



» Micro Wholefood Nutrition drinks – bio-stimulants for humans

Made from 30 different plants, these Micro Whole Food Nutrition drinks are designed to enhance vitality and improve digestion. *Salvia miltiorrhiza*, *Codonopsis javanica* and *Ganoderma* – popular in traditional Chinese medicine – are among the main plants used. They are a product of biodynamic cultivation in the greenhouses of Agri-Dragon Biotech, also specialised in plant bio-stimulants based on tropical rainforest micro-organisms which are particularly efficient in stimulating pest and disease resistance.

» Corazon Berry showcases and safeguards strawberries

The strawberry is one of the most delicate fruits, which is why Huelva-based company Doñana 1998 has chosen this new packaging. Just as an egg carton is designed to protect fragile eggs, this format helps keep strawberries fresh and free of unnecessary handling and is a welcome, more transparent alternative to the widely used double-layer containers. The innovative packs come in two sizes – 1kg format of 18-70 berries and 600g format of 24-48 berries – and are used for berries under the super-premium Corazon Berry brand.



» White jelly mushrooms – powerful health allies



Registered in Europe as a premium biostimulant ingredient, the White jelly mushroom, or *Tremella Fuciformis*, is considered among the most powerful antioxidants. Used for more than a millennium in traditional Chinese medicine, it is today consumed for multiple health benefits, including in regard to cholesterol, blood pressure and diabetes. It also has benefits for the complexion and in offsetting the effects of aging and is valued for its sweet taste when used as a food ingredient. It is marketed by Successful Farm from Taiwan in fresh, dehydrated, powder and drink formats.

» Mavella Superfoods are perfect for fussy eaters

Billed as a way to get extra nutrition into kids' daily diets, this new range won the health category of the 2016 Australian Food and Beverage Industry Awards. It includes various mixes, such as Body Boost, Immune Boost and Veggie Boost, all made from ingredients with high nutritional and antioxidant values, such as berries, chia seeds and kale. Natural probiotics are also added.



NUMBERS

- » 52 - varieties of fresh fruit approved for export to China
- » \$50b - level where spending in restaurants & bars overtook grocery for first time in US
- » 60 - special full freighters flying direct from Chile & Peru to China to meet New Year demand
- » \$48b - value of global online FMCG sales in year to last June
- » 25% - contribution of AFK LMP Cargo's 'Fresh' service to its total turnover
- » 4 - number of times a week the new cold channel train runs between Zaragoza and Barcelona
- » 2.26 million tons - estimated Italian apple crop last year

» Friseline freshes up the salad leaf category

A recent addition to salad options is Friseline, a new type of chicory by Vilmorin and introduced by BelOrta. The result of two decades of breeding, it is a cross between endives and chicory (or frisée), grown during spring and summer and presented in striking purple packs. Backed by marketing material, this 100% French product brings consumers a salad leaf that is crunchy, flavourful and tastes great.



FRUIT LOGISTICA
Innovation Award
2017

Innovation aplenty among Fruit Logistica award nominees

Ten finalists for the 2017 Fruit Logistica Innovation Award were revealed in December with the winners to be announced on February 10. The shortlisted innovations will be presented at the fair in Berlin from February 8-10 in a special

exhibition area between halls 20 and 21. The award recognises new products and services whose recent or imminent market launch will give important impetus to the global fresh produce trade. The more than 70,000 trade visitors from over 130 countries

attending the fair will be able to vote for the winner during the first two days. The following nominees were chosen from more than 60 submissions by a panel of experts from across the fresh produce industry.



» **BE-Cube Demountable Pallet Box System, Beekenkamp Verpakkingen B.V., Netherlands**

A flexible, space-saving multi-purpose pallet box system which is both lightweight and completely collapsible, available with tilting and base emptying functions.



» **Crisp Fresh Watermelon, Syngenta, France**

A seedless watermelon cultivated specially for fresh-cut processing with firm, dark red fruit pulp, reduced liquid loss and extended shelf life.



» **KnoxTM - Delayed pinking in fresh cut lettuce, Rijk Zwaan Zaadteelt en Zaadhandel BV, Netherlands**

A specially developed natural solution to delay so-called "pinking" in cut lettuce, extending shelf life at POS by one or two days.



» **Mango Peeler & De-Cheeker, ZTI Smart Machines, Netherlands**

A mango peeling and de-cheeking machine with dynamic insert clamps, specially developed spikes and fine, adjustable peeling knives for an exact, product friendly cutting process.



» **Natupol Excel - Bee Vision, Koppert Biological Systems, Netherlands**

A specially developed beehive to optimise pollination in the greenhouse under artificial lighting. It has integrated navigation aids for the bees using reflective signals and a special coating.



» **SoFruBox® System, SoFruPak, Poland**

A new environmentally friendly packaging system with bottomless trays and compatible individually vented SoFruMiniPak® containers to optimize cooling and ventilation.



» **Streamer Automatic Spiralizer, Turatti srl, Italy**

A spiral cutting machine for the high volume handling of vegetables to produce pasta-like shapes such as spaghetti, tagliatelle, rings and even gnocchi-like cores.



» **Sustainable Grow Bag for Tasty Tomatoes, Greenyard Horticulture Belgium, Belgium**

A fully compostable growbag filled with 100% organic substrate for the cultivation of greenhouse vegetables such as tomatoes and other products.



» **The Cracking Monkey - Pili Nuts, Die Frischebox GmbH, Germany**

A pre-germinated nut from the Philippines with high levels of Vitamin E, pre-scored for easy opening with the special stainless steel cracker and sold in environmentally friendly cotton bags.



» **Yello® - The Color of Taste, VI.P/VOG, Italy**

A sweet and crunchy yellow apple variety of Shinano Gold, a Japanese cross between Golden Delicious and Senshu.

Inaugural Amsterdam Produce Show attracts 100 exhibitors

New ways of increasing consumption, cooperation and corporate responsibility were among topics debated.

The first ever Amsterdam Produce Show (APS) took place on November 2-4, 2016, at the city's iconic Westergasfabriek conference venue. Jim Prevor, editor in chief of Produce Business, the magazine behind the show, said it built on the success of sister events the New York Produce Show and the London Produce Show. "We brought our unique concept of a boutique event, focused on bringing the right people together for networking, education and commerce to the very center of the European produce market and we did it with a Dutch twist," he said. The APS gathered key industry players from the Netherlands, Scandinavia, elsewhere in Europe and further afield, including the Americas, Africa, Asia and Oceania.

DUTCH LESSONS

The event kicked off with a cocktail party on November 2, followed by a thought leaders breakfast panel, trade exhibition, chef demonstration theatre and educational seminars on November 3. On the final day of the APS, participants could take part in industry tours, visiting retail, production, trade or logistics companies. The APS programme was organised around four core themes - innovation, education, sustainability and health - and designed to provide an opportunity to think about how high level global concerns will drive success in the produce trade in years to come. According to the organisers, the seminar focus was on the unique lessons that can be learned from the role that the Netherlands plays in the global produce industry. A quarter of all global trade in horticultural produce is estimated to go through Holland.

»MW



» BanaBay supplies premium fruits worldwide

"We only work with top-quality fruits," said BanaBay's Monika Jaworowska while at the 2016 Amsterdam Produce Show. BanaBay is a large grower and exporter of fruit from Ecuador as well as other areas across Latin America and the Caribbean, supplying retail, wholesale and foodservice organisations across five continents. BanaBay supplies bananas, mangoes and pineapples, and has fair trade, organic and conventional options. Limes and avocados will be available in 2017. As quality is a key focus for BanaBay, so are the plantations where the fruit is grown. "We are in direct contact with the growers," Jaworowska said. BanaBay offers flexibility, as it is able to work on spot or on contract. The spot market is currently growing, she mentioned.

» Di Donna Trade

The seedless grape specialist

As one of the first growers to bring seedless grapes to the market, innovation is always important to Di Donna Trade. "We are always searching for new varieties, products and markets," Davide Daresta told ED at the 2016 Amsterdam Produce Show. The company's priority when sourcing new varieties is quality and also of key consideration is whether a variety is easy to grow. This Italian grapegrower is seeing increasing demand for organic grapes and this year will bring its own organic production to market. Di Donna, a specialist in seedless grapes, sells its produce all over Europe but particularly to the Netherlands and UK. Its home market, Italy, is also opening up. "We have started seeing more demand for seedless grapes in Italy and are now selling our grapes there, too," Daresta said.



F.G.F.
Trapani 

Your Citrus fruit Supplier from the Southern Hemisphere
Su Proveedor de Citricos del Hemisferio Sur



www.fgftrapani.com.ar

Tucumán | Argentina

Growtech Eurasia: a growing international platform

The 16th edition shows it has become a privileged negotiation platform for vegetable seed companies around the world.

The 16th International Greenhouse, Agricultural Equipment and Technologies Fair - known as Growtech Eurasia - was held in Antalya, Turkey, over November 30 to December 3 last year. Organised by UBM NTSR, over 700 leading companies and brands from over 30 countries attended the event, bringing together players from every part of the industry. Seeds breeders and producers from Turkey and other countries took part in the event.



Salih Oguz

» Titiz Agro Group vegetable breeders and importers

Titiz Agro Group is a vegetable and flower seeds and young plant breeder and producer. The company has 6 nurseries in the Antalya, Adana, Marmara and Ege regions. "We breed tomato, pepper, aubergine, cucumber and other vegetable seeds," says Serkan Salih Oguz, sales and marketing manager. "The Titiz Agro Group team is very experienced since it is a part of a now separate Antalya Tarim company, well known in Turkey." Besides selling seeds selected in Turkey, the company imports seeds from world leaders: De Ruiter, Seminis, etc. "Our company is the Turkish branch of Lark Seeds International from the USA," says Mehmet Gun, import and export manager. "It was established in Turkey in 2015. We import seeds for peppers, pumpkins and other vegetable hybrids selected and produced in California and Mexico." The seeds are high quality, and Lark Seeds Tohumculuk is going to develop its business, launching new projects.



Anil Korulu

» Multi Tohum a successful breeder from Antalya

"For 25 years we have been selecting and producing hybrids of tomatoes, peppers, aubergines, cucumbers, melons, watermelons, pumpkins and beans," says Anil Korulu, export manager of the Multi Tohum company located in the Antalya region (Turkey). "We established the Multi Seeds B.V. company to export our seeds to Europe, but we also export them to Latin America, Mexico, North Africa, the Middle East, etc." The demand for the seeds keeps growing on all the markets. The company is the exclusive distributor for Nickerson Zwaan b.v. (Holland), belonging to the Limagrin group.



Olca Mutluer

» Axia Tohum part of VoloAgri Group

Asia Vegetable Seeds is a Dutch division of VoloAgri Group, engaged in seed breeding and production. The corporate headquarters are in California and the Netherlands, with additional facilities located in Mexico, Turkey and Lebanon, as well as 15 trial stations throughout California, Florida, Idaho, Mexico, Brazil, Lebanon, Turkey, China, Thailand, Holland, Italy and Spain. The seeds are sold under several brands including US Agriseeds, Axia, California Hybrids, etc. Axia Tohum is the Turkish division of VoloAgri. "Our company has been in the seed business for 16 years, but 2 years ago we became part of VoloAgri," says Olca Mutluer, the company's manager. "Now we continue to produce protected vegetables seeds: tomatoes, cucumbers, peppers, aubergines and pumpkins. Our own R&D selects new varieties." Axia Tohum mainly sells its seeds on the domestic market, but about 20% are exported to the Middle East.



Serdar Inan

» Delta Seed Istanbul Tarim's registered trademark

One of the company Istanbul Tarim's activities is vegetable seed selection and imports. The company markets them under the Delta Seed® brand. "We offer our customers seeds of all colours of tomatoes: red, pink, chocolate; and all types: loose, cherry, vine and cocktail. Our hybrids are for cultivation in soil or open fields," said Serdar Inan, international relations manager. "We also offer all types of cucumbers (long, mini and spiny), sweet bell pepper of all types, plus hot peppers, along with round, oval and elongated watermelon, etc." Thanks to the big range of the assortment, the company's clients are not only Turkish growers, but foreign growers, too, mainly from the Middle East.



Rene Horst

» East West Seed: a breeder from Thailand

The history of East West Seed began 35 years ago in the Philippines with a selection of onion varieties with a long shelf life suitable for the local climate. After a couple of years, the company expanded its business to Thailand. Thus, East West became one of the first seed breeders in Asia. "The director of our breeding department is from Holland; our main sales office is in Thailand; and we produce our seeds in different countries, exporting them to countries with a semi-tropical climate, so we are a really international company," says Rene Horst, the company's manager. "We began cooperating with Lotus Tarim 6 years ago, and it is our exclusive distributor in Turkey." The company's main markets for sales are Asia and the Mediterranean.

www.aldahra.com

Al Ain Tower, Abu Dhabi, 130455 United Arab Emirates

T: +971 2 6565 000, F: +971 2 6565 001, E: info@aldahra.com

aldahra holding



Fruit Attraction 2017 being packed with new features

The International Trade Show for the Fruit and Vegetable Industry is the place to discover innovation and showcase new varieties and products

The 2017 edition of Fruit Attraction will be packed with new features and more than 1,500 companies from across the fruit and vegetable value chain are expected to take part – up 20% on the extremely successful 2016 event. The timing and

venue of this trade show are ideal for maximising its impact and have made it one of the sector's main international events. It will be held over the 18th-20th of October, a key time for the negotiation of agreements between fruit and vegetable suppliers and buyers. And its location in IFEMA's Feria de Madrid venue – in halls 5-10 – places Fruit Attraction in the heart of Southern Europe, fast becoming established as a hub for the global fruit and vegetable trade, and a gateway to wider Europe from Latin America. Organised by IFEMA and FEPEX, Fruit Attraction is truly a major platform and international meeting point for fresh produce operators and offers international markets a highly efficient marketing tool.

HIGHLIGHTS OF NEW FEATURES IN 2017

The coming edition of the fair will see even more resources dedicated to the invitation of the largest possible number of buyers, importers and traders from countries that have been performing well in recent years in terms of their fresh produce imports from the EU. For the first time, a 'guest buyer market initiative', focused on Brazil and China, will take place. As part

of this, activities will be carried out to encourage the growth and development of trade relations among the main agents in these markets, attracting leading buyers, operators, importers and retailers from both nations.

Other features include:

- Nuts Hub: A new area devoted to nuts, a strategic sector given the value of Spanish production and its high quality in comparison to other producer countries.
- Lanzadera programme: Part of Fruit Attraction's mission to contribute to the sector, this new "ready2exhibit" exhibition space offers 6m2 exhibition spaces at a very competitive price. The idea is to draw attention to new businesses in order to foster entrepreneurship, new fruit and vegetable companies, and young entrepreneurs. A €12,000 prize will be awarded to the best project.
- Fresh 'n' Star: This new programme encompasses the entire directory of participating companies, seminars and a product exhibition featuring the two stars of the show – lettuce and pomegranates.
- Smart Agro: A new exhibition area designed to drive

Mazzoni
Naturally Sweet!





Even more resources have been dedicated to the invitation of the largest possible number of buyers, importers and traders a new 'guest buyer market initiative', focused on Brazil and China, will take place.

digital transformation and technological innovation in all parts of the agro-food chain and to inspire R&D and innovation that delivers more efficient production, better quality and less environmental impact. Talks and some very practical workshops will be held at this space.

SPACES FOR ORGANIC PRODUCE, INNOVATION, GASTRONOMY

The organic hub returns bigger and better this year, reflecting growing international demand for organic fruit and vegetables. The fair will also have its traditional areas – Pasarela Innova and Foro Innova - for

the discovery of the very latest in products, varieties and brands, many of which will be presented to the market for the first time. And once again Fruit Fusion, the epicentre of gastronomy at Fruit Attraction, will entice interest with show cooking and other demonstrations.

As always, a rich programme of technical seminars and activities – in all about 200 – will make these three days a knowledge centre for the sector, attracting both high level speakers and participants. This offering includes the 6th International Postharvest Unlimited Conference, to be held October 17-20.

when
the genetic is inherited
100% Integrated Production

TRECOOP sccl
FRUITES

alosa

born
in the fruitland

Tel. 34 - 973 258 200 • Fax: 34 - 973 258 148 • C/ Segre, 1 • E-25173 SUDANELL (Lleida- Spain) • trecoop@trecoop.com • www.trecoop.com

Q Trecoop Fruits SCCL has British Retail Consortium (BRC) and International Featured Standards (IFS) certification for handling and packing apples, pears, peaches and nectarines.

Q Trecoop Fruits SCCL produces and packs pears, peaches, apples and nectarines in accordance with the GLOBALGAP protocol under the code GGN 4049929030978.

Q Trecoop Fruits SCCL has been certified for the ISO 9001:2008 quality standard for producing, storage, preservation, packing and marketing fresh fruit.

Trecoop Fruits SCCL is certified in accordance with the Technical Standard for Integrated Production in Catalonia. Its production system is recognized by the International Organization for Biological and Integrated Control of Noxious Animals and Plants (IOBC).



Taiwan puts spotlight on quality agriculture

Inaugural fresh produce expo attracts 3,918 professionals to Kaohsiung

The Taiwan International Fruit and Vegetable Show (TFVS 2016) came to a close on a successful note on November 12 having brought together 183 exhibiting companies from 13 countries with 260 booths spread over a total exhibition area of 5,058 m². Organised by My Exhibition Co., Ltd and Sphere Exhibits Malaysia Sdn Bhd, a wholly-owned subsidiary of Singapore Press Holdings, the 3-day show attracted more than 3,918 local and foreign visitors, including 326 international professional buyers.

PROMOTION OF SUPPLY CHAIN COOPERATION

Held in the port city Kaohsiung, the event showcased fine agriculture in the fruit and vegetable industry, integrating upstream, midstream and downstream members of the sector. Working together with the industry, the show promoted the existing core technology and new agricultural development of Taiwanese agriculture, producing a variety of solutions – such as plant factory, aquaponics, unmanned drones, plant-monitoring time lapse photography – which present the

advantages of Taiwanese fine agricultural development in all aspects to the world. The show's vertical integration covering from the farm to the table drew the interest of many foreign buyers.

OVER 80 INTERNATIONAL BUYERS

In order to maximise the show's effectiveness, more than 80 international buyers were guests at the show, where four sessions of business matching and procurement discussions were held. These sessions provided buyers and exhibitors a platform for face-to-face meeting for a highly sought after business potentials.

The international buyers were able to learn about Taiwan's fine agriculture research and development at a detailed level, with trade worth more than USD1.85 million taking place during the show. The buyers hosted by the show drew from counties including Vietnam, Malaysia, Singapore, China, India, Egypt and the Marshall Islands and included China Wholesaler Golden Wing Mau, Cofco Japan, Yew Chian Haw (Malaysia) Sdn Bhd and Vietnam My Homeland, who utilised this platform to source products such as organic fruit, vegetables, rice, grains and other agricultural materials. Taiwan International Fruit and Vegetable Show has succeeded in integrating the upstream, middle stream and downstream of Taiwan's fine agriculture, presented by exhibitors' commitment and innovative designs including the Flagship Pavilion by Taiwan's

Council of Agriculture. The pavilion displayed different varieties of fruit and vegetable seedlings as well as research findings in advanced agricultural technology, developed by the Agricultural Research Institute and the seven major Agricultural Research and Extension Stations from different counties in Taiwan. Local governments from Kaohsiung, Tainan, Taichung, Hualien and Pingtung also exhibited at the show. Among the technology featured were Shen Ji Technology's Ice Plant, hydroponic vegetables containing anti free-radical scavengers, SINON Corporation's self-managing production for food safety, Envirolyte's unique

Electrolyzed Water technology, Taiwan Biomimicry Industry Pavilion exhibiting Taiwan's very own Agrigaia and 3i Agritech's integration of agriculture, energy, mechatronics and biotechnology. From fresh fruits and vegetables to agricultural technology, agricultural

innovation and logistics, Taiwan's fine agriculture industry was presented at the show in all its facets.

EXAMPLES OF INNOVATION, OPPORTUNITIES IN IMPORTS

Taiwan International Fruit and Vegetable show is the professional platform for Taiwan's fine agriculture industry and global professional buyers to connect and enhance business networking and opportunities. Among the numerous innovative products are Myfarm, a certified grower of herbal vegetables from Taipei, which cultivates 400m² of hydroponics

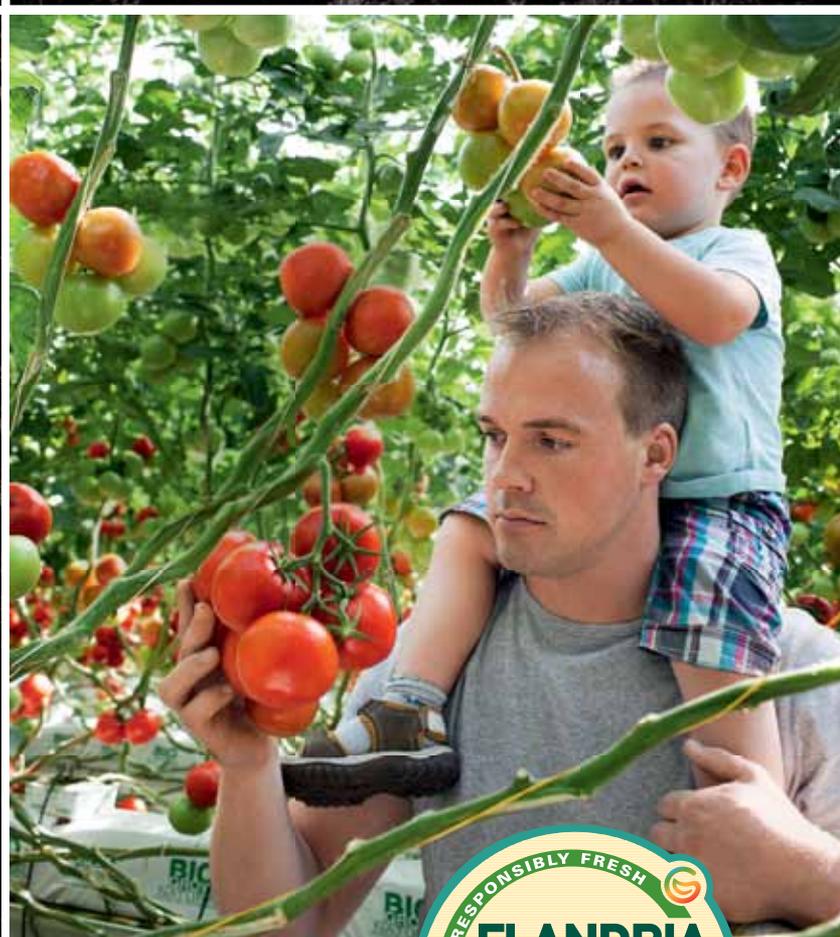
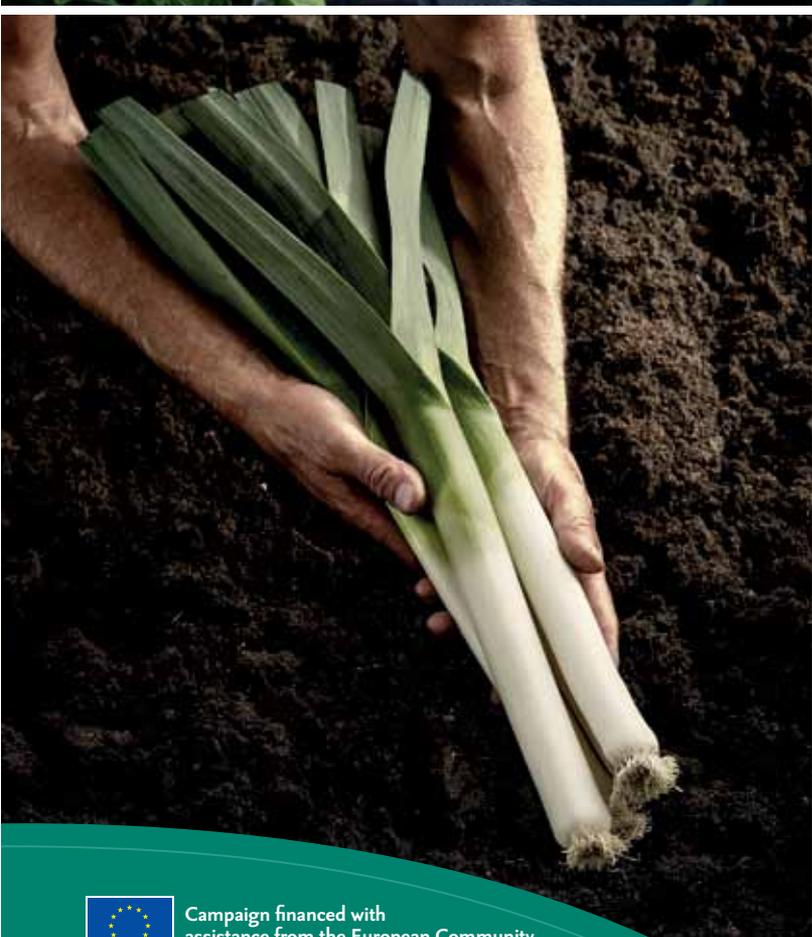
Trade worth more than US \$1.85 million is estimated to have been negotiated during the show.

FLANDRIA: THE FRESH FAMILY.



25 YEARS
FRUIT
LOGISTICA

Visit us at
Fruit Logistica
8 - 10 Feb 2017
Hall 6.2 B03-06



Campaign financed with
assistance from the European Community

VLAM.be

VLAM Flanders' Agricultural Marketing Board
Koning Albert II-laan 35 / 50 • B-1030 Brussels
T +32 2 552 80 11 • F +32 2 552 80 01 • info@vlam.be



www.flandria.be

Taiwan puts spotlight on quality agriculture



certified by SGS as free from residues. It presented consumer packages of rice noodles made of basil. Successful Farm was another rewarded exhibitor which 3 years ago started producing organic certified drinks made of black jelly mushrooms. "Jelly mushrooms or Tremella Fuciformis have been used for more than 1,000 years in traditional Chinese medicine to help reduce cholesterol," said Dr



Charles Chee-Jen Chen, a professor at Southern Taiwan University of Science. Successful Farm produces 20,000 bottles a year, mainly sold online in Taiwan and abroad. Taiwan allows the import of a few vegetable types where its domestic production is insufficient, like potatoes from the US, garlic from Spain, and onions, mostly under phytosanitary protocols requiring farm inspection. Idaho potatoes are one of the few tubers introduced in the country. Russet Burbank, the number one variety produced and exported in Idaho, forms 70% of the import volume. 'Salad' types or firm flesh varieties are also increasingly popular, including gourmet specialties like Laratte, offered in various colours. Idaho potatoes have also been introduced in other Asian markets, such as Vietnam, Malaysia and Hong Kong. The authorised farms for export are previously approved through testing on

phytosanitary risks such as late blight, nematodes and chemical residues. The island is available for import of most types of fruit and vegetables, depending on the origin and its phytosanitary restriction. FruitSeaFood was among the import/export companies exhibiting at the Taiwan show. "The island is in a part of Asia where most other countries in the region don't produce," said sales manager Kevin Chen. FruitSeaFood imports year-round more than 100 containers of citrus, temperate and tropical fruit from various continents. Among Taiwan's fruit exports are wax apples, guava, custard apple and golden mango. It also exports a large range of pineapples appreciated for their flavour and high sugar content. They are available between April and January, depending on the variety: golden diamond is the most exported, with 16° Brix average, also cane apple (18-20° Brix),

mango pineapple (16-21°) and the milk pineapple, the sweetest on the market.

CONVENIENCE PRODUCTS ON THE TAIWANESE TABLE

Fresh cut salads and pre-cooked vegetables are already part of the food habits in Taiwan and growing in popularity. Yumei Farm, with 194 ha of sweet corn, is one of its successful growers. "We are the largest grower of sweet corn, with 3 million pieces marketed," said Yumei Farm's Nick Yeh. The company exports to Japan, Hong Kong and Singapore. It is also growing organic baby leaf over 8.7 ha, as well as a full range of other salad vegetables, including other lettuce leaves, cucumbers and tomatoes, that are certified as free of pesticide residues by JGAP (Japan), TGAP (Taiwan) and carry the CAS Organic mark (Taiwan).



KOKI

L'Excellence

Hazelnuts and walnuts
from France



KOKI

Tel : +33 (0)5 53 01 45 00
commercial@unicoque.com
CANCON - FRANCE

FRUIT LOGISTICA

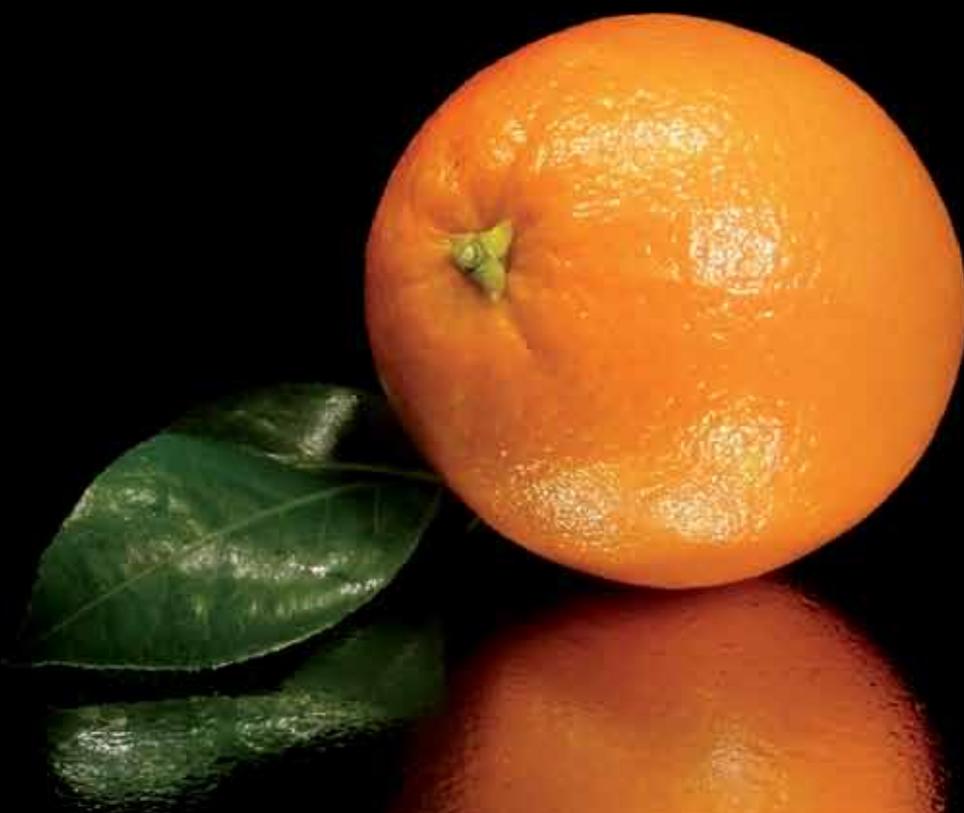
8|9|10 FEBRUARY 2017, BERLIN

Visit us :
Hall 22, Stand E-08

Taste the quality !
Le goût de la qualité
Вкус Качества



Dynamism
Transparency
Traceability
Ethic



Taste the quality !

B.P 1747 - Port de pêche
Anza - Agadir - Maroc
Tél. : +212 (0) 5 28 82 84 12
Fax : +212 (0) 5 28 82 52 05
www.freshfruitexport.com
contact@freshfruitexport.com

FHC China packs a punch in fresh produce

The leading Chinese food expo confirms the growing success of fresh produce in China

With 73,500 m² of display and 2,350 participants from 73 countries, FHC China reaffirms itself as the major food business event in China. It attracts an growing number of fresh produce participants, demonstrating the growing success of the perishables category in the China market. There are more and more fresh produce participants, such as the popular Chilean blueberries and avocados, and a recipes award for chefs in the exhibition. The show offered many activities related to food, beverages, tea and wine. Features included the 18th FHC China International Culinary Arts Competition, Canada Beef Gala Lunches, Fresh Produce China, the Dairy China Conference, ACBA Congress, Callebaut Chocolate Competition, Olive Oil China Displays and various industry seminars.

Turkish dried fruit designed for Asia

Gramas is one of the leading packers and exporters worldwide of dried apricots, figs and white mulberries. They are marketed under the "Pasha" brand in Asia. Gramas also supplies Europe and the US with the brand "Sun Tasty" and "Fruits & Sun". Sun Tasty branding its organic line, which is certified by both the USDA American and European organic labels. "This is our second marketing season in China, supplying all our product range successfully under the Pasha premium brand," says Kate Chernavina. Gramas also supplies private labels and bulk volumes. "We export to over 50 countries around the world and are now focusing on promoting our brand."



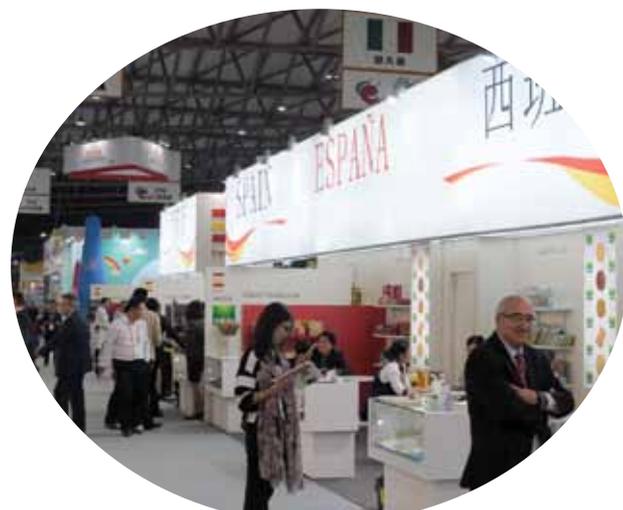
» Rokit apples success with kids

The unique mini-apple variety from New Zealand is only produced at a limited volume of 80 tons but is appreciated around the world, even in China. The Rokit apple variety is particularly prized for its very sweet flavour, thin skin, small size and single package. Its import company Zero Zone CN is based in Shanghai and Guangzhou, which host the country's two largest wholesale markets. It supplies the domestic market with more than 400 containers of premium apples from Australia and New Zealand, citrus from Korea and South Africa, and mangos from Australia and other sources.



» Seasonal beers the best combination with fruit

Longclaw and Bone Crusher citrus are the two most popular seasonal flavoured beers developed by Honey Brewery breweries from South Africa. Positioned in the "slow beer" category, they are made the traditional way to enhance their flavours and character. Honey Brewery is one of South Africa's first well-established, award-winning microbreweries. Since 2010, they have been producing a wide range of great craft beers loved for their flavour, high quality ingredients and slow brewing process. Each beer in the range has unique characteristics and an inspiring story dedicated to the endangered creature it honours and supports via various conservation programmes HB donates to.



» Servicios Frutícolas from Argentina

Argentina still does not have an export protocol for China, but negotiations are at an advanced stage for apples, citrus and cherries with Chinese customs and inspections authorities. Servicios Frutícolas is a very experienced fruit grower and exporter from Patagonia, shipping more than 1 million boxes annually to Brazil, Russia and Europe. "A protocol is yet to be signed with China but we are anticipating this by promoting our products since the negotiations are well advanced," says their manager Ernesto Zec.



» Ontario cucumbers get market access to China

With free market access since last year, three Ontario cucumber varieties were promoted at FHC China expo: cocktail, mini varieties and the "English" type. Chinese consumers could enjoy cucumbers both naturally fresh and ready-to-eat for snacking with various sauces. "The cucumbers produced in Ontario are 100% safe with no residue, produced under natural biocontrol solutions (IPM) and irrigated from natural water sources," said Byron Mellon from the Ontario Greenhouse Vegetable Growers association. They are harvested and delivered to China by air within 24 hours via direct air cargo to Shanghai. Premium stores like City Super from Shanghai are already being supplied on a regular basis. "We license and represent more than 220 growers, representing over 28,000 acres of glass or polypropylene greenhouses." At first, consumption was promoted with the launch of a car equipped with an NFC chip that allows an automatic phone connection to provide all the information about the consumer and the campaign.



Atlantic Breeze Taste

**PORTUGAL
FRESH**
FRUITS
VEGETABLES
FLOWERS



Visit **Portugal Fresh**
at Hall 5.2 Stand C12
8 · 9 · 10 February 2017
fruitlogistica.de

portugalfresh.org



FHC China gearing up for fresh produce



» Farm Frites

makes potato fries part of the Chinese diet

Based in Shanghai to supply food service, Farm Frites is investing in the world's largest potato processing factory ever built. Located in the north-west in the Wudan state capital Chifeng, it will have a processing capacity of 70,000 tons per year and cold stores with a capacity of 11,000 pallets able to store 140,000 tons of raw produce. It will also be the only comprehensive potato project in China, including seed multiplication, potato seed storage and proprietary storage of raw and finished produce. "We are convinced that we can process on a higher quality level than imported products," says Jochem Rovers, CEO of Farm Frites China. According to his estimates, Farm Frites today accounts for about 50% of imported French fries, a market growing at a double digit rate of +10% a year. "With European average consumption of 10 kg per capita but 250 g in China, we have a great margin for progress," says Rovers. Today's Chinese market for French fries is estimated at 350,000 tons, which is about the size of the Benelux market. Moreover, its annual growth is equivalent to the processing capacity of a new factory. Farm Frites runs 6 factories today in Belgium (2 units), Holland, Poland, Argentina and Egypt.



» Superfoods from Australia

"Navella Superfoods" is among the award-winning products, especially designed for its. Various mixes were presented at the show, like Body Boost, Immune Boost and Veggie Boost. They are made exclusively with natural ingredients produced in Australia and selected for their superior health benefits. Among them are various berry varieties, chis seeds and kale. Natural probiotics were also elements added to complete the blend. Navella Superfoods won the prize from the Australian Food & Beverage Awards.



» "Eat Me" the new brand of prunes and nuts from France

The leading European manufacturer of prunes from France and other dried fruit now has a long-term presence on Asian markets. The new brand "Eat Me" is designed for Europe and overseas for the full range of premium products supplied by Maître Prunille: prunes, dates, dried figs, sultanas and apricots. Maître Prunille supplies more than 35,000 tons of dried fruit a year for turnover of around €200 million. Its factories are BRC and IFS certified.

» Cyprus Potatoes

A good season

"We started our new export season of primeur fresh potatoes on November 17th with satisfactory levels," said Anastasiou Charalambos, general manager at Cyprus Potato growers and exporters. Spunta,



Nicola and Anabel are the main varieties supplied over a long season until June with freshly harvested potatoes. The UK, Germany, Belgium and Greece are the main customers, while the leading Cypriot exporter explores new markets like Asia. "We continue to introduce new varieties like Alexandra, trying to focus on the customers' preferences and needs," says Charalambos. Cyprus Potatoes will invest in a new packhouse in 2017 with the support of the government. Cyprus Potatoes exports more than 50,000 potatoes a year, which is more than half the potato shipments from the Island. The firm complies with the high level of food safety standards of IFS and GlobalGAP. It supplies consumer unit packagings of 2.5 kg, 20 kg bags and jumbo units for bulk shipments.



Canadian produce more popular in China, dry blueberries and blueberry juice, fruit bars, fruit liqueurs, cucumbers, maple syrup and other derivatives are among the new items presented by the processors themselves or their sales agents in Asia.

» Solpuro

has all the flavours of avocados and blueberries

The Shanghai company has started to supply restaurants and juice factories year-round with frozen guacamole and berries as a complement to fresh produce, whose imports are quite seasonal. Based at the Yongnan import market in Shanghai, Solpuro fresh fruit imports specialise in avocados, cherries and blueberries so far from Latin America. About 50 containers of fresh products are shipped from Latin America between September and March. Solpuro has also started to import fresh blueberries from Canada in order to start the off-season earlier in August and September. The company also began to import frozen blueberries last year for the food service and processing sectors. Avocados are the third imported item, mainly from Chile and Mexico. The variety is becoming increasingly popular, with import volumes becoming significant since 2015. Solpuro supplies

both the fresh retail sector and the food service for processing, since both market segments are showing great potential.



Singapore-based farms and supermarkets develop organics

The Singapore-based company Prime Group International, involved with retail activities in Singapore (20 "Prime Supermarkets"), is developing farm real-estate operations in Australia and China. Its China-based farm activities are in Shanghai and Panglái, the Shanghai unit specialising in organic vegetables with 45 ha grown on Chongming Island, just south of Shanghai. Prime Group International primarily invests in health and well-being activities, even in China, where organic farming is responding to growing demand. The group is also involved in housing and education, developing residential villages and primary and secondary schools. Prime trade Australian division is engaged in sourcing Australian products to its Singapore stores. The company has also started to source for Chinese markets with citrus, grapes, nectarines, mangos, cherries and apples, importing 5 to 10 containers a week.



Cool Logistics Global Conference on cool technology for the cool chain



general review of perishable commodities and related technologies. According to the experts, the logistics industry still has a lot of good opportunities. New technology is becoming a strategic tool for the cool chain, with real time trackers and apps playing a major part. Knowing which markets are

ready to take the product is also very important: the imbalance of supply and demand is really changing the shape of traditional markets. In this context, container shipping has a big role, since it is one of the fastest growing sectors.

The next conference will be held this September 26-27, at Guadacorte Park Hotel, Algeciras, Spain. The coordinator will again be Cool Logistics Resources, specialised in providing top-quality events and intelligence for supply chain, logistics and transport professionals in the international perishables markets.

The latest Cool Logistics Global Conference was held in Bremen in September under the theme 'Cool strategies for core markets'. The

main presentations were about the opportunities and risks for the chain, looking at cold chain infrastructure and port logistics developments. There was also a



Get addicted to the best Gala!

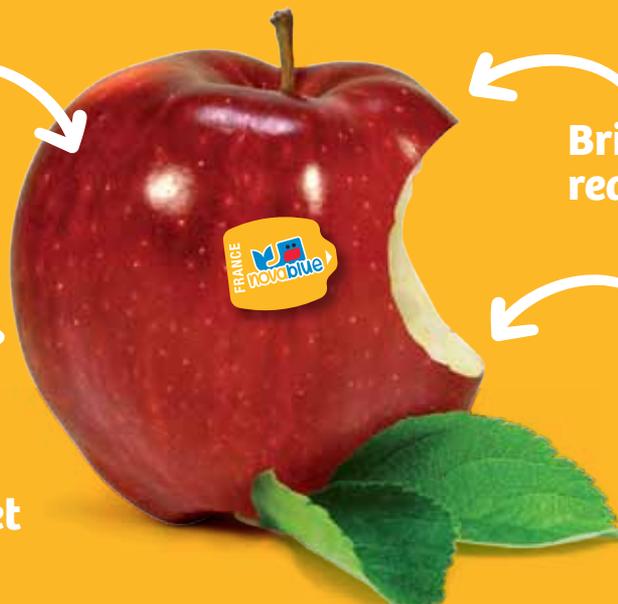


Crunchy and juicy

Bright red skin

Very good preservation

Tasty and sweet



Help build the future of organic at Biofach

The organic community comes to Germany every year and meets at Biofach, the world's leading trade fair for organic food, held in Nuremberg. The next event, running February 15-18, will home in on the German organic sector under the heading *Building an Organic Future*. Biofach 2017 will place particular emphasis on innovations, international relations and responsibility as the fundamental aspects of a forward-looking market. Federal Minister of Food and Agriculture, Christian Schmidt said organic products are becoming increasingly popular with consumers. "Organic farming is now an important pillar of German agriculture and the German food industry, alongside conventional farming. My goal is to further increase the production of organic products in Germany. This is one reason I initiated the Organic Farming – Looking Forwards strategy, which I am going to present at Biofach 2017. With Germany the country of the year at Biofach 2017, the German organic sector can present its entrepreneurial spirit, its great capacity for innovation and the responsibility that it is accepting throughout the world," Schmidt said. A central theme at the fair will be 'nurture progress – increase responsibility' and there will be a focus on innovations and international relations.

Agritrade makes Guatemala a magnet in March

Agritrade Expo and Conference, one of Central America's top agricultural events, takes place in Guatemala March 23-24 this year under the slogan 'Growing business together'. With an exhibition area boasting more than 170 stands, Agritrade 2017 will once again bring together international buyers and exporters of fresh and processed products from the region, as well as companies supplying related goods and services. The main agricultural sectors it covers include fruit and vegetables, coffee, sesame, cardamom, honey, cocoa, ornamental plants, flowers and processed agricultural products. The Agritrade Expo and Conference overall promote agricultural improvement and diversification as well exports. With more than 100 international buyers, it is a business platform which facilitates access to markets and the generation of exportable supply. The conference programme includes lectures by national and international experts on pertinent topics. In addition to international buyers and importers, participants include growers, exporters, investors, government officials and members of relevant associations. Organised by AGEXPORT, the Guatemalan Exporters Association, the event will once again be held in Santo Domingo del Cerro, Antigua Guatemala.



That's how best fruit tastes

CECCARELLI GIULIO SRL - www.juliusfruit.it - +39 0547 53055 - +39 0471 633601

Macfrut launches a very fresh programme

The next edition of Macfrut, the international fresh produce trade show held by Cesena Fiera, will take place in Rimini from 10-12 May 2017. With a focus on building business relationships and international trade, the fair will have a fresh and re-branded schedule in 2017. Strawberries take centre stage at Macfrut 2017, as the symbol of the trade show and emblem of "Strawberry Days", a series of activities on the theme of strawberries organised in partnership with leading Italian strawberry producers. That's why Macfrut will be welcoming Basilicata, the main strawberry production area in Italy, as the regional partner of the show. Also, China will be sponsoring the fair as country partner, so the Asian giant, already a key overseas market for Italian kiwifruit and a major buyer of technology, is set to become an increasingly strategic market for Italian and European fresh produce. In addition, Macfrut Bio will make its debut in 2017, with a focus on organic production and export opportunities in northern European markets, and Macfrut Gourmet will be an area of the trade show dedicated to artisan producers and processors of fresh produce that supply the highest quality products



to retailers and specialty shops. Another interesting initiative is "Macfrut in the field", which will take visitors from the pavilions to some dedicated field trials on the

day before the start of the trade show (9 May). This new addition to the programme will showcase the latest technology in a series of field demonstrations.

Expoalimentaria Lima: the world food capital

Buyers from all five continents will converge on the Peruvian capital to discover the foods on offer at the coming Expoalimentaria 2017. Latin America's leading food fair will be held from 27th to 29th September in Lima, Peru. More than 650 domestic and international companies will take part in the event, where they will exhibit the best of their exportable goods to the world's most select buyers. In the fair's ninth edition the following sectors will be well represented: food, drink, machinery, equipment, inputs, packaging, services, restaurant, and gastronomy. There will also be more than 20 countries in attendance with international stands. Moreover, Expo-

alimentaria will be offering visitors the chance to take part in specialist conventions and conferences, technical talks and other novel complementary events in an effort to ensure the most enriching and stimulating experience for all attendees.



Sweet X-perience^{by PRIMOR}

FRUIT LOGISTICA 2017 VISIT US HALL 18 / A-05F

PRIMOR
THE TASTE OF YOUR DREAMS

SAT Sintesis • info@satsintesis.com
+34 902 702 402 • www.sweetxperience.com

Record number of UAE operators ready for Gulfood 2017

A record number of local food and beverage businesses plan to capitalise on the growing appetite for quirky and inspired global produce by launching their product lines at Gulfood 2017. The 22nd edition of this major food and hospitality show takes place February 26 to March 2 at Dubai World Trade Centre (DWTC). About 400 Emirates based F&B companies will be in attendance, the highest number ever from within the UAE. They said many will introduce novel ranges of new world fare that aligns with the buying requirements of international visitors seeking the latest trending food concepts. "The UAE's food and beverage market is continuing its evolution as an international food and beverage capital thanks to forward-thinking operators looking to maximise their stake in a market expected to be worth a whopping AED 82 billion by 2020, according to Euromonitor International." Market researchers have variously referred to the UAE's "limitless investment appetite" thanks to its highly diverse, growing and relatively young population which is open to new taste experiences. In line with this, Gulfood exhibitors will be presenting adventurous yet established product lines that have already proved popular in other parts of the world. Trixie LohMirmand, senior



vice president, Exhibitions & Events Management, at DWTC said recent research shows the UAE re-

mains resilient and there are strong fundamentals for long-term optimism in the F&B sector. "Innovation is coming into its own and the Gulfood exhibitor profile is awash with new and exciting concepts which are gradually transforming the end-user experience. This all holds out enormous opportunity for operators and suppliers who are looking to leverage the concepts and products within their own businesses and geographic footprints," she said.

Gulfood 2017 will span more than 1 million square feet of exhibition space allocated to 5,000 international exhibitors, including more than 1,000 new-to-show food and beverage producers bringing something innovative to the table. Segmented into eight of the largest commodity trading markets in separate halls, the event welcomes first-time participants Malta, Finland, Slovakia, Somalia and Azerbaijan amongst more than 120 represented countries.

Fontestad

Mademoiselle

SIGNE LA QUALITÉ

Le plein de vitamines
le plaisir en plus!

Tel.: 00 33 4 68 55 70 70 • commercial@fontestad.com • www.fontestad.com

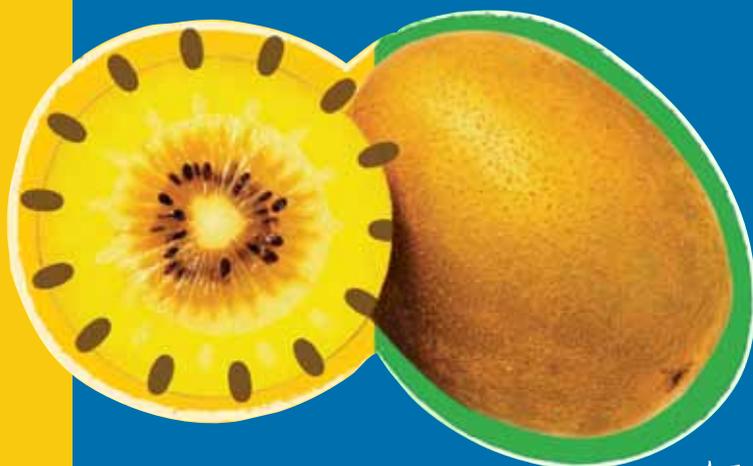
ORANGES • CLÉMENTINES • CITRONS • POMELOS





AFTER YEARS OF RESEARCH,

MERIS
DORI
RK



ARE NOW A FACT



Meris is a green pulp variety with a particularly intense colour, low acidity, high sugar content and harvested about two weeks earlier than Hayward. It was discovered by a grower company located in Isola della Scala near Verona, Italy, and its world exclusivity is owned by Summerfruit srl and Dal Pane Vivai. This variety, with about 50 hectares planted in Europe in 2016, is showing remarkable development potential that makes it the best possible candidate to replace Hayward.



AC 1536-DORI' is a yellow pulp kiwifruit selection obtained as the result of Bologna and Udine Universities' research work. It will be sold under the DORI brand, and Summerfruit srl holds its exclusive trademark and plant patent rights. This extraordinary

variety is harvested 40 days earlier than Hayward. The fruit has a particularly intense colour and a characteristic flavour of different exotic fruits. In 2016, the first year of planting, 200 hectares were planted and as many are expected for 2017. The trial orchards and subsequent marketing of the fruit produced have supplied extremely positive information, also relating to the post-harvest characteristics, allowing for a 5-6 months marketing season.



RK is a new plant variety producing two-coloured fruit (red and yellow). Some trial orchards have been planted and the marketing of the first vines is scheduled for 2017. The fruit is harvested 30 days before Hayward and on the basis of the first test results, it appears to be a variety with unique flavour and colour characteristics. It is a revolutionary innovation that will bring great satisfaction to the entire supply chain.

China's Aging Population an Export Opportunity

Demand for imported fruit remains strong in China and especially among its senior citizens, says China Entry-Exit Inspection and Quarantine Association (CIQA) president Ge Zhirong in this interview



»Is there unmet demand for fresh fruit and vegetables in China?

A great market potential exists in China and demand is particularly strong in the seniors segment. China is the biggest producing and consuming country for fresh fruit and vegetables in the world and it is entering into an aging society. Aged people usually have higher interest in health. Consumer demands for more varieties and diversification of fresh fruits and vegetables appears to be sustained.

»How many countries can now export fresh to China?

So far there are some 52 varieties of fresh fruit from overseas in the domestic market. They come from 43 countries and regions, of which 19 from Asia, 11 from America, 8 from the EU, 3 from Africa and 2 from Oceania. Four new countries have recently joined the group: Turkey for cherries, Poland for apples, Laos for watermelon and banana, and Nepal for oranges, mandarins and lemons.

»What is the annual value of China's fruit and vegetable imports?

Statistics show that from January to November 2016, the total amount of vegetables imported into China was valued at US\$480 million, a 1.7% increase on the previous year. Fresh fruit imports were valued at US\$5.3 billion, a decrease of 2.8%, but if the figures included December, the harvest time for fresh fruit in South America, the number would likely increase.

»What is your advice to exporters?

The General Administration of Quality Supervision, Inspection and Quarantine of China (AQSIQ) represents the Chinese government in developing entry-exit inspection and quarantine requirements for the entry of fresh fruit and supervises the implementation of related rules. Exporters should give due concern to the spe-

cific inspection and quarantine requirements applying to the entry of particular plant products (including fresh fruit and vegetables) from each approved country. Risk assessment and signing of the inspection and quarantine protocol between governments of the two countries are key steps. It is important for exporters to maintain close contact with their government agency, for quite a number of countries it is the ministry of agriculture or the ministry of primary industry, so as to enhance smooth trade flow.

»What is China doing to improve food safety?

The Chinese government attaches great attention to food quality and safety and has developed series of regulations and standards and kept them updated. As of October 1, 2015, the newly revised 'Food Safety Law', examined and approved by the National People's Congress of China, was implemented. The law further emphasised the legal responsibilities of food producers and clarified stipulations on food storage and transportation, market circulation of edible agricultural products and labeling of GMF (genetically modified food), as well as the increase of penalties on law breakers etc. At the moment, the draft "Regulations on Implementation of the Food safety Law" is at the stage of seeking comments. When finished, the regulations shall be promulgated by the State Council. More specific rules shall be stipulated to guide food producers and dealers.

»What is CIQA's role?

As a social organisation approved by the Chinese state, CIQA plays an important role in raising product quality and promoting international trade. It acts as a bridge linking the government departments and the import and export enterprises. On the one hand, the association promotes the popularisation of state laws, regulations and related procedures by way of organising technical exchange activities, seminars and training courses; on the other hand, it passes on the demands of importers and exporters summed up from their market operation and international trade to the government, so as to promote international trade.

»What international activities does CIQA have planned this year?

For many years, CIQA has organised the annual World Fruit and Vegetable Fair (China FVF). In

List of countries/regions and fresh fruit they may export to China (updated September 18, 2016)

EXPORTING COUNTRY/REGION	VARIETY OF FRUIT
1. Burma	Longan, Mangosteen, Rambutan, Litchi, Mango, Watermelon, Melon, Indian jujube
2. D.P.R. Korea	Türzcz. ex Herd. Sweetberry/ honeysuckle, Lingonberry
3. India	Mango, Grape
4. Indonesia	Banana, longan, Mangosteen, Salacca
5. Israel	Orange, Pomelo, Mandarin, Lemon, Grapefruit
6. Japan	Apple, Pear
7. Kyrgyzstan	Cherry
8. Laos	*Watermelon, *Banana
9. Malaysia	Longan, Mangosteen, Litchi, Coconut, Watermelon, Pawpaw, Rambutan
10. Nepal	*Orange, Mandarin, Lemon
11. Pakistan	Mango, Mandarin, Orange
12. Philippines	Pineapple, Banana, Mango, Papaya
13. Korea	Grape
14. Sri Lanka	*Banana
15. Taiwan of China	Pineapple, Banana, Coconut, Sugar apple, Sweet sop, Atemoya, Pawpaw, Papaya, Fruit of Carambola, Mango, Guava, Rose apple, Betel nut, Plum, Logquat, Persimmon, Peach, Indian jujube, Japanese apricot, Mei, Pitaya, Cantaloupe, Pear, na Bailey cv. Kyoho, Grape, Mandarin, Pomelo, Grapefruit, Lemon, Orange
16. Tajikistan	Cherry
17. Thailand	Tamarind, Sugar apple, Papaya, Carambola, Guava, Rambutan, Rose apple, Jackfruit, Long kong, Pineapple, Sapodilla, Banana, Passion fruit, Coconut, Longan, Durian, Mango, Litchi, Mangosteen, Mandarin, Orange, Pomelo
18. Turkey	*Cherry
19. Vietnam	Mango, Longan, Banana, Litchi, Watermelon, Rambutan, Jackfruit, Pitaya
20. Argentina	Orange, Grapefruit, Mandarin, Apple, Pear
21. Canada	Cherry, Blueberry
22. Chile	Kiwi fruit, Apple, Grape, Plum, Cherry, Blueberry, Avocado
23. Columbia	Banana
24. Costa Rica	Banana
25. Ecuador	Banana, Mango
26. Mexico	Avocado, Grape, Blackberry, Raspberry
27. Panama	Banana
28. Peru	Grape, Mango, Grapefruit, Avocado
29. Uruguay	*Blueberry
30. USA	Plum, Cherry, Grape, Apple, Pear, Strawberry
31. Belgium	Pear
32. Cyprus	Orange, Lemon, Grapefruit, Mandora
33. France	Apple, Kiwi fruit
34. Greece	Kiwi fruit
35. Italy	Kiwi fruit, *Orange (blood), Lemon
36. Poland	*Apple
37. Spain	Mandarin, Orange, Grapefruit, Lemon, Peach, Plum
38. NL	Pear
39. Egypt	(Citrus sp.)
40. Morocco	Orange, Mandarin, Clementine, Grapefruit
41. South Afr.	Mandarin, Orange, Grapefruit, Lemon, Grape, Apple
42. Australia	Orange, Mandarin, Lemon, Grapefruit, Lime, Tangelo, Mango, Apple, Grape, Cherry, *Nectarine
43. New Zeal.	Mandarin, Orange, Lemon, Apple, Cherry, Grape, Kiwi fruit, Plum, Pear, Japanese apricot, Mei, *Persimmon

Note: * Access obtained, but not imported yet for conformity inspection or orchard/packhouse list.

November 2017, the 9th China FVF will be held in Beijing. Along with the fair, a summit forum will be held with the participation of government officials, related experts and all exhibitors. Furthermore, on the request of a specific country or an industry, we help to organise bilateral seminars on specific subjects.

In 2017, the following international exhibitions sponsored by CIQA will take place:

The 3rd International Exhibition on Food, Meat Dairy and Aquatic products on September 19-21 in Guangzhou;

The 2017 Food Safety Regulations Summit in September in Guangzhou;

The Fresh Food cross-border E-commerce Forum in September in Guangzhou;

The 9th World Fruit and Vegetable Fair (China FVF 2017) on November 17-19 in Beijing;

The 2017 Biosecurity Summit in November in Beijing;

Technical exchange seminars on specific topics: friends from all countries are warmly welcome to participate.



Plus



Italian agricultural heritage.

With our six crunchy varieties of apples, delicious kiwis and plums, we carry the goodness of Trentino to 40 countries in the world. Our company is as good and healthy as our fruit and our genuine motherland. www.latrentina.it

la **TRENTINA**
family fruit

#latrentina