cyprus, whose fresh produce provides a "foretaste" of the expanded EU internal market with its 450 million consumers which comes into being on 1 May.

And five countries, Kenya, the Republic of Korea, Panama, Slovakia and Sri Lanka, are making their debut at FRUIT LOGISTICA 2004. The largest international displays are those of the leading European producers of fruit and vegetables, Italy (189 exhibitors), Spain (168),

France (117), Netherlands (82) and Belgium (44). With all the leading companies in this sector the German fruit and vegetable trade will be represented in its entirety. The 226 exhibitors on the German displays represent the largest contribution by any country at this event and the combined stand, measuring over 1,000 square metres and organized under the aegis of the growers' organization Bundesvereinigung der Erzeugerorganisation Obst und Gemüse e.V. (BVEO) and the company that markets German produce, Centrale Marketinggesellschaft der Deutschen Agrarwirtschaft (CMA), is also the largest. For the first time the 12 members of the Association of German Central Markets will be exhibiting under one roof.

The fruit trade in the EU: volumes, structure, eastward expansion

As Dr. Wilhelm Ellinger, Director of the Fruit Division, Zentrale Markt- und Preisberichtsstelle GmbH (ZMP), Bonn, has reported, the 1999/2000 Structural Survey of Agriculture revealed that the production stage in the EU currently comprises some 1.5 million businesses involved in the cultivation of fruit trees and fruit bushes on an area measuring 1.4 million hectares. A further 750,000 production units are engaged in growing vegetables, including melons and strawberries, occupying 1.8 million hectares.

Last year some 29 million tons of fruit were grown in the EU, although climatic influences in the form of frost damage and prolonged dry spells were responsible for a shortfall compared with 2000 (33 mi. t). There were declines in the amounts of apples, peaches/nectarines and strawberries produced, whereas citrus fruits remained stable. At the start of the new millennium vegetable production reached a new high of 52 million tons and since 2001 has remained stable at 50 million tons. There has been a noticeable decline in the extensive, outdoor production of certain vegetables such as sweet corn, peas, beans and spinach, which are intended mainly for processing. Tomatoes are by far and away the most important vegetable. Taking as a sum total the production in the EU and the foreign trade balance we obtain a market volume for items intended for the fresh produce market amounting to 29.9 million tons in the case of fruit and 33.7 million tons for vegetables.

In 2002 fruit had a total production value of 10.3 billion €, and the figure for vegetables was 22.6 billion €. Taken together, these two sectors have a production value roughly equivalent to that of cereals. According to initial, provisional estimates from Eurostat, in 2003 there was a 2% increase in the production value of fruit in 2002, and a 5% rise in the case of vegetables.

The trade in fresh fruit and vegetables in the EU

Each year some 20 million tons of fruit and vegetables (12 mi. t of fruit, 8 mi. t of vegetables) are traded between member states of the EU. Exports totaling four million tons (2.6 mi. t of fruit, 1.4 mi. t of vegetables) compare with imports of 9.1 million tons (8 mi. t of fruit, 1.1 mi. t of vegetables). There is a massive negative balance of trade in fresh fruit with third countries. In particular the EU is dependent on imports of fruit from tropical regions and approximately half of its imports are of tropical fruit, 2.5 million tons of which come from those countries in the southern hemisphere with a moderate to sub-tropical climate. Among the fruit exports by the EU, which total 2.6 million tons, 70 per cent are destined for the countries of Central and Eastern Europe. Following the imminent expansion of the European community, 40 per cent of what were exports to third countries will become classified as internal trade.

In the case of fresh vegetables the balance with third countries is more or less equal. At 350,000 tons onions represent the main import from third countries. Roughly one third of vegetable imports come from countries bordering the Mediterranean, such as Morocco and

Turkey, while around 15 per cent are from Central European countries, including Poland and Hungary. Onions (350,000 t) and tomatoes (200,000 t) are among the leading exports. The largest market for this produce is in Eastern Europe, chiefly Russia. The EU countries on the Mediterranean, together with the Netherlands with its greenhouses, are able to meet much of the demand during the long Eastern European winter months. Apart from Eastern Europe, during the six coldest months of the year EU onions are also exported to many countries in Africa, Asia and the Caribbean.

New member states primarily important as sales markets

When the EU expands on 1 May 2004 to include ten more states it will comprise some 450 million consumers. These new member states produce six million tons of fruit annually. However, this fruit production has a totally different structure to that of the existing EU. Approximately half of all production is accounted for by apples, with berries and bush fruit being of above-average importance. Poland accounts for approximately half of the population of the new member countries and also for half of the total fruit production. Vegetable production in the new member countries totals up to eight million tons, with cabbages and root vegetables making a substantial contribution to this figure. The role of these countries as suppliers of fresh fruit and vegetables is of lesser importance. The EU imports less than 300,000 tons of fresh fruit from these countries, the main suppliers being Poland, Hungary, the Czech Republic and Cyprus. Apart from citrus fruits from Cyprus the imports consist mainly of fruit for the processing industry. At around 180,000 tons the volume of imports of fresh vegetables is even lower. Poland accounts for two thirds and Hungary for one third of the total.

The new member countries are of far greater significance as sales markets for EU produce. Their climate does not allow them to compete with a number of products such as citrus, dessert grapes, kiwis or peaches. A large share of the EU's fruit exports, up to 1.2 million tons, are sold in the new member states, mainly to Poland, the Czech Republic and Hungary, with over 400,000, 200,000 and 100,000 tons respectively.

The export of fresh vegetables to the new member countries is also greater than the trade in the opposite direction. In 2002 a total of 460,000 tons went to the new member countries. With a figure of 140,000 tons Poland was also the main market for vegetables. Over the next few years we can expect an increase in the production of apples in Poland and of stone fruits in Hungary. It is likely that these countries will also attempt to strengthen their position as suppliers of fresh produce. "This will require substantial efforts in order to bring together what is at present a widely scattered range of produce, and also to update and expand the logistics. But they are still only sporadic suppliers of central markets and it will be some time before they are accepted as a reliable source of fruit and vegetables for the retail sector", according to Ellinger.

Fruit trade in Germany achieves sales of 18 billion euros

According to the ZMP, in 2003 the 2,700 or so companies active in the fruit trade in Germany achieved sales, based on projections, amounting to 18 billion euros (2002: 17.9 bi.). The consumption of fresh fruit and vegetables by the German market in 2002/2003 was in the region of 16.655 (provisional figure) million tons (2001/2002: 16.833 mi. t), indicating that it has remained more or less stable. This means that per capita consumption in Germany amounted to 201.8 kilograms of fruit and vegetables (2002/2003, provisional figure), compared with 204.2 kilograms during 2001/2002.

Fresh produce is an important factor in promoting the retail food sector

"Fresh produce, in the form of fruit and vegetables, is an important factor in promoting the retail food trade and helps to increase the frequency with which consumers return to a store", according to Kai Krasemann, President of the European trade association FRESHFEL, Brussels, at the FRUIT LOGISTICA, referring to the importance of the 200 or so greengrocery items available in various marketing forms at the point of sale. This means that between ten and twelve per cent of all sales by the food industry in the EU are accounted for by the trade in fresh fruit and vegetables. Krasemann complained of the downward pressure on prices "which the retail food sector passes back down the supply chain, insisting at the same time that its own suppliers should implement all the requirements regarding food safety, hygiene and traceability." In this connection he also expressed his dissatisfaction with the fact that legislators at both national and EU level "have still not managed to provide producers and traders with a set of harmonized directives regarding the use of plant protection chemicals and the maximum quantities to be applied." This is yet another challenge being posed by the impending expansion of the EU.

Outstanding conferences with the elite of the European fruit and vegetable trade

This resounding response by exhibitors is accompanied by an excellent supporting program of specialist events, including a number of major conferences indicating current trends and suggesting solutions to some pressing problems affecting the industry. At 6 p.m. on the evening preceding the start of the fair (4 Feb.) FRUIT LOGISTICA 2004 will be officially opened at the ICC Berlin by the Minister for Consumer Protection, Food and Agriculture, Renate Künast. The evening's keynote speaker will be Steve Murrels, Director for Produce for the TESCO company. This will be preceded by the 23rd Freshness Forum Fruit and Vegetable, an event for the leading names in the European trade, which will take as its subject "Quality at a low cost – a challenge or a fantasy?" (4 Feb., 2 p.m., ICC Berlin, Hall 15.2).

Important and highly topical issues affecting the fruit and vegetable trade will be discussed during the three days of the fair at a number of interesting Hall Forums. As one of Europe's leading suppliers of fresh produce, Spain will occupy the spotlight on 5 February. The next day France will be meeting the experts with an event entitled "Production in the 21st century - tradition and modernity". During the afternoon an analysis will demonstrate the intensity of the competition in the retail food trade and will suggest some strategies for dealing with falling prices. On 6 February the Hall Forum on "Food Safety" will discuss methods of quality certification. On the following day the hall forum "The new Europe: the EU following eastward expansion" will take a look into the near future. The specialist supporting program will be rounded off by the Mediterranean Meeting on 5 February and the conference "Arab fruit exports – only dates and oranges?" on 7 February.

Capturing and retaining markets through quality and clarity - Consumer Protection Minister opens 12th Fruit Logistica

"It is quality that ensures your strong position on the market, so use it." It was with this appeal to the representatives of the fruit and vegetable market that Germany's Minister for Consumer Protection, Renate Künast, officially opened the 12th Fruit Logistica in the

presence of some 600 guests at the ICC Berlin. In future the reform of the Common Agricultural Policy will provide an opportunity to reward quality and not quantity. The task is now to make this quality clearly evident to consumers. "What we need is continuous monitoring of each stage, from the grower to the processors, the wholesale trade and retailers." The minister called upon the representatives of the industry to devote their energies to achieving a uniform and thorough quality assurance system. But at the same time Künast emphasized the important role that the industry plays in ensuring that consumers can enjoy a sensible and balanced diet. At 350 grams per person the consumption of fruit and vegetables in Germany is too low. Campaigns such as the "5 a day" are aimed at convincing consumers to "visit their greengrocers more often rather than buying vitamin supplements from pharmacies."

Steve Murrels, Category Manager for the British food retailer and supermarket chain Tesco, reported on the opportunities presented to the trade by the impending expansion of the EU. Britain's market leader (annual sales in 2003: £ 28.6 billion) has just under 2,300 stores and has also opened branches in Hungary, the Czech Republic, Slovakia and Poland. Murrel's recipe for success: "Study the customers closely and respond to individual buying behavior". The trade must respond to customers' requirements for quality, ease of use, a wide product range and individuality. With more than 1,000 exhibitors from 54 countries this year's Fruit Logistica once again demonstrates its importance as an international meeting place for the industry, where all the main players from every stage, from the growers to the retail outlets, are represented, according to Berlin's Senator for Economics, Harald Wolf. Raimund Hosch, Chief Executive Officer of the fair's organizers, Messe Berlin, emphasized the leading role of this event as a platform for discussions about food safety, quality and a healthy diet.

State assistance has helped Brazil to become one of the leading fruit exporters

The South American country has worked its way up to a position as one of the world's top three fruit producers. According to Moacyr Saraiva Fernandes, annual fruit production currently exceeds 35 million tons. During the opening press conference of Fruit Logistica 2004 the President of Instituto Brasileiro de Frutas (IBRAF) explained that the proceeds from the country's fruit exports amounted to US \$ 119 million in 1998, but since then they have almost doubled and in 2002 exports earned US \$241 million. Although 70 per cent of all fruit exported goes to Europe, the German market only takes three per cent. Nevertheless, Germany is one of his country's most important target markets, according to the President of IBRAF, Fernandes. Together with the national export promotion authority APEX-Brazil, increased efforts are being made to supply more fruit to the world market, including papayas, mangoes, grapes and limes. (Hall 5.2, Stand D-10, IBRAF)

Bulgaria, Ecuador, Ghana, Colombia and Vietnam at the SIPPO pavilion

Thanks to SIPPO (Swiss import promotion program), the Fruit Logistica also featured exotic produce from Ghana, Ecuador, Vietnam, Bulgaria and Colombia. According to Project Manager Thomas Sporrer: "Since 1999 this program has been assisting with the import of products from small and medium-sized companies in developing and transitional countries, helping with their integration into the international system of trade." With a display that re-created the atmosphere of a market stall Bulgaria's exhibits included dried plums, pears and peaches as well as dried tomatoes, sweet peppers and carrots. Ecuador presented fruits such as granadillas, tamarillos, pitahayas, papayas, pepino melons in dried and fresh form, and in their own syrup, as well as jalapeno chillies. A number of suppliers from Ghana are exhibiting root tubers, cereals, dried red chillies, green peppers, okra, sweet potatoes, groundnut seeds, sheanut butter, palm oil and cashew nuts. Colombia's exhibits include physalis,

curuba, feijoa, lulo and maracuya, while Vietnam features red pitahaya, red dragon fruit, milk fruit, rambutan and fresh lychees. (Hall 2.2, Stand A-13, contact: Thomas Sporrer, telephone: +41/1/3655276)

Metro: Fruit Logistica is a regular date in the business calendar

"Fruit Logistica is the ideal communication platform for our fruit and vegetable buyers. It is an opportunity that not available anywhere else", according to stand director Christiane Bell, explaining why the Düsseldorf-based Metro Cash & Carry GmbH has been holding its product group meetings at Europe's leading fruit trade fair for the past three years. The Düsseldorf company is part of the worldwide Metro group. With 2,300 outlets in 28 countries it is the third largest trading group in Europe and fifth largest in the world. The development of new markets in Eastern Europe and in Asia is an integral part of the company's policy. In 2001 the group opened branches in Croatia and Russia, and in Vietnam and Japan in 2002. Its workforce numbers around 235,000 and the turnover in 2002 amounted to more than 51 billion euros, 46 per cent of which was obtained from business outside Germany. The group sells under six different names, Cash & Carry GmbH, Real, Extra, Galeria Kaufhof, Saturn/Media Markt and Praktiker. (Hall 1.2, Stand D -11, contact: Christiane Bell, tel.: 0151-15 11 14 96)

VanWylick focuses on sales, service and bananas

Last year the fruit trader vanWylick from Düsseldorf consolidated its position against the background of a weak market situation. As one of the leading companies in Germany, with eleven branches across the country, vanWylick was able to maintain its turnover at a constant 265 million euros while at the same time boosting sales in its main field of activity, the banana trade. Roughly one eighth of all bananas supplied to the German retail sector come from vanWylick.

"We are caught between the current trend and the downward pressure on prices", is how Trade Director Dirk Allerding describes the situation. "On the one hand fruit and vegetables conform ideally to the major consumer trends of wellness and convenience, but on the other hand consumers continue to exercise restraint and to keep a watchful eye on prices. The desired price level in Germany is relatively low compared with the rest of the world. As a result there is severe pressure on profit margins in our industry." Allerding believes that the main tasks for the fruit trade in the future lie in the field of customer services: "Long term success can only be achieved by differentiation and the highest levels of commitment to the customer's interests." Consequently, with its nationwide distribution network, vanWylick continues to focus its efforts on developing its capabilities in the areas of sales, customer service and bananas. (Hall 4.2, Stand D -29, contact: Dirk Allerding, telephone: 0175/2707775)

Convenience is definitely the trend among French exhibitors

Co-ordinated by Sopexa, 77 companies and sales promotion associations from France are exhibiting at Fruit Logistica. Their products strongly reflect the growing trend towards convenience foods. For example, since September 2003 Prince de Bretagne has been supplying the retail food sector and wholesale markets with a chicory with an extended shelf life, under the "Ludifraich" brand name, and November 2003 saw the introduction of whole, washed vegetables in packs suitable for use in a microwave, Kristin Unruh reports. And in March paniculated plum tomatoes are being launched under the name "Olivines".

The items being exhibited by Perle du Nord at the fair include a microwave-ready meal based on chicory, "Endive minute". Pom Alliance Provence is presenting two new one-kilogram

packs of potatoes: one consists of a stay-fresh bag and the other a wooden tray in a light-resistant plastic bag. "Pom' Chrono" from the Nagonor company are potatoes in plastic bags that are ready to eat after just eight to ten minutes in a microwave. Ponthier SA is displaying its "Purée de fruits" with 28 different flavors. And the plastic film "Cook'in Sap" from Plasticaen ensures a constant pressure inside the pack when fresh vegetables are cooked in a microwave. (Hall 4.2, contact: Kristin Unruh, telephone +49/211/4980829)

High quality niche products from Switzerland

The Swiss fruit-growers' federation swissfruit is taking part in Fruit Logistica for the seventh time, in association with the federation of potato growers swisspatat, the vegetable growers' organisation VSGP and swisscofel, representing Switzerland's fruit, vegetable and potato traders. The display features high quality niche products, some having been bred by the growers themselves. "Here in Berlin we are displaying the tasty, crisp Swiss apple varieties Maigold, Mairac and Golden Victor", Bernadette Galliker of swissfruit explains. Golden Victor has a red blush, is relatively large and with a quality comparable to that of Golden Delicious. "This apple is being exported with great success to France in particular", Bernadette Galliker informs us.

Marc Wermelinger of swisscofel believes that good export prospects exist above all for integrated and organically grown vegetables. "Switzerland is playing a leading role in organic production in Europe", he says. This is being strongly supported by the research work that is being carried out. "Swiss organic vegetables are of excellent quality, which is a result of extensive expertise and careful production methods." He explains that the range of organically grown vegetables in Switzerland is very extensive and can meet just about any customer requirements. Swiss growers of organic vegetables are already registering initial export successes. (Hall 2.2, Stand C-1, contact: Bernadette Galliker, telephone: +41/41/7286870, Marc Wermelinger, telephone: +41/31/3807575)

Germany is the most important market for fruit and vegetables from Italy.

As was the case last year too, the largest number of foreign participants at this year's fair have come from Italy. There are 191 of them at this Fruit Logistica, 33 per cent more than in 2003. The director of the Italian Institute for Foreign Trade I.C.E., Dr. Valter Iandolo, reports that there are 48 on the institute's combined stand, including the Italian Ministry of Agriculture and Forestry Policy, the market research organization ISMEA, along with Buonitalia SpA and 14 major trading organizations and businesses, accompanied by regions such as Sicily with eight exhibitors and Calabria with a further six. Dr. Iandolo stated: "The importance which we in Italy attach to the Fruit Logistica can be gauged by the presence of our Minister of Agriculture, Dr. Giovanni Alemanno, who visited the fair on 5 February."

In 2002 Germany was again the most important market for sales of fruit and citrus fruit from Italy, with a 38.1 per cent share of exports. This percentage was even higher in the case of a number of products, for example apples 46.1 per cent, strawberries 46.8 per cent and pears 49.9 per cent. Turning to vegetables, Germany's share of exports amounted to 38.7 per cent in 2002, although for items such as Savoy cabbages and kohlrabi the figure was much higher, at 69.1 per cent. (Hall 1.2, Stand A-1, contact: Dr. Valter Iandolo, telephone: +49/211/387990)

Germany's central markets with a joint stand for the first time

"With their combined stand, co-ordinated for the first time by GFI (the organization for promoting the interests of Germany's central markets), the twelve participating markets are documenting their vital position within the production chain that extends from the grower to

the consumer", Dieter Krauss, President of the Bundesverband der Deutschen Fruchthandelsunternehmen e.V. (National Federation of German Fruit Trade Companies) and Chairman of Fruchthof Berlin Verwaltungsgenossenschaft eG stated. Last year the twelve member companies of the Association of German Central Markets handled some three million tons of fruit and vegetables.

In its eleventh year as a participant in Fruit Logistica the market Fruchthof Berlin occupied a 400 square meter combined stand in Hall 6.2. As Krauss pointed out: "With our appearance at this fair we are providing a platform for communication for numerous discussions between companies operating from Berlin's central market and their business associates in this country and abroad." Fruchthof Berlin handles some 215,000 tons of fruit and vegetables annually, making it one of the leaders in its field in Germany. (Hall 6.2, Stand A-03, contact: Dieter Krauss, telephone: +49/30/3955007)

Dole focuses on "Tropical Gold" pineapples and a campaign to promote fresh produce

Dole Fresh Fruit Europe is one of the leading fruit companies in northern Europe, importing, marketing and distributing a wide range of items, mainly from overseas. It forms part of the Dole Food Company with its headquarters in Westlake, California, which sells some 170 fruit and vegetable items around the world and is a leader in production, transport and merchandising. The company has some 59,000 full-time employees and achieved a turnover of US \$ 4.4 billion in 2003. As Claus D. Anderson, Managing Director, Dole Fresh Fruit Europe, says: "'Quality, quality, quality' was the philosophy of our founder, James D. Dole. As an organization engaged in marketing and selling produce bearing the world's leading brand name we support our trading partners and regard ourselves as partners in the production and marketing of fresh fruit and vegetables."

In the words of Trade Marketing Manager Heinz Meinken, "Dole has been exhibiting at Fruit Logistica ever since this fair first came into being. It has now become the focal point of our external promotion work and continues to increase in importance. Many of our customers from Germany, Scandinavia and Eastern Europe make their way to Berlin and meet with us here." This year the display is concentrating on Dole 'Tropical Gold' pineapples and on highlighting the company's freshness offensive. (Hall 1.2, Stand E-05, contact: Karin Eberle, telephone: +49/40/32906236)

<B< management quality modern presents Fruchtring>

With an annual turnover of some 1.8 billion euros Cobana Fruchtring is one of Europe's leading fruit trading groups. It comprises 40 independent fruit wholesalers located at the main trading centers throughout Germany, thus ensuring a widespread and comprehensive marketing system. As Marketing Manager Stephan Schlick explains: "All of our group's efforts are concentrated on achieving further improvements to the direct and systematic procurement and marketing of produce, and on offering customers the best possible standards of service." This begins with the accurate procurement of consignments from international growers in accordance with a predetermined program, continues with temperature-controlled storage and packaging, and culminates in just-in-time delivery.

The marketing manager points out that a fully functioning quality management system at all stages is another vital aspect. Coinciding with Fruit Logistica, Cobana Fruchtring has published an article on this subject in its house magazine "b hoch 3" entitled "Enjoyment without regrets – modern quality management in the fruit trade". The magazine also provides an overview of current requirements and certification details. Interested visitors can

pick up a copy on the stand. (Hall 6.2, Stand A-10, contact: Stephan Schlick, telephone: +49/172/4011719)

Atlanta – capabilities from A to Z in the fruit and vegetable sector

Atlanta is a leading group in the fresh fruit and vegetable trade, not only in Germany but in Europe too, as Peter Jung, Chairman of the Board of Atlanta AG, points out. Being able to draw on supplies from over 120 countries gives the company its wide diversity of items. "This enables us to provide the trade with an interesting and profitable assortment of all kinds of items, meeting current requirements and offering good sales prospects", Jung emphasizes. The variety of services such as banana ripening, storage, pre-packing for self-service outlets and training customers' specialist staff for various qualifications are at the heart of the Atlanta program.

The Atlanta group is exhibiting at Fruit Logistica for the tenth time. This year's participation by Atlanta AG features a new stand design under the slogan "Long live freshness". A food stylist is on hand to tempt the company's guests with tasty, fruity snacks and at the end of each day business associates are invited to meet at 5 p.m. in the relaxed surroundings of a "Get Together". (Hall 4.2, Stand A-14, contact: Ralf Kleyer, telephone: +49/30/303881397)

BVEO: from the field to the point of sale

The body representing German fruit and vegetable growers' organizations has been exhibiting in Berlin ever since the first Fruit Logistica, eleven years ago. Once again it forms the largest group of exhibitors and occupies the largest stand, measuring over 1,000 square meters. This display has been organized and co-ordinated jointly by Bundesvereinigung der Erzeugerorganisationen Obst und Gemüse e.V. (BVEO) and CMA Centrale Marketing-Gesellschaft der deutschen Agrarwirtschaft mbH (Central Marketing Company for German Agriculture).

"The national association, the Bundesvereinigung, has represented country's fruit and vegetable growers and their organizations since 1970 in accordance with the requirements of the Common Market Organization of the EU for Fruit and Vegetables", explains the general manager of the BVEO, Karl Schmitz. He also points out that 60 growers' organizations now belong to the BVEO, either under the earlier or the current market arrangements. In 2002 they attained a turnover of around 1.5 billion euros with their fresh produce, excluding items bought in, imports and other contributory factors such as flowers and articles of daily use. The stand concept also incorporates the "5 a day" campaign and the quality assurance organization QS Qualität und Sicherheit GmbH. (Hall 2.2, Stand C-09, contact: Dr. Markus Nöthen, telephone +49/172/2104441)

Fruit growers in Styria on their way to joining the top three in Europe

On 1 May 2003 the Styrian fruit growers' organization was renamed as OPST – Obst Partner Steiermark. As Marketing Director Franz Schaden explains, "The new name symbolizes the new approach within our apple-growing industry. The direction is obvious: to strengthen the brand, under the slogan "fresh-juicy-Styrian", to maintain Austria's leadership of the market, to boost exports and to make the district one of the top three fruit-growing regions in Europe." He points out that apple production has become an important economic factor in Styria. Its 1,200 fruit-growers produce some 100,000 tons of apples annually and achieve a turnover of 56 million euros. OPST, the acronym that stands for the Apple Producers in West, East and South Styria, plays a dominant role in Austrian apple cultivation, with a 70 per cent share. Two organizations, eva-Exportvereinigung Apfel with a 90 per cent market share, and

Aroma GmbH a ten per cent share, are responsible for domestic and foreign marketing activities. 45 per cent of the crop is exported, in particular to Germany, the United Kingdom and Eastern Europe. (Hall 2.2, Stand D -01, contact: Franz Schaden, telephone: +43/676/845430450)

The cranberry – power berry

The size of an olive, bright red and shiny, that is how visitors perceive the cranberry at FRUIT LOGISTICA 2004. "Cranberries have only been marketed in Germany since 1999", explains the Account Director Sam Bessinger, "but they have already been a major success. This little American fruit can now be found in some 50 products." The Cranberry Marketing Committee is responsible for promoting these berries, grown in Massachusetts, USA, on the German market. Cranberries have many uses – in salads, baking and desserts, as well as for sauces to accompany meat dishes, in juice form or in cocktails. When fresh they can be stored for three months without losing their flavor or their vitamin content. However, they are extremely sour and have to be sweetened before being eaten or processed. Studies have shown that the daily consumption of 300 milliliters of cranberry juice or the equivalent amount of berries can reduce the risk of urinary tract infections by 58 per cent. They also contain antioxidants that help to protect the body against attack by free radicals, which can cause cancer, diabetes and rheumatism.

(Hall 5.2, Stand C-19)

Spain: 3,000 m² of enjoyment and passion

With precisely 2,950 square meters Spain can claim to have the largest display area at this year's Fruit Logistica. The 168 companies are presenting the entire range of fruit and vegetable production on the Iberian peninsular, part of it under the co-ordination of the national export promotion institute and partly through the local governments of the countries 17 autonomous regions. Andalusia, for example: as the most important fruit and vegetable-growing area in the south of the country the Andalusian province of Almería exports 60 per cent of its production. "Tomatoes are my passion!" as Manuel Berenguel, head of the CASI co-operative, the country's largest tomato producer, assures us, before using salt and low acidity oil to prepare his RAF variety, which is made especially tasty through a process of dehydration. With its delicately flavored jams made with tomatoes and paprika the Amargo company is demonstrating that vegetables can be spread on bread too. German consumers have yet to discover this particular delicacy but "we make use of the fair not only to strengthen contacts with customers but also to show the results of our high quality production to potential customers", explains Javier Salvador, press co-ordinator for the Almería Chamber of Commerce. The Extremadura region is presenting its range of pomaceous and stone fruits, including the well known picota cherries from the Jerte valley, the largest continuous cherry-producing area in Europe. "It is darker than other cherries, has more fruit flesh and is also very juicy" is how David Carmona from the regional foreign trade promotion organization describes this fruit, which is harvested without its stalk and enjoys a protected mark of origin. Valencia, Murcia, Catalonia, the Canary Islands and Granada are also presenting their regional specialities. (Halls 1.2. and 5.2.; Almería: (Hall 5.2, Stand A-10, contact: Javier Salvador, tel.: ++34-667 65 31 99; Extremadura: (Hall 1.2, Stand E-15 and E-16, contact: David Carmona, tel.: 0179-850 58 97)

Lotus nectars and almond products from the USA make their debut at the fair

Some 16 firms are represented on the USA stand at Fruit Logistica. In addition to traditional exhibitors such as the suppliers of nuts, dried fruit and pears, three exhibitors from Puerto Rico are attending for the first time, according to Christel E. Wagner of the US Department of Agriculture. The "Lotus" brand of fruit nectars is being introduced for the first time in Europe, says General Manager Augusto N. Velázquez, who has been very satisfied with the level of interest shown by visitors. He has already welcomed trade representatives from Italy and Spain on the stand. The roasted, spicy almond flakes and sticks from Palm Nuts are also appearing at the fair for the first time. They are an ideal complement to fresh salads, pasta and vegetable dishes and as a tasty snack to accompany wine or beer. The range includes varieties in flavors such as tomato and basil, cheese and sour cream. The new almond products have only recently been introduced to the US market but are already very popular, the company's representatives assure us. (Hall 5.2, Stand C-19, contact: Christel E. Wagner, telephone: +49/171/1781765)

The high quality standards imposed on Mexico's fruit growers are expected to pay off

Mexico's appearance at Fruit Logistica is dominated by the new EurepGap quality standard, according to Patricia Moreno of the Mexican Ministry of Agriculture. At present just three Mexican growers hold this certificate. The Citricola company, a supplier of limes, has been certificated since December 2003. It already exports 5,800 tons of fruit, grown on an area of 1,200 hectares, all over Europe. EurepGap requires that Manager Carlos Couturier Gaya submits daily reports. Only two per cent of his exports are intended for Germany, which is one good reason for using this major trade fair in order to establish contacts with German wholesalers. This is also one of the main aims of Asociación Productores Uva de Mesa. Based in the state of Sonora, the 60 grape growers expect to be harvesting 193.5 tons annually by 2005, making them the first fully qualified representatives of the fruit sector in Mexico, according to César Salazar Platt. The association's director has been sounding out the German market since 2001. The result: "Golden Perlette" – larger and sweeter than the grapes that are usually available in this country, and they are proving very popular with German consumers too. "A strong euro and 80 million Germans are ideal prerequisites for us." (Hall 6.2, C02, contact: Patricia Moreno, tel.: +32/474/990787)

Germany still the no. 1 market for Hungarian fruit and vegetables

As the staff on the stand emphasize, Fruit Logistica is the most important trade fair anywhere in the world for the Hungarian fruit and vegetable sector. In addition to the national marketing company and growers' organisation, the 150 square meter stand also includes eleven companies. Making their first appearance at the fair are Grand Coop (among its products are cherries, apricots, elderberries and asparagus) and Havita-Tész (water melons, honeydew melons, paprika). As in 2003 exhibitors again include Árpád-Agrár (e.g. paprika, peperoni, tomatoes, brassicas) and Mórakert (potatoes, cabbage, lettuce, kohlrabi). Germany continues to be the main market for Hungarian fruit and vegetables, both in terms of value (2002: 28.58 % of total exports) and quantitatively (24.90 %). The next largest markets, by value, are those of Russia (18.55 %) and Austria (9.66 %), and in quantitative terms, Russia again (15.31 %) and Poland (11.57 %). The main crops in 2002 were sweet corn, water melons and outdoor tomatoes, as well as apples, plums and sour cherries. (Hall 1.2, Stand B-06, contact: Zsuzsa Dobrotka, telephone: +36/1/4508891)

Sri Lanka is seeking trading partners for jackfruit and king coconuts

It is a fruit that only grows well in Sri Lanka and in certain parts of India. It can reach lengths of up to one meter and can weigh ten kilograms. It is known as the jackfruit. "If picked when young it can be used instead of meat or fish in curries. The ripe fruit can serve as a side dish and when extra-ripe it can be eaten as a dessert", according to exporter Camilus Fernando, Director of Princess Enterprise Ltd., one of five companies that are exhibiting typical Sri Lankan produce. Their aim is to establish jackfruit on the European market. This has already been achieved with the orange-skinned king coconuts. "We exported between ten and twenty tonnes of them to Europe in 2003", says Gamini Tissa Kumara from the Sri Lankan Export Development Authority. The milk is richer in protein than that of the standard coconut. "We believe that king coconuts will sell well here", adds Sivagnanam Gnanaskandan of Eastern Allied Agencies Ltd. The same applies to the orange-colored, creamy-sweet tasting "Karatha Kolumba" mango. So far we have only exported three tons of them to Europe. "We believe that good opportunities exist for expansion", says Kumara. (Hall 6.2, Stand A-16, contact: Gamini Tissa Kumara, tel.: +94/1/2300715)

Jordan's strawberries are competing with those from Europe

The Jordanian export promotion company HEPTTP, which has recently been created with the assistance of the World Bank, is appearing at the Fruit Logistica for the first time, accompanied by twelve producers of fruit and vegetables. "We want to see more of our excellent products on the German market", says Promotions Manager Manal Awamleh. These include dates from Al-Baraka Farm, the largest privately owned date farm in the country. "Next year we aim to export 2,500 tons of this fruit worldwide", claims Sales Manager Nadine S. Naber, who is looking in particular for buyers for fresh dates in Germany. These taste like green apples and contain a small amount of tannin. Khalil Abu Ghannam would like to see his strawberries sold on the German market too. They are grown in the fertile Jordan River valley, "a greenhouse without plastic sheets". He confidently claims that "between December and February I can beat competitors from Spain on the British market, with 100 tons of high grade fruit". And his objective in 2005: with assistance from the GTZ he intends to obtain EurepGap certification for his strawberries. (Hall 6.2, Stand A-11, Jordan Export Development, contact: Manal Awamleh, tel.: +49/16095085503)

Vita/Bonduelle: a strong brand name for crisp fresh salads

The 1972 summer Olympic Games were a memorable occasion for Vita GmbH: by supplying this event with 5,000 kitchen-ready servings of salad the company laid the foundation for its current leadership of the German market in fresh convenience foods. Most of Vita's 82 million euro annual turnover is obtained from leaf and mixed salads, augmented by salad bowls, dressings and pan-prepared meals. "The trend is away from mixed salads to salads comprising a single item", says Vita's company secretary Alfred Allgaier, listing the new varieties: salad spinach, corn salad and rocket, washed and ready. The company, which is based in Reutlingen, has been working together for many years with a number of contractual partners, who grow the produce in accordance with strictly specified rules and ensure that it does not lose its crispness after it has been processed. All the ingredients are grown outdoors, in summer within the region, and in winter in Spain and the South of France. More than half the production is destined for hotels and restaurants, and customers include McDonald's and Deutsche Bahn, with the remainder being sold through retailers. At the end of last year the Reutlingen-based company was taken over by the French Bonduelle group. By this autumn at the latest produce from the two companies will be appearing with a uniform design. (Hall 1.2, Stand D-06, contact: Alfred Allgaier, tel.: 0170-221 08 88)

Del Monte's best pineapples graded in clothing sizes, and available at "sampling stations"

Pineapples in sizes from S to XXL, "Pick 'n' Mix" salads and "fruit for free": These are just some of the marketing innovations with which the fruit grower and merchandiser Del Monte Fresh Produce GmbH will be using in order to present its products in German retail outlets this year. "Pick 'n' Mix salads will be available in the autumn in 40 gram bags. This enables singles to buy small portions or combine several varieties", says Olaf Ehlers, Marketing Manager for Germany. "And if customers want to wait at the checkout they can sample small, pre-packed portions of pineapple or melon. This will definitely have an impact on buying behavior", Ehlers adds. The company's results have been impressive: despite unfavorable weather last summer, reducing profits for the third quarter by 2.9 million dollars, the company reported an increase in sales proceeds of 300 million dollars for the first nine months of the year. "Plant breeders have created a new variety, Honey Gold, which will be making its appearance in 2006", reports Ehlers. It will stay fresh for longer and will also be available in sizes S to XXL. (Hall 6.2, Stand D -02, contact: Olaf Ehlers, tel.: +49/1624668695)

Intense competition in the retail food sector – strategies to deal with a drop in prices

On Thursday afternoon the retail food sector was on the agenda at the Hall Forum. Ulrich Eggert of the business consultants BBE-Unternehmensberatung in Cologne briefly outlined the general economic situation and previewed the coming years and decades. Consumption will be additionally and negatively influenced by a stagnating economy and an ageing society, as well as by the effects of increased investment by individuals anxious to provide for themselves in later life. Moreover consumption in traditional retail outlets will continue to decline, and this will not only apply to food products. Consumers will also be spending far more on travel and services. One area that will continue to expand is that of wellness and health. This offers more positive prospects in a market that, as a whole, is only expanding slowly. The fruit and vegetable sector will have to convey an appropriate image of these products to consumers, explaining to them that spending money on fruit is the best way of ensuring continued good health. In closing Heinz Meinken of Dole Fresh Fruit Europe outlined the advantages of category management: A precise analysis of the product range and of all commercial and operational processes, as well as close collaboration between the various stages in the trade, can provide an important and positive impetus to sales.

Over 80 per cent of the entire production and sales chain is involved in the DFHV

The organization representing the German fruit trade, the Deutsche Fruchthandelsverband (DFHV), has just under 200 direct members and an equal number of indirect members. As the association's General Manager, Dr. Andreas Brügger, points out: "The association represents every stage in the chain from production to sale." Members also include leading retail groups such as Rewe, Tengelmann, Edeka and Markant, as well as major import companies, including Atlanta, vanWylick, Cobana Fruchtring, Bocchi and Anton Dürbeck. "Well over 80 per cent of the entire chain are in the organization" says Dr. Brügger. He adds that, at 200 kilograms each, Germans are Europe's leading consumers of fresh fruit and vegetables. But he expressed his disappointment at the lack of appreciation of the value of this produce in Germany. "The best quality items, with regard to the inner value, i.e. the flavor, are sent to Britain and Scandinavia or remain in the country where the produce was grown." In these countries people have come to realize that premium quality comes at a higher price.

With regard to the importance of the fair the DFHV General Manager stated: "Fruit Logistica has evolved into an exceptionally powerful trade fair. All the big names in the fruit and

vegetable sector meet here. It features displays from many different cultures and presents a true picture of globalization, and it also exerts an economic strength that other industries can only dream of." (Hall 2.2, Stand D -12, contact: Dr. Andreas Brügger, telephone: +49/172/2117255)

Ivory Coast: pineapples with guaranteed quality

"For us Fruit Logistica is the only truly international trade fair for fruit and vegetables", says Philippe Mavel, describing in the same breath the main features of the golden yellow Cayenne Lisse pineapples on display on his stand: "A fine balance between sweet and sour". Mavel is the European representative of the organization O.C.A.B., a pool whose members consist of pineapple and banana growers in the Ivory Coast growing produce for export. The 20 members represent just under 5,000 growers, which is over 90 per cent of the total pineapple production in this African country. Despite strong competition from Central America the O.C.A.B. has been able to achieve a 40 per cent share of the European market. "Over the past six years pineapple consumption in Europe has increased by 200 per cent", says Mavel with evident delight. It is hoped that sales to countries such as Poland and Russia will help to secure further growth in the future.

In addition to accurate traceability, these delicious sun-ripened fruits can now demonstrate their quality individually: two years ago Lucien Delzechi, a member of O.C.A.B. and himself the owner of a 400 hectare plantation, adapted an instrument that was originally developed to analyze melons to enable it to be used on pineapples too. A scanner exposes the fruits to a light that enables the acidity and sugar content, degree of ripeness and various other qualitative features to be determined without harming the fruit. (Hall 4.2, Stand B-02a, contact: Philippe Mavel, tel.: +33-608 86 00 79)

The growing importance of exotic produce

Edeka, the leader in the German food trade for several years, is represented by its fruit office at Fruit Logistica. In 2003 overall turnover by the Edeka group totaled 31.3 billion euros, a 2.4 per cent increase compared with 2002. Provisional estimates put the turnover in the greengrocery sector at over 950 million euros. The company attaches the greatest importance to produce that is fresh every day, as well as of excellent quality and good value for money. The assortment is a wide one, including not only traditional produce such as apples, pears, and citrus fruits but also exotic items like physalis, papayas, kumquats and mangoes, which are of growing importance. At the heart of the display are Edeka's own brands: "Rio Grande" (fruit), "Gärtners Beste" (vegetables) and "Bio Wertkost" (organically grown fruit and vegetables). (Hall 2.2, Stand C-15, contact: Mailin Böckmann, telephone: +49/40/302090)

Invitation to share in joint ventures with major Russian fruit and vegetable dealers

The Russian market for fruit and vegetables is enjoying an unprecedented boom. Banana consumption, for example, doubled between 1999 and 2003, although it is still only half the European figure. JFC Company claims to have captured a significant share of this market,

supplying half of all the bananas and a third of all oranges sold in Russia. Turnover in 2000 was around 100 million US dollars. Within just three years it reports that its sales have trebled, due to its trading links with companies in 20 countries. "Russia has undergone a remarkable development. On behalf of the company and of the Russian people I invite you to take part in joint ventures with our country", says Vladimir Kekhman, President of JFC Company, addressing potential partners during FRUIT LOGISTICA 2004. The Sunway Group has also established far-reaching business relations. This fruit and vegetable dealer and importer is collaborating with companies such as Maroc, Sunway Ecuador, Outspan, Cape, Safe and the Spanish fruit authority. (Hall 6.2, Stand D-03 and Stand B-07)

Argentina: where pears and lemons take to the road

The world's leading exporter of fresh pears is completely satisfied with his first visit to this fair. "Next year we will definitely be here, with an increased display area", asserts Miguel A. Miguel from the Argentine Fruit Farming Chamber. Last year the 'birthplace of the tango' exported just under 1.1 million tons of fresh fruit, more than half of it to the EU and almost 200,000 tons to Russia. This is a convincing enough reason for the 20 exhibitors to present the entire range of produce to their main customers. In Argentina seven companies account for around 90 per cent of all fruit exports. They include Tres Ases, which has an annual turnover of 14 million euros. Vice President Gabriel Mario Grisanti, an exporter of pears, apples, plums and lemons, expects the fair to assist opening up the market in Eastern Europe. Javier Gustavo Bauzá, who provides services for dealing with customs formalities and logistics, is working together with 30 exporters who account for half of all citrus exports, amounting to nearly 250,000 tons annually. "We met many of our existing customers as well as numerous potential new customers here", was the delighted response by this businessman, for whom Germany ranks fourth in importance in his exporting activities. Of course the largest grower and processor of lemons in Argentina is attending too. The San Miguel company farms 5,600 hectares and produces over 200,000 tons of this vital source of vitamin C annually. (Hall 5.2; Tres Ases: Stand C 18, contact: Gabriel Grisanti, tel.: ++33-61-299 31 93; Javier Gustavo Bauzá: Stand D-04; San Miguel: Stand C-22)

New Zealand "shaves" its kiwi fruit for the Fruit Logistica

Tony Fissette has been attending the FRUIT LOGISTICA ever since it was first held. "Almost all of our customers from back then now have their own stands", says the Managing Director of Enzafruit New Zealand N.V. He is currently holding discussions with numerous people about the latest export success from the islands: an apple called "Jazz", which is reputed to be crisp and sweet but with a hint of tartness too. It proved extremely popular when tested in Germany, Sweden and Spain. Fissette announced that it will be launched commercially in May. With many years of experience to back him up he is aware that Germans are very keen on New Zealand apples. "75 per cent of our apples are sold to the German market", Fissette says. New Zealand's 'national fruit', the kiwi fruit, has also enjoyed great popularity for many years. It is usually green, although there are an increasing number of yellow varieties too now. "We are anticipating a good harvest, enabling us to supply 'Zespri-Gold' in May", says the Marketing Manager Norbert Tebelmann of Zespri International Europe N.V. This particular variety of kiwi fruit has been bred to eliminate the hairy skin, tastes sweeter and has one major advantage: "It tastes good with the skin too", Tebelmann reports. (Hall 4.2, Stand D - 30, contact: Tony Fissette, tel.: +32/11689941 and Stand B-01, contact: Norbert Tebelmann, tel.: +49/1713654650)

Macedonia: cabbages and tomatoes, cosseted by the sun

"Our main efforts at Fruit Logistica are aimed at finding strategic partners for the sale of our products", explains Aleks Stoilkov, General Manager of von Mak-Smolarski Noj, who claim to be the largest fruit and vegetable growers and dealers in Macedonia. The 12-man organization mainly supplies tomatoes, paprika, water melons, cabbage, leeks and onions. "We have already received orders for 500 tons of dried tomatoes", the businessman reports, referring to his latest product. And what is so special about that? "In Macedonia the sun shines for more than 300 days a year. Because our farmers do not have much money to spend on fertilizers and pesticides, our products could be described as naturally organic". Just under half of the country's 25,700 square kilometers are devoted to agriculture, and four fifths of the farms occupy less than three hectares. Agriculture and the food industry account for 20 per cent of the country's GDP. Last year this country, which has a population of 2 million, produced 166,000 tons of potatoes, almost 130,000 tons of tomatoes and over 125,000 tons of water melons. Sixty per cent of the fruit and vegetables grown in Macedonia are exported. Germany is its main trading partner. (Hall 5.2, Stand A-12, contact: Aleks Stoilkov; tel.: 00389-70 21 40 37)

Inova from Poland is seeking business partners in southern Germany

According to the ZMP agency, Poland accounts for approximately half of the population of the new member countries of the EU and also for half of the total fruit production. Compared with the current 15-nation EU, a larger proportion of fruit is used for processing in the new member states. Poland is Europe's largest manufacturer of apple and berry juice concentrates and of frozen fruit. The Polish combined stand in Hall 3.2 has been organized by the Center for Interregional Economic Co-operation "Wielkopolska", and the Inova company is one of the six exhibitors. It is attending Fruit Logistica for the first time and its General Manager Andrzej Bukowczyk expresses his great satisfaction with the interest shown in his display by visitors. For example, he has made contact with representatives from Belgium, the Netherlands, Germany and Saudi Arabia. Inova already has customers in northern Germany, and now efforts are being intensified to find business partners in southern Germany too, Bukowczyk says. This is the main focus of their efforts at the fair. The company manufactures paper inserts for packing cases and plastic boxes. One packing unit can hold between 16 and 59 fruits. (Hall 3.2, Stand A-12, contact: Andrzej Bukowczyk, telephone: +48/608/024798)

Dutch Flower Council believes that supermarkets have the potential for expanding the market

On the Dutch stand at Fruit Logistica, featuring the cultivation of ornamental plants, the main emphasis is on marketing concepts that use supermarkets as the sales channel. The Dutch Flower Council believes that plant sales and the profitability of plants sold through supermarkets could be substantially improved. A new analysis model is being demonstrated at the fair. This enables supermarkets to optimize the growth of their returns in their flower and plant departments. This DPP model (Direct Product Profitability) has been developed in association with the market research organization AC Nielsen. The areas under cultivation in the Netherlands in 2002, in hectares, are as follows: decorative plants under glass 6,214, cut flowers 3,578, pot plants 1,272 and outdoor cultivation of decorative plants 40,306. Once again by far the largest export market is that of Germany. In 2002 exports of cut flowers to Germany were valued at 922.4 million euros, followed by the UK, 554.7, and France with 420.5 million euros. (Hall 3.2, Stand C-07, contact: Liliane Maillard, telephone: +49/211/4927512)

**Over 22,000 highly qualified trade visitors from some 90 countries -
Global overview of the market in the exhibition halls – Outstanding supporting
program - Record attendance, accompanied by further qualitative improvements**

Fruit trade in the EU is worth billions

A sharp rise in the numbers of international trade visitors, intensive business contacts at the highest level, and a global overview of the international fresh produce trade, its products and its services were among the main features of FRUIT LOGISTICA 2004 Berlin. More than 22,000 (2003: 15.800) highly qualified trade visitors from some 90 countries attended this the premier fair for the international fruit and vegetable. The focus of attention on the stands, which occupied a hall area of 36,000 square meters, was on the latest products, systems and processes involved in the entire logistical chain in the fruit and vegetable sector. The rise by some 38 per cent in the numbers of trade visitors was due primarily to increased attendance from EU countries such as Italy, France and the Netherlands, as well as from the countries that will shortly be joining the EU, especially Poland, Hungary and the Czech Republic. Three quarters of all trade visitors occupy senior positions within their companies. Moreover some 90 per cent exercise a decisive influence on purchasing or procurement decisions. Over 97 per cent of trade visitors confirmed having gained a very good or good overall impression of the three-day trade fair.

The 1,112 exhibitors from 54 countries agreed that there had been excellent contacts with importers, exporters, wholesalers, retailers and with business associates representing every stage in the fruit and vegetable trade. "Despite the difficult economic conditions attendance at FRUIT LOGISTICA was impressive, setting new records and with a noticeable improvement in quality too. Participants comprised a veritable who's who of the worldwide fruit trade", was how the Chief Operating Officer of the fair organizers, Dr. Christian Göke, summed up the undoubted success of FRUIT LOGISTICA 2004. Compared with the FRUIT LOGISTICA 2003 this year's fair included 20 per cent more countries, a 21 per cent increase in hall area, 30 per cent more exhibitors and 39 per cent more trade visitors.

In 2003 the EU produced 79 million tons of fruit and vegetables

During the FRUIT LOGISTICA the ZMP (Zentrale Markt- und Preisberichtsstelle GmbH), Bonn, an organization which monitors markets and prices, provided figures showing the strength of the fresh fruit and vegetable market in the EU and the patterns of trade that will follow the expansion of the community on 1 May: according to the Structural Survey of Agriculture 1999/2000 there are some 2.25 million businesses in the current EU which are engaged in the cultivation of fruit trees and bushes and in growing vegetables, on an area measuring 3.2 million hectares. Last year the production of fruit and vegetables in the EU totaled some 79 million tons. Taking as a sum total the production in the EU and the balance obtained from foreign trade, the fruit and vegetables intended for the fresh produce market amounted to a market volume of 63.6 million tons. In 2002 fruit and vegetables had a production value of 32.9 billion euros. Taken together, these two sectors have a production value roughly equivalent to that of cereals. Each year the trade in fruit and vegetables between EU member countries amounts to as much as 20 million tons. Exports total four million tons, while imports amount to 9.1 million tons.

New EU member states have a greater importance as sales markets

When the EU expands on 1 May 2004 to include ten more states it will then comprise some 450 million consumers. These new member countries produce 14 million tons of fruit and vegetables. The role of these countries as suppliers of fresh fruit and vegetables is of secondary importance. The EU imports less than 300,000 tons of fresh fruit from these countries, with the main suppliers being Poland, Hungary, the Czech Republic and Cyprus. The volume of imports of fresh vegetables is even lower amounting to around 180,000 tons. Poland accounts for two thirds and Hungary for one third of the total. The new member countries are of far greater significance as export markets for EU produce. Given their climate they are unable to compete with many of the items. A large share of the EU's fruit exports, up to 1.2 million tons, are sold in the new member states, mainly to Poland, the Czech Republic and Hungary, with over 400,000, 200,000 and 100,000 tons respectively. The export of fresh vegetables to the new member countries is also greater than the trade in the opposite direction. In 2002 a total of 460,000 tons went to the new member countries. Poland was also the main market for vegetables with a figure of 140,000 tons. Over the next few years we can expect an increase in the production of apples in Poland and of stone fruits in Hungary, according to estimates by the ZMP. It is likely that these countries will also attempt to strengthen their position as suppliers of fresh produce.

Fruit trade in Germany achieves sales of 18 billion euros

According to the ZMP, in 2003 the 2,700 or so companies active in the fruit trade in Germany achieved sales, based on projections, amounting to 18 billion euros (2002: 17.9 bi.). The consumption of fresh fruit and vegetables by the German market in 2002/2003 was in the region of 16.655 (provisional figure) million tons (2001/2002: 16.833 mi. t). This means that per capita consumption in Germany amounted to 201.8 kilograms of fruit and vegetables (2002/2003, provisional figure), compared with 204.2 kilograms during 2001/2002.

97 per cent of exhibitors had a positive overall impression

Among the main objectives of exhibitors attending the FRUIT LOGISTICA 2004 were to obtain more exposure for their companies/to cultivate the corporate image, to attract new customers and to maintain and develop existing business relationships. These objectives were met to a high degree by exhibitors. Two thirds of them featured new items or improvements to existing products on their stands, and were also able to supply trade visitors with vital information. Consequently 93 per cent of exhibitors declared themselves satisfied with the commercial success of their participation in the fair. This was also borne out by the expectations that they expressed regarding follow-up business. More than 88 per cent of exhibitors expect satisfactory results (good to very good follow up business is expected by 56.3%). A positive overall impression of this year's FRUIT LOGISTICA was gained by 97 per cent of exhibitors. If the opportunity were to arise, 96 per cent of exhibitors would recommend participation in FRUIT LOGISTICA to colleagues or business associates. At the time the survey was conducted 94 per cent of all exhibitors stated their intention of attending the next FRUIT LOGISTICA in Berlin.

Trade visitors: senior decision-makers and thoroughly international

Turning to the make-up of those attending the fair, 65.3 per cent of trade visitors came from abroad (90 countries), 23.1 per cent from the former West Germany and 4.9 per cent from the new federal states in the east, with 6.7 per cent from Berlin. In particular, the proportion of trade visitors from abroad was over 65 per cent, well above the previous year's figure (2003: 54%). Most foreign trade visitors came to Berlin from other EU countries and from the countries of Central and Eastern Europe. The most commonly named countries of origin were Italy, the Netherlands, Spain, France, Poland, the United Kingdom, Austria and

Switzerland.

Trade visitors identified themselves primarily as representatives of import/export businesses (32.7%), growers of fruit and vegetables (27.4%) and of the wholesale trade (14.4%). The retail trade accounted for 11.4 per cent of the total. Trade visitors also revealed outstanding levels of professional competence: over 75 per cent admit to holding a senior position (e.g. general manager, company secretary, head of department) within their respective companies. The areas within their companies that they represented were business/operational management (41%), marketing/sales/advertising/PR (24.5%) and buying/procurement (24.3%). In addition more than 89 per cent of the trade visitors stated that they exercised a significant influence on their companies' purchasing and procurement decisions. Trade visitors were interested above all in fruit and vegetables, packaging and other services at all stages in the trade in fresh produce.

Whereas last year only just over half of all trade visitors (55.4%) regarded the economic situation in their own industry as rather favorable, this year the proportion of those taking a positive view rose to more than 70 per cent. More than 94 per cent of all trade visitors described the commercial results of their visit to the fair as positive. Of these 77 per cent assessed their commercial results as "very good" or "good". Although signing contracts was not the main objective, nevertheless around 20 per cent of trade visitors did finalize deals during the fair. More than a quarter of them reported orders worth more than €100,000. Moreover three quarters of the trade visitors were able to establish new business contacts during FRUIT LOGISTICA. In addition 68 per cent of trade visitors are expecting further negotiations or commercial transactions after the fair as a result of the contacts made there.

The range of items on offer at FRUIT LOGISTICA was regarded as very good or good by 86 per cent of trade visitors. Most trade visitors (88.6%) stated that they had seen innovative products or services on offer during their tour of the fair. Almost all trade visitors (97.0%) obtained a very good or good impression of this year's FRUIT LOGISTICA. Ninety five per cent of trade visitors would recommend a visit to FRUIT LOGISTICA to their colleagues or business associates. And finally, 89 per cent of all trade visitors announced their intention of attending the next FRUIT LOGISTICA.

Statements by the industry document the success of FRUIT LOGISTICA

"FRUIT LOGISTICA has evolved into an exceptionally powerful trade fair. All the big names in the fruit and vegetable sector meet here. It features stands from many different cultures and presents a true picture of globalization, while also bringing together an economic strength that other industries can only dream of", was how Dr. Andreas Brügger, General Manager of the fruit trade association Deutsche Fruchthandelsverband (DFHV), described the success of the fair. Karl Pohler, CEO of IFCO Systems N.V., was optimistic about the future following FRUIT LOGISTICA, because this fair reflects the mood in the industry and indicates developments in this sector during the coming year. "Here at the fair we can obtain invaluable information which influences the expansion and the continual improvements being made to our products and services", said Pohler. For the world's largest fruit producers Dole the FRUIT LOGISTICA "has become the focal point of the way in which we present the company to the outside world", emphasized Heinz Meinken, Trade Marketing Manager, Dole Fresh Fruit Europe OHG. "Many of our customers from Germany, Scandinavia and Eastern Europe make their way to Berlin and meet with us here." For Dirk Allerding, Trade Manager for Fruchtimport van Wylick GmbH, the FRUIT LOGISTICA is an outstanding platform for making personal contacts. Atlanta AG, the largest fruit company in Europe, also lent its weight to this statement: "As far as I am concerned the FRUIT LOGISTICA is the leading event in the world on account of the response by trade visitors from around the globe", according to board member Robert Zerres.

Italy was represented by 189 exhibitors at this year's FRUIT LOGISTICA, and the importance attached to this event was underlined, for example, by the presence of the Italian Minister of Agriculture Dr. Giovanni Alemanno. The politician announced that increased support would be provided for Italian firms and organizations wishing to take part "because FRUIT LOGISTICA is the most important meeting place for the fruit trade in Europe." Italy is committed to making constant improvements to its products in order to maintain their high quality standards. And after his visit to Berlin Max Binder, President of the Swiss lower house of parliament, the National Council, described the value of this fair in similar terms: "Everyone of any importance makes sure that FRUIT LOGISTICA is included on their agenda." This was demonstrated by the large number of participants from around the world. "It is quality that ensures your strong position on the market, so use it." It was with this appeal to the representatives of the fruit and vegetable market that Germany's Minister for Consumer Protection, Renate Künast, officially opened the Fruit Logistica at the ICC Berlin. Reform of the Common Agricultural Policy provides an opportunity to reward quality and not quantity in the future. The task is now to make this quality clearly evident to consumers.

"We are delighted that FRUIT LOGISTICA is undisputed as Europe's largest trade fair for the fruit and vegetable sector, and that it takes place in Germany", stated Karl Schmitz, General Manager of the national growers' organization Bundesvereinigung der Erzeugerorganisationen Obst und Gemüse e.V. (BVEO). Jürgen Boruszewski, General Manager of Cobana Fruchtring GmbH & Co KG, described his company's appearance at the fair as highly efficient: "With specialists from our member businesses in every region on the stand it served as a highly effective source of contacts and information for the fruit trade." "With their combined stand the twelve participating central markets illustrated their indispensable position as part of the supply chain that extends from the growers to the consumers", was how Dieter Krauss, President of the fruit companies' association Bundesverband der Deutschen Fruchthandelsunternehmen e.V., described the value of this year's participation in the fair under the aegis of the GFI. In recent years the FRUIT LOGISTICA has evolved into a hub for the international fruit trade, said Charles Collard, Director of Sopexa. For David Carmona of the Foreign Trade Promotion Organization of the Extremadura region (Spain) too the FRUIT LOGISTICA is the most important of trade fairs, "because we can demonstrate our potential as a major fruit and vegetable-growing region to importers and the retail food trade, as well as developing new markets for our products."

Christiane Bell, Senior Department Manager, Metro, regards the FRUIT LOGISTICA as "an important communication platform for meetings of our product group". No other venue offers such opportunities for communication. "As Michael Sempf, Crop Business Manager, Syngenta, stated: "at the fair we are not only seeking to cultivate contacts with customers in the seed sector ... but also to develop partnerships as a means of establishing our innovative products on the market." For Alfred Allgeier, Company Secretary of Vita GmbH, the fair is important, "as a means of creating a greater awareness among our customers in the retail food sector of our marketing aims". And we also want to work together with our customers in the catering sector in order to develop new logistical concepts."

"For us FRUIT LOGISTICA is the only truly international fruit and vegetable trade fair", said Philippe Mavel, the representative for Europe of O.C.A.B. (Ivory Coast), emphasizing the importance of participation for his country. For Wolfgang Putzinger too, CEO of Steco Pool Logistics GmbH, attendance at FRUIT LOGISTICA is absolutely essential. Each year we meet customers from the trade, packing companies and farmers too. Patricia Moreno of the Mexican Ministry of Agriculture regards FRUIT LOGISTICA as a test market "because we can prepare our products for the new EurepGap quality standard and here we can also find out the reaction to them by the European market". Peru, the world's biggest exporter of fresh asparagus, (53,000 t in 2002) reported many business contacts during the first appearance

at the fair by Instituto Peruano del Espárrago y Hortalizas, "which should be used to boost sales of our products", according to its Manager, Beatriz Tubino Bardales.

Appearing as part of the US presentation, Puerto Rico made many contacts with customers from around the world. "We had many visitors, not only from Europe but also from Kuwait, Dubai, Angola and Morocco. Next year we will have a larger stand and more examples of typical regional products", announced Miguel I. Becceril, Director Puerto Rico Department of Agriculture.

With their sights set on the imminent eastward expansion of the EU the exhibitors from six of these countries were also satisfied with events at the fair. For example Ewa Marciniak, Chair of the Wielkopolska Regional Chamber of Industry and Agriculture, was delighted with the keen international interest in products such as mushrooms, apples and tomatoes. Zsuzsa Dobrotka, Project Manager for Hungary's AMC Agrarmarketing Center, felt that the interest shown by the trade press from around the world, for example in the country's preparations for EU membership, was remarkable.

The next event takes place from 10 to 12 February 2005

FRUIT LOGISTICA 2004 was organized by Messe Berlin GmbH, in co-operation with Fruchthandel Magazin (Düsseldorf). The next FRUIT LOGISTICA will be held from 10 to 12 February 2005.

Press releases, daily reports from the fair, the FRUIT LOGISTICA logo, press photos of this year's fair and statements by exhibitors (with photos) can also be found on the internet at www.fruitlogistica.com