



Technical details | Fruit Attraction 2019

Name:	International Fruit and Vegetable Sector Trade Fair
Joint organised by:	IFEMA FEPEX (Spanish Federation of Associations of Producers Exporters of Fruits, Vegetables, Flowers and Live Plants)
Dates:	22 to 24 October 2019
Times:	9:30 a.m. to 7:00 p.m.
Venue:	Feria de Madrid, 28042 MADRID
Halls:	3, 4, 5, 6, 7, 8, 9 and 10
Nature:	Professionals only
Frequency:	Annual
Edition	11th
Participation details:	1,800 companies 58,000 net square metres of exhibition space
Participating Sectors:	<p>FRESH PRODUCE: Fresh fruit and vegetables: Fourth and fifth range products Frozen and dehydrated Fruit and vegetables for transformation The Organic Hub The Nuts Hub Shuttle Flowers and live plants Organisations and Associations Other</p> <p>AUXILIARY INDUSTRY AREA Seeds, fertilisers, agronutrients, phytosanitary products, nurseries and pre-harvest Transport and Logistics Packaging and Labelling Post-harvest Smart Agro (ICT applied to the horticultural sector and research centres) Point of Sale Services (consultants, certified companies, financial entities, Temporary Work Agencies, training, etc.)</p>

Further information:

Iciar Martínez de Lecea
 Chief Press Officer
 Tel: 00 34 91 722 51 77
iciar.martinez@ifema.es

Begoña Jiménez
 Communications Manager
 FEPEX
 Tel: 00 34 91 319 10 50
bjimenez@fepex.es
www.fepex.es

Helena Valera
 International Press
 Tel: 00 34 91 722 51 74
evalera@ifema.es

fruitattraction.ifema.es

Follow us on:





	<p>FLOWER&GARDEN ATTRACTION Flowers; Plants Collaborating Companies Technology</p>
<p>Professional Visitors:</p>	<p>Producers; Wholesale trade; Retail trade; Commercial distribution chains; Importers and exporters; Transport and logistics; Other services; Hotels, restaurants and institutions; Garden Centres; Hypermarkets/supermarkets; Wholesalers of flowers and plants; Importers; DIY companies; Florists; Decorators, Landscapers; Media</p>
<p>Meeting Programme:</p>	<p>Check the agenda</p>

Further information:

Iciar Martínez de Lecea
 Chief Press Officer
 Tel: 00 34 91 722 51 77
iciar.martinez@ifema.es

Begoña Jiménez
 Communications Manager
 FEPEX
 Tel: 00 34 91 319 10 50
bjimenez@fepe.es
www.fepe.es

Helena Valera
 International Press
 Tel: 00 34 91 722 51 74
evalera@ifema.es

fruitattraction.ifema.es

Follow us on:





Organized by IFEMA and FEPEX, it is celebrated from October 22 to 24

FruitAttraction19 makes Madrid the fruit and vegetable world capital

- The fair takes place in halls 3, 4, 5, 6, 7, 8, 9 and 10 of Ifema, and is the largest and most complete of its editions with the participation of 1,800 companies and 90,000 professionals from 130 countries

Madrid, October 22, 2019.- [Fruit Attraction](#) opens the doors of its 11th edition from October 22 to 24 registering record figures of participation with [1,800 companies](#) from 59 countries, and 90,000 professionals from 130 countries . Offering around 58,000 square meters of fruit and vegetables in halls [3, 4, 5, 6, 7, 8, 9 and 10](#) of [IFEMA](#) , which make Madrid the fruit and vegetable world capital . In short, a call that has grown by 10% compared to last year , both in the exhibition area and in the number of participating exhibitors , which shows the interest and support of the fruit and vegetable sector to promote Fruit Attraction as a fundamental instrument of internationalization in the sector, and as a meeting point for the group of professionals that make up the entire supply chain.

Innovation, diversity, quality, knowledge and commercialization are the main axes of this edition , organized by [IFEMA](#) and [FEPEX](#) , in which the Fresh Produce segment registers the highest representation, with 70% of the offer of Fruit Attraction, meanwhile, the Auxiliary Industry is significant with 30% of the participation. In addition, the flower and plant sector completes the offer , with [Flower & Garden Attraction](#) .

In relation to the exhibitors, the national participation represents 65% of the total , with the presence of all the autonomous communities, which produce fruit and vegetables in the country. This confirms the confidence of the sector in Fruit Attraction, whose success lies mainly in the great interest of the Spanish fruit and vegetable market for international marketing , precisely in a key month for campaign planning.

For its part, the international participation , which records a 35% participation at the fair, has seen an increase of more than 16%, both in the area and in the number of companies, which effectively confirms Fruit Attraction as a key commercial event for production, marketing and worldwide distribution. To the powerful European participation of community countries such as Italy; France; The Netherlands and Portugal, the United Kingdom or Poland , with strong growth in Greece , can be added the presence of non-EU countries such as Chile, Brazil, Peru, United States,

More information:

Iciar Martínez de Lecea
Press Officer
Tel.: 00 34 91 722 51 77
iciar.martinez@ifema.es

Begoña Jiménez
Communications Manager
FEPEX
Tel.: 00 34 91 319 10 50
bjimenez@fepex.es

Helena Valera
International Press
Tel.: 00 34 91 722 51 74
evalera@ifema.es

fruitattraction.ifema.es

Follow us on:



FruitAttraction19



Costa Rica, Colombia, Argentina, South Africa and the United Arab Emirates. The entry of the grouped participation of Ecuador , and the increase in the African presence, especially of Ghana, Senegal and Kenya and Moldova can also be added..

. Buyers' Programme and 'Guest Importing Country'

Fruit Attraction enables participants to offer an international momentum and expansion platform. In this sense, IFEMA once again makes a significant investment in the *International Guests Programme* , which attracts **1,000 buyers from 82 countries** to Madrid , retail purchasing managers, importers and guest wholesalers from all over the world.

To this program is added the '**Guest Importing Country initiative**' , with **India and Singapore** as guests on this occasion. With this, Fruit Attraction, with the **collaboration of ICEX**, will encourage commercial relations between the countries of the European Union and these two extra-community markets, covered by a complete programme of round tables, guided visits to the fair and B2B sessions.

. Exhibition areas at the Fair

On this occasion, the Fair has enhanced the **Ecorganic Market** which is a , specialized area for the commercialization and export of organic products - located in Hall 6-; the space **Smart Agro** -hall 7-, focused on the application of new technologies and connectivity with the aim of increasing the productivity of fruit and vegetable farms, the **Nuts Hub area** , intended for nuts and the **Flower & Garden Attraction in** - Hall 6; for the professional marketer of flowers and live plants.

More information:

Iciar Martínez de Lecea
Press Officer
Tel.: 00 34 91 722 51 77
iciar.martinez@ifema.es

Begoña Jiménez
Communications Manager
FEPEX
Tel.: 00 34 91 319 10 50
bjimenez@fepex.es

Helena Valera
International Press
Tel .: 00 34 91 722 51 74
evalera@ifema.es

fruitattraction.ifema.es

Follow us on:



FruitAttraction19

On the other hand, **The Innovation Hub - in the nexus of halls 8 and 10 - and Foro Innova** are the areas dedicated to innovation and business developments in the sector. In this area, the fair hosts the **Accelera Awards for Innovation and Entrepreneurship** , which have become a fundamental event to support the entrepreneurial **commitment** of the sector. And of course, the sector's great party accommodates the **Factoria Chef** section , which represents the gastronomic space within Fruit Attraction with attractive demonstrations and *show cooking*.

. Technical Conference Programme

A complete **programme of technical conferences and activities** , make the Fair the **centre of knowledge** for the sector, with sessions characterized by their great diversity of content, as well as the high level of their participants and speakers

Among some of the ones to highlight is the *World Fresh Forum*, as a business and institutional networking space to take advantage of opportunities in China, Singapore and India . Also, the *Biofruit Congress* , which will discuss the future of organic markets; the *_AWM (Agriwater Management) day*, which will analyse water management in horticulture; *Technology Attraction* , whose objective is to highlight the importance of technology to increase the competitiveness of the Spanish



agricultural sector, or the *IV COEMFE Congress: the sustainability of the central fruit markets.*

The fair will also host sessions of great importance for its contents such as *Brexit in the fruit and vegetable sector: Spain - United Kingdom vision; Large distribution and plant health: the need to be understood in terms of crop sustainability; Innovation in the convenience market; Where are we in terms of Smart Agro in Spain?* To these are added others related to the flower and plant sector such as *Challenges and development opportunities for flower markets in supermarket chains in Spain - The advantage of selling flowers and live plants in supermarket chains, and do you know how many gardens there are in Spain?*

Likewise, Fruit Attraction also hosts the awards ceremony of the **Association of Agrifood Journalists of Spain –APAE-**, and **Fruit Attraction** dedicated the latter to recognized and prestigious international media in the fruit and vegetable sector.

Fruit Attraction 2019, organized by IFEMA and FEPEX, is held in Madrid from Tuesday 22 to Thursday 24 October, from 9:30 a.m. to 7:00 p.m.

More information:

Iciar Martínez de Lecea
Press Officer
Tel.: 00 34 91 722 51 77
iciar.martinez@ifema.es

Begoña Jiménez
Communications Manager
FEPEX
Tel.: 00 34 91 319 10 50
bjimenez@fepex.es

Helena Valera
International Press
Tel.: 00 34 91 722 51 74
evalera@ifema.es

fruitattraction.ifema.es

Follow us on:



FruitAttraction19



More information:

Iciar Martínez de Lecea
Press Officer
Tel.: 00 34 91 722 51 77
iciar.martinez@ifema.es

Begoña Jiménez
Communications Manager
FEPEX
Tel.: 00 34 91 319 10 50
bjimenez@fepex.es
www.fepex.es

Helena Valera
International Press
Tel. : 00 34 91 722 51 74
evalera@ifema.es

www.fruitattraction.ifema.es

Follow us on:





ECONOMIC REPORT ON THE SPANISH FRUIT AND VEGETABLE SECTOR. FRUIT ATTRACTION 2019.

1. Fresh fruit and vegetable production in Spain
 - 1.1 Spanish agriculture's leading sector
 - 1.2 The regional, social and economic structure
 - 1.3 Strengths

2. Foreign trade
 - 2.1 2018 data. The leading export country
 - 2.2 Exports in 2019
 - 2.3 Imports Strong, sustained growth

3. The Spanish fruit and vegetable sector in the European Union. The European Union's leading producer and exporter

4. Fruit and vegetables in the world. The leading exporter

5. Consumption
 - 5.1. Household demand in 2018

 - 5.2. Consumption is growing in 2019

More information:

Iciar Martínez de Lecea
 Press Officer
 Tel.: 00 34 91 722 51 77
iciar.martinez@ifema.es

Begoña Jiménez
 Communications Manager
 FEPEX
 Tel.: 00 34 91 319 10 50
bjimenez@fepex.es
www.fepex.es

Helena Valera
 International Press
 Tel.: 00 34 91 722 51 74
evalera@ifema.es

www.fruitattraction.ifema.es

Follow us on:



1. FRESH FRUIT AND VEGETABLE PRODUCTION IN SPAIN

1.1 SPANISH AGRICULTURE'S LEADING SECTOR

According to data published by the Subdirectorate General of Statistics at the Ministry of Agriculture, Fisheries and Food (MAPA), fruit and vegetables are the leading sectors for Spanish agriculture. They account for 55% of Final Vegetable Production (including the main areas: cereals, olives, etc.) and 33% of Final Agricultural Production (which includes livestock).

Spain produces more than 28 million tonnes of fresh fruit and vegetables, according to averages for 2014-2017, 54% of which are vegetables, 38% fruit and 8% potatoes. It exports approximately 60% of its fruit and vegetable production, while the remainder is consumed in the domestic market.



Fruit and vegetables are grown on an area covering 800,000 hectares, accounting for just 5% of Spanish farmland. Of this area, 151,000 hectares are used to grow vegetables, 56,000 hectares for potatoes, 312,000 hectares for citrus fruit and 280,000 hectares are planted with fruit trees other than citrus fruit, according to data released by the Ministry of Agriculture, Fisheries and Food and processed by FEPEX.

1.2 REGIONAL, SOCIAL AND ECONOMIC STRUCTURE

The fresh fruit and vegetable production and marketing sector is critical to the regional, social and economic structure of the rural world. **The sector stabilises the population in rural areas** through its activities in most of the autonomous communities and it occupies a relatively small area of land. The fruit and vegetable sector is varied and diverse in terms of agroclimatic regions, production areas and agricultural systems. This makes it essential in Spain's autonomous communities as it supplies the market with a huge choice of products of different species and varieties and varying production methods and formats within each species.

Intensive labour requirements and the high added value of its production **explains its essential contribution to regional economies**. Approximately 280,000 people work in the fruit and vegetable sector, according to figures from by the annual calculation of workers belonging to the Special Social Security System for Agricultural Workers. These account for more than half of all national jobs in agriculture, **estimated at 409,113 workers in the annual calculation available from the Ministry of Employment and Social Security**.

More information:

Iciar Martínez de Lecea
Press Officer
Tel.: 00 34 91 722 51 77
iciar.martinez@ifema.es

Begoña Jiménez
Communications Manager
FEPEX
Tel.: 00 34 91 319 10 50
bjimenez@fepex.es
www.fepex.es

Helena Valera
International Press
Tel.: 00 34 91 722 51 74
evalera@ifema.es

www.fruitattraction.ifema.es

Follow us on:



As well as jobs in fruit and vegetable production, an additional 150,000 workers process produce at origin or are employed to perform other related activities, meaning that the sector provides more than 50% of national jobs in farming.

Spain's horticultural production and export organisations are represented by FEPEX, which co-organises FRUIT ATTRACTION with IFEMA. Companies and associations differ by production area and product. Most of them are trading companies, cooperatives or 'agrarian transformation societies' (SAT) of very different sizes.

1.3 STRENGTHS OF THE SPANISH FRUIT AND VEGETABLE SECTOR

- Great diversity. Spain exports more than 92 types of vegetable and 120 types of fruit.
- The season is long, which allows an almost permanent presence in the market. Products are traded throughout the year and supplies are constant, so relationships with customers are ongoing.
- Market Orientation. Most fruit and vegetable producers' income comes from a market which is subject to fierce intra and extra-community competition, and vigorous

With large production and export volumes, the sector has the capacity to supply all types of customers and markets.



competition from industrial substitute products. All this encourages the development of new crops, new production techniques and a search for new markets.

- Integrated production and marketing in production areas.
- The sector has proven its ability to cater to the new market expectations in terms of quality, safety and product presentations.

2. FOREIGN TRADE IN FRUIT AND VEGETABLES

2.1 THE INDUSTRY HIT THE 12.8-BILLION-EUROS MARK IN 2018

According to official figures from the Customs Department, Spanish fresh fruit and vegetable exports stood at 12.832 billion euros in 2018, with a year-on-year increase of 1%, while volume was down by 1% to 12.5 million tonnes.

Vegetable exports grew by 4.4% in volume and 0.4% in value in 2018 compared to 2017, totalling 5.3 million tonnes and worth 5.29 billion euros. Among the top vegetable exports were peppers, cucumbers and lettuces, while tomato sales abroad fell by 7.5% in value to 927 million euros but remained stable in volume with 812,571 tonnes. Spain exported 745,903 tonnes of peppers (+8.6%) worth 977.2 million euros (+2%), the cucumber rose to 648,521 tonnes (+3.4%) and 595 million euros (+ 5%) and lettuce also did well, selling 795,195 tonnes (+4.3%) for 690 million euros (+ 4%).

In 2018, fruit exports saw a year-on-year fall in volume of 4.4%, totalling 7.1 million tonnes, while value increased by 1.4% to 7.542 billion euros. There was a significant decrease in nectarines, with 24% less in volume and 2.4% in value, totalling 357,471 tonnes and 408 million euros, peaches with 382,378 tonnes (-16%) and 381 million euros (+1.5%) and plums with 71,565 tonnes (-27%) and 86 million euros (-13%), as well as persimmons, with 168,341 tonnes (-22%) and 173 million euros (-10%). However, there was strong growth in other fruits such as the watermelon, with 17% more in volume and 32% in value, totalling 861,952 tonnes and 428.6 million euros, table grapes, with 170,658 tonnes (+19%) and 337 million euros (+ 18%), raspberries with 50,414 tonnes (+10%) and 383 million euros (+11%) and blueberry with 57,802 tonnes (+24%) and 324 million euros (+ 18%).

When it comes to exports, **Andalusia is the leading autonomous community**, with 4.1 million tonnes (+ 4%) worth 5.066 billion euros (+ 3%), followed by Comunidad Valenciana, with 3.7 million tonnes (-1%) and 3.412 billion euros (-1%) and Murcia with 2.5 million tonnes, the same amount as in 2017 and 2.504 billion euros (+ 3%).

By countries, exports to the EU accounted for 94% of the total, underlining the positive behaviour of the top three markets: Germany, which purchased 3.431 billion euros (+3%), France which spent 2.3 billion euros (+5%) and the United Kingdom,

More information:

Iciar Martínez de Lecea
Press Officer
Tel.: 00 34 91 722 51 77
iciar.martinez@ifema.es

Begoña Jiménez
Communications Manager
FEPEX
Tel.: 00 34 91 319 10 50
bjimenez@fepe.es
www.fepe.es

Helena Valera
International Press
Tel.: 00 34 91 722 51 74
evalera@ifema.es

www.fruitattraction.ifema.es

Follow us on:





with 1.766 billion euros (+3%). Outside Europe, exports to Canada did well in the wake of the entry into force of the Trade Agreement with the EU. An additional 36% was exported to this country worth 93.4 million euros.

FEPEX notes that the behaviour of all fruit and vegetables in 2018 underlines the importance of the EU market for the Spanish sector, which continues to sustain exports. They also confirm that diversity is one of the main strengths of the Spanish industry, enabling it to stave off stiff foreign competition in certain products.

2.2 EXPORTS IN 2019:

THIS YEAR HAS SEEN IMPROVEMENTS OF 10% IN VOLUME AND 5% IN VALUE

At July this year, Spanish exports of fresh fruit and vegetables had grown by 10% in volume compared to the same period of 2018, totalling 8.4 million tonnes, with a 5% improvement value, standing at 8.673 billion euros, according to the latest data released by the Customs and Excise Department.

Vegetable sales from January to July 2019 amounted to 3.5 million tonnes and 3.753 billion euros, with a 5% growth in volume and an 11% increase value compared to the same period of 2018. The main vegetable exports were peppers, cabbages and courgettes in both volume and value. Pepper sales reached 510,253 tonnes (7%) and 734 million euros (+17%), while 370,071 tonnes of cabbages (20%) worth 389 million euros were sold (+21%) and courgettes achieved 258,888 tonnes (+8%) worth 215 million euros (+14%).

Tomato exports are also worth mentioning, as the top export during the period analysed, although figures had fallen compared to the same period of the previous year by 6% in volume and 1% in value, to a total of 516,685 tonnes and 602 million euros. Exports of lettuces, the second-ranked vegetable export, also fell in volume by 6%, weighing in at 511,654 tonnes while value grew by 6% to 477 million euros.

As for fruits, 4.8 million tonnes were sold in the first seven months, up 14%, but growth in value was much more modest, just 1%, bringing the total to 4.92 billion euros. This was due to the falling cost of most fruit exports during this period such as citrus fruits and watermelons, which did perform well with growth in volume of 13%, registering 708,771 tonnes, while value was 1%, totalling 354 million euros.

Peach exports did particularly well among the stone fruit, with exports of 209,339 tonnes (+5%) and a value of 222 million euros (-2%) while nectarine amounted to 240,111 tonnes (+21%) and 249 million euros (-1%).

More information:

Iciar Martínez de Lecea
Press Officer
Tel.: 00 34 91 722 51 77
iciar.martinez@ifema.es

Begoña Jiménez
Communications Manager
FEPEX
Tel.: 00 34 91 319 10 50
bjimenez@fepex.es
www.fepex.es

Helena Valera
International Press
Tel.: 00 34 91 722 51 74
evalera@ifema.es

www.fruitattraction.ifema.es

Follow us on:





As for the berries, strawberry export developments were positive with 285,689 tonnes (+ 8%) and 577 million euros (+ 3%), as well as raspberries 52,501 tonnes (+ 38%) and 319 million euros (+ 11%) and blueberries, with 64,736 tonnes (+ 23%) and 321 million euros (+ 8%), according to data from the Customs and Excise Department, processed by FEPEX.

2.3. IMPORTS STRONG, SUSTAINED GROWTH

According to data from the Customs Department, in 2018, Spanish imports of fresh fruits and vegetables grew by 8% in volume and 9% in value in relation to the previous year, reaching record highs of 3.3 million tonnes and 2.757 billion euros.

There was vigorous growth in 2018 in vegetables, which registered 7% more in volume and 2.5% more in value, totalling 1.4 million tonnes and 806.4 million euros, and in fruit, with 1.8 million tonnes (+ 8%) and 1.95 billion euros (+12%).

Potatoes were still the top import in 2018, up 4.7% to a total of 817,596 tonnes and 209 million euros (-5%). The potato accounts for 35% of all Spanish fruit and vegetable imports in 2018 and 56% of vegetable purchases. However, the variety of vegetables imported by Spain has expanded in recent years, and now includes green beans, with 143,766 tonnes, 28% more than in 2017 and 14% more than five years ago; onions with 87,371 tonnes, 63% more than in 2017 and a growth of 92% in the last five years and courgettes with 40.6% more in 2018, totalling 18,716 tonnes, and 92% more compared to 2014. Imported tomatoes have also found a niche in the Spanish market, amounting to 157,202 tonnes in 2018, 8% more than in the last five years.

More information:

Iciar Martínez de Lecea
Press Officer
Tel.: 00 34 91 722 51 77
iciar.martinez@ifema.es

Begoña Jiménez
Communications Manager
FEPEX
Tel.: 00 34 91 319 10 50
bjimenez@fepex.es
www.fepex.es

Helena Valera
International Press
Tel.: 00 34 91 722 51 74
evalera@ifema.es

www.fruitattraction.ifema.es

Follow us on:



When it comes to fruit, the highest volumes imported in 2018 were bananas, kiwis and pineapples, with an increase of 19% in the case of bananas (365,322 tonnes) and 6% in the case of pineapples (178,816 tonnes) with a drop of 16% in kiwis, down to 182,492 tonnes. Also significant in terms of volume were avocados, 129,287 tonnes (+32%) of which were imported, while apple purchases fell by 13% to 167,076 tonnes. With smaller quantities but considerable growth in 2018, berries including raspberries with 23,398 tonnes (+47%) and blueberries with 17,827 tonnes (+27%) were also popular.

The import data from 2018 showed record figures in terms of volume and value as a consequence of ongoing growth in recent years, driven mainly by the globalisation of imports, according to FEPEX. Imports, previously restricted on a few products dominated by potatoes in the case of vegetables and bananas and apples in the case of fruits, now include more products and countries of origin.

In 2019, according to data gathered in July, imports increased by 4% in value, totalling 1.723 billion and volume fell by the same percentage, totalling 1.9 million



tonnes. Vegetable imports fell slightly in volume (-2.6%) to 889,510 tonnes, while value grew by 25%, to 570 million euros, due largely to the potato. This is Spain's top import within the fruit and vegetable category, and registered a 5% volume decrease and a 77% value growth, totalling 526,608 tonnes and 196 million euros, according to data from the Department of Customs and Special Taxes processed by FEPEX.

Fruit imports registered a fall of 5% by volume and a 3% decrease in value, totalling 998,281 tonnes and 1.154 billion euros, indicating a decline in tropical fruits such as the pineapple, with 6% less in volume and 2% less in value, totalling 96,484 tonnes and 68 million euros, and the avocado with 1.5% less and 75,681 tonnes. The kiwi is also on a downward path, with 81,262 tonnes and 15% less. In contrast, the figures showed increased apple imports (up 26% to 123,057 tonnes).

3. SPANISH FRUIT AND VEGETABLES IN THE EU. THE EUROPEAN UNION'S LEADING PRODUCER AND EXPORTER

According to FAO data for 2017, Spanish fresh fruit and vegetable production rose to 31.7 million tonnes (this data includes industrial production such as tomatoes for processing). Spain is the EU's leading fruit and vegetable producer, followed by Italy with 27.5 million tonnes and France with 19 million tonnes.

Spain is also the top EU exporter. Intra-Community trade in fresh fruit and vegetables that represents exports and imports between EU member states, including re-exports, stood at 40 million tonnes in 2018, according to Eurostat Statistics Office. Spain is the number one supplier of fruit and vegetables in the EU, accounting for 31% of all intra-community trade in fruits and vegetables. The Netherlands comes next with 16%.

4. SPANISH FRUIT AND VEGETABLES IN THE WORLD. THE NUMBER ONE EXPORTER

Global production of fruit and vegetables comes to 1,853 million tonnes, according to the most recent data released by FAO for 2017, that is 1.5% more than in 2016.

The world's leading producer of fresh fruit and vegetables is China with 707 million tonnes, 0.5% more than the previous year, cementing its position as the world's biggest producer, accounting for 38% of the total. The second-largest producer in the world is India with 189 million tonnes (+ 5%), representing 10% of the global total. Third place goes to the United States with 69 million tonnes (-4%), representing 4% of the total.

Then comes Turkey, with 49 million tonnes, Russia with 47 million tonnes, Brazil with 46 million tonnes, Mexico with 34 million tonnes, Ukraine with 33 million tonnes and Spain with 32 million tonnes.

More information:

Iciar Martínez de Lecea
Press Officer
Tel.: 00 34 91 722 51 77
iciar.martinez@ifema.es

Begoña Jiménez
Communications Manager
FEPEX
Tel.: 00 34 91 319 10 50
bjimenez@fepex.es
www.fepex.es

Helena Valera
International Press
Tel.: 00 34 91 722 51 74
evalera@ifema.es

www.fruitattraction.ifema.es

Follow us on:





As for global exports, these came to 117.6 million tonnes in 2016, according to FAO data. Spain holds the first position in the world ranking of fruit and vegetable exports, with a market share of 10% of the total, followed by Mexico with 7.4% and China with 6.8%.

5. FRUIT AND VEGETABLE CONSUMPTION IN SPAIN

5.1. **IN 2018, DEMAND FOR VEGETABLES IN HOUSEHOLDS GREW BY 3%, ALTHOUGH ACCORDING TO DATA FROM THE CUSTOMS DEPARTMENT, DEMAND FOR FRESH FRUIT FELL BY 1.8%**

In 2018, fresh fruit consumption in homes decreased by 1.8% compared to the previous year, totalling 4,143 million kilos. The main fruits in decline were stone fruits, pip fruits and citrus fruits, while vegetable consumption grew by 3% to 2,604 million kilos, with growth in tomatoes, peppers and onions, according to the 2018 Food Consumption Report. Fruit and vegetables continue to account for the bulk of food eaten in Spanish homes, with 26.7% of the total.

The cost of fruit and vegetables continues to rise. The value of fruit consumed in homes in 2018 grew 4% compared to 2017, standing at 6.383 billion euros while money spent on vegetables grew by 4.4% to 4.679 billion euros.

By groups of products, fresh fruit purchases in 2018 by Spanish households was down by 1.8% compared to 2017. In value, however, the increase was significant (4.0%) due to the effect of rising average prices in the last twelve months for the category, according to the MAFF.

The average consumption per person and year of fresh fruit was 90.49 kilos, a lower figure (2.1%) than the previous period. The average spend was up, and on average each person spent €139.44, that is 3.6% more than the previous year.

By types of fresh fruit, citrus fruits (oranges, lemons, tangerines and grapefruit) are the most frequently purchased varieties (28%) followed by exotic fruits (bananas, kiwis, avocados, pineapples and custard apples) pip fruits (grapes, apples and pears), watermelons, melons (17%) and stone fruits (9.1%). In 2018, consumption of stone fruit was down by 7.4% with respect to 2017, but the value was stable (+0.6%), especially in terms of peaches with 11% in volume consumed and 3% lower value. Pip fruits also declined (-3.1%) as did citrus fruits (-3.4%). In contrast, consumption of exotic fruits increased (+ 3.3%) and berries grew by 4%.

As for vegetables, consumption increased in terms of volume, with purchases up by 3.0%. In value, the increase is even more significant and reaches 4.4% due to the impact of average price fluctuations, according to the Food Consumption Report.

More information:

Iciar Martínez de Lecea
Press Officer
Tel.: 00 34 91 722 51 77
iciar.martinez@ifema.es

Begoña Jiménez
Communications Manager
FEPEX
Tel.: 00 34 91 319 10 50
bjimenez@fepex.es
www.fepex.es

Helena Valera
International Press
Tel.: 00 34 91 722 51 74
evalera@ifema.es

www.fruitattraction.ifema.es

Follow us on:





By groups of products, almost 50% of **the weight consumed consisted of tomatoes, cucumbers, aubergines, courgettes, peppers, cabbage and broccoli**. They make up 43% of the total turnover of vegetables. On the other hand, salad leaves, shoots and pods (green beans, asparagus, leafy vegetables, lettuce, escarole and endive) accounted for 0.9%, and their value increased by 0.8%. Roots, bulbs and tubers (onions, carrots and garlic) account for 19.6% of the vegetables consumed, and their value amounts to 13.6% of the total.

The most oft-eaten vegetable in homes is the tomato, with 605 million kilos (+3%) worth 968 million euros (+3.4%), followed by onions with 325 million kilos (+ 2%) for an amount of 357 million euros (+8%) and peppers with 225 million kilos (+5.7% 9 with a value of 413 million euros (+4.2%). Consumption of lettuces, endives and escarole stood at 155 million kilos (-5%) for a value of 439 million euros (-1%).

The per capita consumption of fresh vegetables in 2018 was 56.88 kilos/person while in 2017 it was 55.43 kilos/person, representing 2.6% more than in 2017.

As for fresh potatoes, household consumption in 2018 decreased by 3% in volume and rose 3% in value compared to 2017, totalling 937 million kilos and 725 million euros.

According to FEPEX, the upsurge in the consumption of vegetables in homes is a positive development, since in 2017 it fell by 4% compared to 2016, while fruit consumption continues to fall very significantly for some Spanish products, while other products, like berries, are on the way up. However, it is excellent that **fruit and vegetables are still the leading category of products in the shopping cart**, accounting for 14.4% in the case of fresh fruit and 12.3% in the case of vegetables and fresh potatoes. In terms of spending, fruits and vegetables are the second biggest expense in the shopping basket, accounting for 17.2% of the total.

5.4. CONSUMPTION GROWS IN 2019

According to the latest data released in May, gathered by the Food Consumption Panel of the Ministry of Agriculture, Fisheries and Food, **consumption of fresh fruit and vegetables in Spanish households increased by 1%** in relation to the same period of the previous year, totalling 3.122 billion kilos, with consumption of numerous products on the rise. Spending also increased, 4%, totalling 4.949 billion euros.

Fruit consumption in homes in the first five months of the year increased by 2.2% compared to the same period of the previous year and expenditure by 1%, reaching 2.569 billion euros. Strawberries showed significant improvement, with 14% more

More information:

Iciar Martínez de Lecea
Press Officer
Tel.: 00 34 91 722 51 77
iciar.martinez@ifema.es

Begoña Jiménez
Communications Manager
FEPEX
Tel.: 00 34 91 319 10 50
bjimenez@fepex.es
www.fepex.es

Helena Valera
International Press
Tel.: 00 34 91 722 51 74
evalera@ifema.es

www.fruitattraction.ifema.es

Follow us on:





and 124 million kilos consumed, a per capita consumption of 3 kilos per person per year, as well as apples with 211 million kilos (+ 3%) and a per capita consumption of 9.6 kilos per person per year.

Vegetable consumption stabilised in the period analysed, with 1.086 billion kilos (0.2%), and expenditure of 2.044 billion euros (5.1%). The tomato was the main vegetable consumed, with 217 million kilos, the same amount as in the previous period, followed by onions with 135 million kilos (+ 2.1%). Regarding the consumption of potatoes in households, they ate 383 million kilos (-1%), which a value of 337 million euros (+ 22%).

Per capita consumption of fruit and vegetables in homes is 168.6 kilos per person per year, according to the last mobile year data to May, of which 91.3 kilos corresponded to fruit, 56.9 kilos to vegetables and 20.4 potatoes.

According to FEPEX, the behaviour of fruit and vegetable consumption in stable markets is starting to reflect society's awareness of the importance of eating a healthy diet, in response to constant recommendations to consume fruit and vegetables by health authorities and organisations like the WHO, FAO and the Ministry of Health. It also shows the contribution of the fruit and vegetable sector to keeping the population healthy, in addition to its many social and economic benefits.

More information:

Iciar Martínez de Lecea
 Press Officer
 Tel.: 00 34 91 722 51 77
iciar.martinez@ifema.es

Begoña Jiménez
 Communications Manager
 FEPEX
 Tel.: 00 34 91 319 10 50
bjimenez@fepex.es
www.fepex.es

Helena Valera
 International Press
 Tel.: 00 34 91 722 51 74
evalera@ifema.es

www.fruitattraction.ifema.es

Follow us on:





The awards ceremony will be held on October 24 at the fair

Fruit Attraction recognises innovation and entrepreneurship with the Accelera Awards

Ten fruit and vegetable products and services have been selected as finalists to participate in the Accelera Awards, a competition organised by Fruit Attraction, the winners of which will go forward to the competition for the best project. There are two categories: the *F&V Industry Award* and the *Fresh Produce Award*, each with a prize of 6,000 euros.

The defence of each product will take place at the Smart Agro Forum on 24 October from 12.30 pm before a jury of sector professionals that will announce both winners.

Ten finalist products and services have been selected from a total of 53. They will all be exhibited to the international fruit and vegetable industry in the Innovation Hub space, which showcases innovation tailored to new consumption profiles as a cornerstone of modern industry.

This time, the finalists are: Healthy snack, Naturae by Sandia Fashion; Blue Skies, fresh fruit, dairy-free vegan ice cream; Spicy Sparkle, a new salad leaf that is a cross between rocket and lamb's lettuce; Tomato vegetable sobrasada, and Guakitos - Vegetable crispy snacks.

More information:

Iciar Martínez de Lecea
Press Officer
Tel.: 00 34 91 722 51 77
iciar.martinez@ifema.es

Begoña Jiménez
Communications Manager
FEPEX
Tel.: 00 34 91 319 10 50
bjimenez@fepex.es
www.fepex.es

Helena Valera
International Press
Tel.: 00 34 91 722 51 74
evalera@ifema.es

www.fruitattraction.ifema.es

Follow us on:



The five services selected as finalists are: WeCarePack, biocompostable packaging solution; Agerpix, artificial vision for counting fruits on the tree; KOKAN500S, a forced air fruit harvester designed for the fresh produce market; Tubular preforming, and Puffer Fruit Multi for sustainable pest control.

Fresh Produce finalist companies and products:

- **Biofactoria Naturae et Salus** presents a **Healthy Snack, Naturae by Sandia Fashion**; 100% prepared fresh fruit preserved in its own juice for maximum convenience, ease and quality. Innovative HPP technology requires no chemical preservatives or aggressive technical processing, keeping all the fruit's nutritional properties intact. With a 40-day shelf life in the chiller and up to 4 hours at room temperature.
- **Blue Skies Fruit** launches **Blue Skies dairy-free vegan ice cream with fresh fruit**. The company, after more than 20 years supplying freshly cut fruit, has set out to make use of waste produced when cutting fruit by using it to make ice cream, the main ingredient of which is coconut milk. It is now the world's first company to



use truly “fresh” coconut milk in ice cream. It comes in a range of fruit flavours: chocolate and orange, mango and passion fruit and plain coconut.

- **Rzwaan Iberica, SA** presents **Spicy Sparkle**, a new salad leaf which is somewhere between rocket and lamb’s lettuce. Its unique, distinctive flavour combines the best of both; the freshness and softness of lamb's lettuce and the subtly bitter and spicy flavour of rocket, which makes it ideal for catering. This salad leaf is ideal for “Vertical Farming” both in large factories and on restaurant and supermarket premises.
- **Sat Bonnysa** has launched its **tomato-based sobrasada**, a delicious plant-based alternative to the classic *sobrasada* meat paste that can be enjoyed by vegans and vegetarians, too. It is 100% natural, with no preservatives, colourants, additives, sugars ... Creamy and with a delightful taste, it contains 50% fewer calories than traditional *sobrasada*.
- **Tabuenca, SA** is producing **Guakitos - Vegetable snacks**, a crunchy nibble made with corn and vegetables obtained by extrusion and baking.

F&V Industry finalist companies and products:

- **Alhondiga La Union, SA.** presents **WeCarePack**, a biocompostable packaging solution that preserves fruit and vegetable quality using vegetable remains. The product works as a mesh, a second skin for cucumber and as a flow pack, and is being marketed as a brilliant packaging alternative to plastic.
- **Agerpix Technologies, SL** is launching **Agerpix, Artificial vision for counting fruits on the tree**. The system identifies and counts the number fruits on the tree, allowing growers to calibrate produce months before harvest.
- **BSK LTD. OBRENOVAC** is showing a **forced-air fruit harvester designed for the fresh produce market**. **OKAN500S** supplies new and unique technology to the harvest sector using forced air, without contact, enabling berries to be picked without causing damage to the bush or fruit. Berries harvested by air jets have the same quality as those harvested manually, facilitating the marketing of up to 95% of production in the international fresh produce market. Forced air harvesting enables selective harvesting of ripe fruits with a small percentage of semi-ripe and green fruits, from the beginning of fruit ripening until the end of the harvest season.
- **Preformados Tubulares** is showing **MIXED PAPER Tubular Preform + PLA Film + BIO X-MESH in 100% Compostable PLA**, an automatic packaging system with maximum verticality and the same appearance as the 100% compostable consumer containers. Collaboration between X-Mesh Technology (Austria) and Preformados Tubulares SLU
- **Suterra Europe Biocontrol, SL** is showing **Puffer Fruit Multi**, the latest sexual confusion aerosol system innovation in Europe. Puffer® Fruit Multi is able to control two pip fruit tree infestations - Carpocapsa and Grafolita -

More information:

Iciar Martínez de Lecea
Press Officer
Tel.: 00 34 91 722 51 77
iciar.martinez@ifema.es

Begoña Jiménez
Communications Manager
FEPEX
Tel.: 00 34 91 319 10 50
bjimenez@fepex.es
www.fepex.es

Helena Valera
International Press
Tel.: 00 34 91 722 51 74
evalera@ifema.es

www.fruitattraction.ifema.es

Follow us on:





simultaneously. Puffer® has the Suterra clean plot commitment, with no material waste in the field. Clean Orchard promise™. Suitable for organic farming.

More information:

Iciar Martínez de Lecea
Press Officer
Tel.: 00 34 91 722 51 77
iciar.martinez@ifema.es

Begoña Jiménez
Communications Manager
FEPEX
Tel.: 00 34 91 319 10 50
bjimenez@fepex.es
www.fepex.es

Helena Valera
International Press
Tel.: 00 34 91 722 51 74
evalera@ifema.es






www.fruitattraction.ifema.es







Follow us on:



















Activities





Day 22/10/2019	
<p>11:00-13:00</p> 	<p>Workshop on sustainable wrapping and packaging: new technological developments for fruits and vegetables</p> <p>Topic: Jornadas Institucionales Organize: PACKNET Support: FRUIT ATTRACTION Speakers: M^a Belén García - Josu García - Carmen Sánchez - Didier Verhaert - Manuel Díaz - Iago Candal</p> <p style="text-align: right;">Location: FRUIT FORUM 6 - PABELLÓN 6</p>
<p>11:00-12:00</p> 	<p>The region of Murcia and its 1001 flavours</p> <p>Organize: REGIÓN DE MURCIA Speakers: Juan Pablo Ortiz Summary: The chef will introduce attendees to the 1001 flavours of the Region of Murcia</p> <p style="text-align: right;">Location: FACTORIA CHEF</p>
<p>11:30-12:15</p> 	<p>Revolutionary bag allows fast and easy cooking: Schur@Star Zip-Pop Bag wins Packaging Innovation Award</p> <p>Topic: FRUIT FORUM 6 Organize: SCHUR STAR SYSTEMS Support: FRUIT ATTRACTION Speakers: Bruno Silva</p> <p style="text-align: right;">Location: FORO INNOVA -PAB. 5</p>
<p>11:30-12:15</p> 	<p>AGROZONO-AGRO3 SYSTEM: Regeneration of agricultural soils</p> <p>Topic: FRUIT FORUM 6 Organize: AGROZONO S.L. Support: FRUIT ATTRACTION Speakers: Francisco Borrull Oliver Summary: Objective is the disinfection of soils and substrates intended for agricultural cultivation, coupled with the subsequent regeneration of the microbial flora</p> <p style="text-align: right;">Location: FORO INNOVA -PAB.4</p>
<p>11:30-12:15</p> 	<p>Healthy Snacks, Naturae & Fashion. Improving people's health through the production of 100% natural products</p> <p>Topic: Jornadas Institucionales Organize: GRUPO AGF FASHION S.L. Support: FRUIT ATTRACTION Speakers: Joaquín Hidalgo - Crisanto Ampuero - Juan Manuel Sanz</p> <p style="text-align: right;">Location: FORO SMART AGRO - PAB. 7</p>

<p>12:00-14:00</p> 	<p>Food Hoaxes. Impact of toxic and false food news”</p> <p>Topic: Jornadas Institucionales Organize: AEPLA-FEPEX Support: FRUIT ATTRACTION Speakers: Luis Matías - César Marcos - Joaquín Rey - Rosa Porcel - Itziar Marín</p> <p style="text-align: right;">Location: FRUIT FORUM 4 - PABELLÓN 4</p>
<p>12:00-13:00</p> 	<p>Vegetables are tasty</p> <p>Organize: S.A.T. 9855 PRIMAFLOR Speakers: Rodrigo de la Calle Summary: Rodrigo de la Calle, Michelin Star Chef and National Healthy Gastronomy Award winner with Primaflor, will hold a cooking show where he will show us a variety of culinary techniques and applications that will change the way we see vegetables and enable us to start using them, not only as a side dish or accompaniment, but as the main course and a gourmet meal.</p> <p style="text-align: right;">Location: FACTORIA CHEF</p>
<p>12:30-13:15</p> 	<p>Port of Marín, Atlantic Fruit Hub</p> <p>Topic: FRUIT FORUM 6 Organize: AUTORIDAD PORTUARIA DE MARÍN Y RÍA DE PONTEVEDRA Support: FRUIT ATTRACTION Speakers: José Manuel Abad Patiño Summary: Services of the Port of Marín to the fruit, novelties of the terminal, certified organic product storage and others</p> <p style="text-align: right;">Location: FORO INNOVA -PAB. 5</p>
<p>12:30-13:15</p> 	<p>Innovative strategies for the early detection and control of Sclerotium rolfsii in potatoes in Andalusia.</p> <p>Organize: ASOCIAFRUIT Support: FRUIT ATTRACTION Speakers: Luis F. Roca Castillo - Jose Fernando Robles</p> <p style="text-align: right;">Location: FORO SMART AGRO - PAB. 7</p>
<p>12:30-13:15</p> 	<p>Mondotec3, the solution for pavements in the agrifood industry</p> <p>Topic: FRUIT FORUM 6 Organize: MONDOLIMP ESPAÑA HIGIENE INTEGRAL SL Support: MEAT ATTRACTION Speakers: Jose Arocas Cogolludo</p> <p style="text-align: right;">Location: FORO INNOVA -PAB.4</p>
<p>13:00-14:00</p> 	<p>Bierzo's fruits in the kitchen</p> <p>Organize: FRUTAS DE CALIDAD DEL BIERZO Speakers: Baldomero Sánchez Gegundez Summary: A culinary interpretation of the fruits of the Bierzo region (Reinette Apples, Conference Pears and Chestnuts) that will leave no one indifferent</p> <p style="text-align: right;">Location: FACTORIA CHEF</p>







<p>13:30-14:15</p> 	<p>The use of wireless sensors (IoT), satelital image and other technologies to optimize resources in agriculture and saving water</p> <p>Topic: FRUIT FORUM 6 Organize: PLANTAE Support: FRUIT ATTRACTION Speakers: Samuel López - Jose Javier Santiago Ortiz</p> <p style="text-align: right;">Location: FORO SMART AGRO - PAB. 7</p>
<p>13:30-14:15</p> 	<p>The importance of packaging in the post-harvest in stone fruit</p> <p>Topic: FRUIT FORUM 6 Organize: KNAUF MIRET, SLU Support: FRUIT ATTRACTION</p> <p style="text-align: right;">Location: FORO INNOVA -PAB. 5</p>
<p>13:30-14:15</p> 	<p>The benefits of ozonated water in irrigation and foliar treatments</p> <p>Topic: FRUIT FORUM 6 Organize: COSEMAR OZONO S.L. Support: FRUIT ATTRACTION Speakers: Angel Sereno Marchante</p> <p style="text-align: right;">Location: FORO INNOVA -PAB.4</p>
<p>14:00-15:00</p> 	<p>Princess Amandine: the most chic potato</p> <p>Organize: IBÉRICA DE PATATAS SELECTA, SL Speakers: Fabián León Summary: Tender, light and tasty, Princess Amandine is introduced to Spain for the first time. Discover its incredible versatility with Chef Fabián León.</p> <p style="text-align: right;">Location: FACTORIA CHEF</p>
<p>15:00-16:00</p> 	<p>Leek marmalade, hazelnut vinaigrette, garlic croquettes and mushroom slices from Castilla y León</p> <p>Organize: CASTILLA Y LEÓN - TIERRA DE SABOR Speakers: Marc Segarra Summary: To publicize the quality, variety and versatility of the fruit and vegetable products of Castilla y León - Tierra de Sabor, Chef Marc Segarra from Restaurante Refectorio at Hotel Abadía Retuerta LeDomaine will present "Leek marmalade, hazelnut vinaigrette, garlic croquettes and mushroom slices from Castilla y León". The main ingredient and highlight is "the leek", a vegetable of which Castilla y León is the nation's primary producer, with 49% of domestic production</p> <p style="text-align: right;">Location: FACTORIA CHEF</p>






<p>15:30-16:15</p> 	<p>Microalgae, the most innovative and effective solution for a more sustainable agriculture</p> <p>Topic: FRUIT FORUM 6 Organize: ALGAENERGY Support: FRUIT ATTRACTION Summary: Microalgae, due to its biochemical richness, have an immense potential to develop products and solutions for different sectors. However, the one of the high-value products of AlgaEnergy is its range of agricultural biostimulants AgriAlgae® that, obtained through the controlled production of various strains of microalgae, increase yields, improve qualities and increase resistance to abiotic stress situations, in all types of crops. These products, natural and sustainable, have been developed over the last 8 years and since 2015 they have been commercialized successfully in the market, reaching satisfaction rates that exceed any expectation.</p> <p style="text-align: right;">Location: FORO INNOVA -PAB. 5</p>
<p>16:00-18:30</p> 	<p>Challenges and development opportunities of the flower market in supermarket chains</p> <p>Topic: Jornadas Institucionales Organize: FEPEX Support: FRUIT ATTRACTION Speakers: Diego L. Martín Summary: The advantage of selling flowers and living plants in supermarket chains</p> <p style="text-align: right;">Location: FLOWER & GARDEN FORUM - PAB. 6</p>
<p>16:00-17:00</p> 	<p>Mediterranean flavours, Europe's garden in Murcian gastronomy</p> <p>Organize: REGIÓN DE MURCIA Speakers: Juan Antonio Pellicer Summary: Preparation of Murcian recipes with garden vegetables: Puff pastry cake filled with summer black pudding and Murcian-style artichokes</p> <p style="text-align: right;">Location: FACTORIA CHEF</p>
<p>16:30-17:15</p> 	<p>Gases MAPAX® Solutions. New ways to create value in the fruit and vegetable sector</p> <p>Topic: FRUIT FORUM 6 Organize: ABELLÓ LINDE Support: FRUIT ATTRACTION Speakers: Juan Luis Mejías Summary: Expose the latest innovations launched to the market and whose implementation is today a novel reality. There will be talk of technologies based on the use of Modified Atmosphere for the packaging of the different product ranges (Dynamic Packaging) and the new system for the bio-conservation and transport of fruit and vegetable products in bulk with MAP, as well as certain cryogenic technologies that they are contributing a lot of value in the transformation of fruits and vegetables.</p> <p style="text-align: right;">Location: FORO INNOVA -PAB.4</p>







<p>17:00-18:00</p> 	<p>Large retailers and vegetable health: destined to being understood as the sustainability of crops</p> <p>Topic: FRUIT FORUM 6 Organize: REVISTA MERCADOS Support: FRUIT ATTRACTION Speakers: Antonio Marhuenda - Antonio Monserrat Delgado - Pedro J. Espinosa - Pilar Gimenez - Felipe Medina Martin - Pablo Bielza Lino - Rafael Sánchez Trujillo - Vicente de Santiago</p> <p style="text-align: right;">Location: FRUIT FORUM 6 - PABELLÓN 6</p>
<p>17:00-18:00</p> 	<p>The world of mushrooms and modern cuisine</p> <p>Organize: SETAS VALLONDO Speakers: Patricia Castañón - César Lafont Summary: The beautiful world of mushrooms and their health benefits. We will exhibit a special recipe with mushrooms presented by two expert cooks from the world of mycology.</p> <p style="text-align: right;">Location: FACTORIA CHEF</p>
<p>17:30-18:15</p> 	<p>Find new clients in our opportunities map</p> <p>Topic: FRUIT FORUM 6 Organize: CRÉDITO Y CAUCIÓN Support: FRUIT ATTRACTION Speakers: Sergio Manzano Summary: Do you want to find new customers? Discover new markets in our map of opportunities using the most advanced prospecting technologies</p> <p style="text-align: right;">Location: FORO INNOVA -PAB.4</p>
<p>18:00-19:00</p> 	<p>9th Conecta Awards for distribution</p> <p>Organize: REVISTA MERCADOS Support: FRUIT ATTRACTION</p> <p style="text-align: right;">Location: FRUIT FORUM 6 - PABELLÓN 6</p>
<p>18:00-19:00</p> 	<p>La Rioja mushrooms</p> <p>Organize: GOBIERNO DE LA RIOJA Speakers: Patricia Castañón - César Lafont Summary: La Rioja mushrooms: healthy, nutritious and tasty food</p> <p style="text-align: right;">Location: FACTORIA CHEF</p>

<p>09:00-11:00</p> 	<p>World Fresh Forum China-Spain: keys and opportunities for approaching the market</p> <p>Topic: Jornadas Institucionales Organize: FEPEX-ICEX- IFEMA Speakers: Raúl Calleja - José M^a Pozancos - Javier Serra - José M^a Zalbidea - Miguel Angel Martín - Guillermo Kessler - Alfonso Noriega - Jack Song - Jason XU - Loren ZHAO - Yan Xue - María Naranjo</p> <p>Summary: The fruit market in China is in full growth and agricultural productive capacity is expanding significantly, with an increase of 15% in the 2012-2017 period and an average growth of 2.8%. Spanish exports to China have grown at an average rate of 146.38% in the last 4 years, from just €1.3 million in 2014 to over €29 million in 2018. Spain currently has protocols for the export of citrus fruit (oranges, lemons, tangerines and grapefruit), stone fruit (peaches, nectarines, Paraguayans (flat peaches) and plums) and, since September 2019, also for table grapes.</p> <p>This opens a stage that offers opportunities of great potential for the export of fruit with protocols already signed. An in-depth knowledge on how the sector operates and on the specific demands of fruit importers is essential. All this will be analysed by those responsible for the Administration, both of MAPA and MINCOTUR and by the Chinese importers and distributors who will participate in the session. The notable differences between Mainland China and the special area of Hong Kong regarding the entry and export of fruit will also be analysed.</p> <p style="text-align: right;">Location: Press Room, 1st floor IFEMA Office Building</p>
<p>10:30-11:15</p> 	<p>Agricultural engineering 4.0. Teledetection</p> <p>Topic: FRUIT FORUM 6 Organize: CONSEJO GENERAL INGENIEROS AGRÍCOLAS Support: FRUIT ATTRACTION Speakers: Antonio Manuel Adrián</p> <p>Summary: Teledetection as help to optimize available resources and increase the efficiency of exploitations</p> <p style="text-align: right;">Location: FORO SMART AGRO - PAB. 7</p>
<p>10:30-11:15</p> 	<p>The usage of microorganisms and natural products in agriculture: the new paradigm</p> <p>Topic: FRUIT FORUM 6 Organize: MAPRYSER S.L. Support: FRUIT ATTRACTION Speakers: Vincenzo Michele Sellito - Jordi Puig</p> <p style="text-align: right;">Location: FORO INNOVA -PAB.4</p>
<p>10:30-11:15</p> 	<p>Wood fiber boxes: sustainable innovation</p> <p>Topic: FRUIT FORUM 6 Organize: ECO WOOD PACK SYSTEM SL Support: FRUIT ATTRACTION</p> <p style="text-align: right;">Location: FORO INNOVA -PAB. 5</p>

<p>11:00-12:00</p> 	<p>Cooking is easier with "Udapa Fácil"</p> <p>Organize: UDAPA S.COOP Speakers: Maite Rojas Summary: A cooking show will be held where spectators will learn how easy and simple it is to prepare different recipes with the "Udapa Fácil" range of healthy and natural steamed potatoes</p> <p style="text-align: right;">Location: FACTORIA CHEF</p>
<p>11:30-13:15</p> 	<p>IV COEMFE Congress: Sustainability in the central fruit markets</p> <p>Topic: Jornadas Institucionales Organize: ASOMAFRUT-COEMFE Support: FRUIT ATTRACTION Speakers: Raúl Calleja - José Miguel Herrero - José Ramón Sempere - David Chica - José Ramón Navarro - Andrés Suárez</p> <p style="text-align: right;">Location: FRUIT FORUM 6 - PABELLÓN 6</p>
<p>11:30-12:15</p> 	<p>New generation of biostimulants: regulations and market</p> <p>Topic: FRUIT FORUM 6 Organize: SEIPASA Support: FRUIT ATTRACTION Speakers: Marta Muñoz Summary: The new European Fertilising Products Regulation brings substantial changes in the biostimulant segment. Seipasa develops new alternatives to adapt to the market from substances of natural origin and microorganisms.</p> <p style="text-align: right;">Location: FORO SMART AGRO - PAB. 7</p>
<p>11:30-12:15</p> 	<p>Pest management strategy based on nano-active inorganic materials. Zero Waste.</p> <p>Topic: FRUIT FORUM 6 Organize: AFEPASA Support: FRUIT ATTRACTION Speakers: Jose Manuel López Summary: We launch Afepasa-Mg, a new product concept with an innovative mechanism of action. Afepasa-Mg reduces the consumption of agrochemicals and the pressure of pests, in a profitable and sustainable way.</p> <p style="text-align: right;">Location: FORO INNOVA -PAB. 5</p>
<p>11:30-12:15</p> 	<p>Switch One from start to finish in sclerotinia and botritis control</p> <p>Topic: FRUIT FORUM 6 Organize: SYNGENTA ESPAÑA Support: FRUIT ATTRACTION</p> <p style="text-align: right;">Location: FORO INNOVA -PAB.4</p>

<p>12:00-13:00</p> 	<p>Do you know how many garden Centers there are in Spain?</p> <p>Topic: FRUIT FORUM 6 Organize: AECJ - ASOCIACIÓN ESPAÑOLA DE CENTROS DE JARDINERÍA Support: FRUIT ATTRACTION Speakers: Santiago González Soriano</p> <p style="text-align: right;">Location: FLOWER & GARDEN FORUM - PAB. 6</p>
<p>12:00-14:45</p> 	<p>Technology attraction: INIA, technology at the service of companies. Biovegen congress</p> <p>Topic: Jornadas Institucionales Organize: INIA-BIOVEGEN Support: FRUIT ATTRACTION Speakers: Esther Esteban Rodrigo - Jerónimo Pérez Parra - José Antonio Domínguez Andreu - Hipólito Medrano Gil - Esteban García Romero - Josep Usall I Rodié - Enrique Moltó García - Leire Barañano Orbe - José Manuel Casanova - Eva Sánchez</p> <p style="text-align: right;">Location: FRUIT FORUM 4 - PABELLÓN 4</p>
<p>12:00-13:00</p> 	<p>Pumpkin, more than a soup</p> <p>Organize: VICENTE PERIS Speakers: Alejandro Castelán Summary: Beyond the ever-popular soup, pumpkins have endless possibilities. Our traditional butternut pumpkin is perfect for a sophisticated entrée brimming with contrasts. And our Roteña Valenciana pumpkin adds an excellent contrast with its sweetness and smooth texture, reminiscent of gardens and autumn afternoons. This is a new space for the biggest fruit from our gardens that we want to share with the world.</p> <p style="text-align: right;">Location: FACTORIA CHEF</p>
<p>12:30-13:15</p> 	<p>Infinite</p> <p>Topic: FRUIT FORUM 6 Organize: SAICA PACK Support: FRUIT ATTRACTION</p> <p style="text-align: right;">Location: FORO INNOVA -PAB.4</p>
<p>12:30-13:15</p> 	<p>New ICL specialties for organic farming and organic-mineral nutrition: Flecotec 4Smart and Nutri Liquid Macrogan</p> <p>Topic: FRUIT FORUM 6 Organize: ICL Support: FRUIT ATTRACTION Speakers: Jose Antonio Saura</p> <p style="text-align: right;">Location: FORO INNOVA -PAB. 5</p>
<p>12:30-14:00</p> 	<p>Where are we at SmartAgro in Spain?</p> <p>Topic: Jornadas Institucionales Organize: AMETIC Support: FRUIT ATTRACTION</p> <p style="text-align: right;">Location: FORO SMART AGRO - PAB. 7</p>

<p>13:00-14:00</p> 	<p>La importancia de las ODS para el sector AGRO. Ejemplo de buenas prácticas</p> <p>Topic: FRUIT FORUM 6 Organize: FRUIT DE PONENT Support: FRUIT ATTRACTION Speakers: Raúl Calleja - Josep Presseguer - Vanesa Rodríguez Summary: Fruits de Ponent, la red española para el pacto mundial de naciones unidas y Fruit Attraction presentan en este certamen La importancia de los ODS para el sector agro'. Ejemplos de buenas prácticas</p> <p style="text-align: right;">Location: Stand 8D07 (pab. 8)</p>
<p>13:00-14:00</p> 	<p>Anguiano Bean</p> <p>Organize: GOBIERNO DE LA RIOJA Speakers: Carlos Esteban Summary: Anguiano bean is the name given to the dried red kidney bean of the variety known as caparrón colorao, a small, almost spherical seed of intense and bright purple hue, with fine skin, very gratifying and widely recognized in cuisine. This legume is grown in small plots of land in the municipality of Anguiano, located in the Najerilla valley. The crops are planted in the area where the valley starts to rise to the mountain. This ensures that it enjoys a typical mountain climate with soil that is specially selected for fertility, freshness and permeability, with a preference for gravelly terrain, as per the crop's needs.</p> <p style="text-align: right;">Location: FACTORIA CHEF</p>
<p>13:30-14:15</p> 	<p>Alternative to road transportation. Reefer benefits</p> <p>Topic: FRUIT FORUM 6 Organize: DHL- GRUPAG Support: FRUIT ATTRACTION</p> <p style="text-align: right;">Location: FORO INNOVA -PAB.4</p>
<p>13:30-14:15</p> 	<p>Produce more and better at a lower cost and with a minor environmental impact</p> <p>Topic: FRUIT FORUM 6 Organize: SUEZ AGRICULTURE SL Support: FRUIT ATTRACTION Speakers: Antoni Díaz Vendrell</p> <p style="text-align: right;">Location: FORO INNOVA -PAB. 5</p>
<p>14:00-15:00</p> 	<p>Iberian pork jowl with foie and concasse of plums from Extremadura</p> <p>Organize: AFRUEX Speakers: José Valadés Summary: An Extremadura classic that takes us back to our roots as we savour it...</p> <p style="text-align: right;">Location: FACTORIA CHEF</p>

<p>15:00-18:00</p> 	<p>Biofruit Congress</p> <p>Topic: Jornadas Institucionales Organize: EUROFRESH - PROEXPORT Support: FRUIT ATTRACTION Speakers: Anton Carra - Bruno Vila - David Siffert - Eduardo Tilatti - Michel Reynaud - Miguel de Porras - Pierre Escodo - Stefanie de Kool-Kleur - José Tienda - Tea Thaning</p> <p style="text-align: right;">Location: FRUIT FORUM 6 - PABELLÓN 6</p>
<p>15:00-16:00</p> 	<p>Garlic, beyond mere seasoning</p> <p>Organize: TERRALLANA NATURAL S.L. Speakers: Isabell Giroud - María Moreno Summary: Dare to discover this jewel of the earth, so present in our kitchen for time immemorial. Dare, with us, to renew that flavour to which we are so accustomed, and surprise yourself</p> <p style="text-align: right;">Location: FACTORIA CHEF</p>
<p>15:30-16:15</p> 	<p>Jupiter Group Overview</p> <p>Topic: FRUIT FORUM 6 Speakers: Yvonne Tweddle Summary: A summary of what we do here at Jupiter Group</p> <p style="text-align: right;">Location: FORO SMART AGRO - PAB. 7</p>
<p>15:30-18:00</p> 	<p>Brexit in the fruit and vegetable sector: perspective Spain - United Kingdom</p> <p>Topic: Jornadas Institucionales Organize: APAE - FEPEX Speakers: Guillermo Kessler - Lourdes Zuriaga - José María Pozancos - Fernando Miranda - Maria Pilar Jurado - Gabriel Trenzado - Tim Hemmings - Cameron Clark - Sarah Dobbie</p> <p style="text-align: right;">Location: FRUIT FORUM 4 - PABELLÓN 4</p>
<p>16:00-17:00</p> 	<p>The versatility of walnuts</p> <p>Organize: NUECES DE CALIFORNIA</p> <p style="text-align: right;">Location: FACTORIA CHEF</p>
<p>16:30-17:15</p> 	<p>Products from Green Has Italia for maturation and quality in your fruits. M10 AD and Calboron</p> <p>Topic: FRUIT FORUM 6 Organize: GREEN HAS ITALIA Support: FRUIT ATTRACTION Speakers: Raúl Clemente - Daniele Di Raimondo</p> <p style="text-align: right;">Location: FORO INNOVA -PAB. 5</p>

<p>16:30-17:15</p> 	<p>Biomarket, first wholesale market for fresh ecological foods in Spain</p> <p>Topic: FRUIT FORUM 6 Organize: MERCABARNA-MERCADOS DE ABASTECIMIENTOS DE BARCELONA S.A. Support: FRUIT ATTRACTION</p> <p style="text-align: right;">Location: FORO INNOVA -PAB.4</p>
<p>16:30-17:15</p> 	<p>Aguacavalue</p> <p>Topic: FRUIT FORUM 6 Organize: EUROCASTELL CAÑA SL Support: FRUIT ATTRACTION Summary: Grupo Operativo AGUACAVALUE impulsa la revalorización de subproductos del aguacate para alimentación animal, nutracéuticos y cosmeceúticos</p> <p style="text-align: right;">Location: FORO SMART AGRO - PAB. 7</p>
<p>17:00-18:00</p> 	<p>IXP rapini from Galicia</p> <p>Organize: CONSELLERIA DO MEDIO RURAL Speakers: José Manuel Mallón Summary: Tasting of one of Galicia's 35 quality experiences: Rapini With IXP</p> <p style="text-align: right;">Location: FACTORIA CHEF</p>
<p>17:30-18:15</p> 	<p>Compostable nets and yarns for eco agricultural applications</p> <p>Topic: FRUIT FORUM 6 Organize: LENZONG AG Support: MEAT ATTRACTION Summary: Cellulose based nets and yarns are the best solution for compostable applications both in green houses and fruit and veggie packing: come and discover our industrial solutions.</p> <p style="text-align: right;">Location: FORO INNOVA -PAB. 5</p>
<p>17:30-18:15</p> 	<p>The digital transformation in the HR environment in the agri-food sector</p> <p>Topic: FRUIT FORUM 6 Organize: GREGAL SOLUCIONES INFORMÁTICAS SL Support: MEAT ATTRACTION Speakers: Jose Sanz Cubel</p> <p style="text-align: right;">Location: FORO SMART AGRO - PAB. 7</p>
<p>17:30-18:15</p> 	<p>The benefits of ozone in water treatment in seedlings and crops</p> <p>Topic: FRUIT FORUM 6 Organize: COSEMAR OZONO Support: FRUIT ATTRACTION Speakers: Encarna Aguayo</p> <p style="text-align: right;">Location: FORO INNOVA -PAB.4</p>

Day 23/10/2019

18:00-19:00



APAE and Fruit Attraction Journalism Awards Ceremony

Topic: Jornadas Institucionales

Organize: FEPEX - APAE - IFEMA

Speakers: Inma Morant - Ignasi Rodríguez - Cristina Castro - Mario Viciosa

Location: FRUIT FORUM 4 - PABELLÓN 4

Day 24/10/2019

09:00-11:00



World Fresh Forum Singapore & India - Spain: keys and opportunities in approaching these markets

Topic: Jornadas Institucionales

Organize: FEPEX-ICEX- IFEMA

Speakers: Raúl Calleja - José M^a Pozancos - Javier Serra - José M^a Zalbidea - Guillermo Kessler - Cristina Clemente - Verónica Semper - Rey NG - Chuanxin Xu - Amit Gidwani - Carlos Bonet - María Naranjo






Summary: The Spanish fruit and vegetable sector has a high level of exports within the EU, which accounts for more than 75% of total exports, both in volume and price. Some South-East Asian markets offer attractive opportunities for diversifying destination, such as India and Singapore.





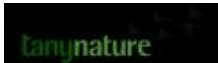
Singapore is one of Asia's largest importers of agricultural food products, and has the highest levels of consumption of per capita food products in South-east Asia, as the country barely produces food. During 2018, total fruit imports in Singapore amounted to USD 680 million and the main countries from which such products were imported were the United States (15%), Malaysia (12%), China (10%) and Australia (10%). Spain was fourteenth in the ranking. The recently signed Free Trade agreement between the EU and Singapore opens up attractive opportunities for high quality Spanish fruit, especially such fruit protected by Protected Designation of Origin/Protected Geographical Indication (PDO/IGP). Singaporeans increasingly value the quality of products and associate European markets with high standards, in a clear strategy of diversification regarding the origins of imported fruit by volume and by new searches for unique or premium products, according ICEX.







For its part, the fruit market in India is in full growth. The growing demand is being satisfied with increasing and also more efficient national production and with imports, which are becoming increasingly important. Imports of fruit from India have increased by 35% in the last five years from USD 2.672 billion in 2014 to USD 3.327 billion in 2018. Regarding exports from Spain, these increased by 189% in the same period from USD 800,000 in 2014 to USD 2.34 million in 2018. Our market share is still small. However, there is ample room for improvement. Spain currently has grapes, citrus fruit, pome fruit (apples and pears), stone fruit (apricots, cherries, peaches, plums and blackthorn) and persimmon for export to India.

At this seminar, the opportunities and challenges offered by this market will be analysed with local importers and Spanish companies that operate in the Region.

Location: Press Room, 1st floor IFEMA Office Building

<p>10:00-17:30</p> 	<p>Water management in hortofruticulture</p> <p>Topic: Jornadas Institucionales Organize: AWM (AgriWater Management) Support: FRUIT ATTRACTION Speakers: Daniel Román - Mariano Soto - José Luis Bustos - Eloy García Calvo - Francisco Estela - José Alberto García - Federico Ballester - Gerard Mèlich - José M^a De Miguel - Sergio Lozar - Luis Miguel Peregrin - Raúl Calleja - Iñaki Calvo - Rafael Ramos - Ramiro Cercós - Xavier Martínez - Enrique Diezma - María Somolinos - Michael Contardo - Manuel Gómez - Juan José Vázquez - Ricardo Mateos - Juan Carlos Jiménez - Jorge Pulido - Joao Martins - José Ortíz - Pablo Carnicero - Susana O'Shanahan - Pedro Huesa - Juan Luis Martínez</p> <p style="text-align: right;">Location: FRUIT FORUM 4 - PABELLÓN 4</p>
<p>10:30-11:00</p> 	<p>Presentation I Digital Horticultural Forum, HORTI DATA, Almeria 2020</p> <p>Organize: eComercio Agrario - UPA Andalucía - Siete Agromarketing - Coexphal - Hostiespaña - Asociación 5 al Día - Fruit Attraction - Hispatec Support: FRUIT ATTRACTION</p> <p style="text-align: right;">Location: Stand 5E03 - Pabellón 5</p>
<p>10:30-11:15</p> 	<p>INTRALOGISTICS IN THE FRUIT & VEGETABLE SECTOR: TAILORED SOLUTIONS AND COST SAVINGS</p> <p>Topic: FRUIT FORUM 6 Organize: CROWN LIFT TRUCKS Support: FRUIT ATTRACTION Speakers: Ángel Oliveros - Nacho de la Hoz</p> <p style="text-align: right;">Location: FORO SMART AGRO - PAB. 7</p>
<p>10:30-11:15</p> 	<p>Zero Chill, the new generation blueberries</p> <p>Topic: FRUIT FORUM 6 Organize: FALL CREEK Support: FRUIT ATTRACTION Speakers: Hans Liekens</p> <p style="text-align: right;">Location: FORO INNOVA -PAB. 5</p>
<p>11:00-12:45</p> 	<p>Innovations fresh convenience market</p> <p>Topic: Jornadas Institucionales Organize: FYH Support: FRUIT ATTRACTION Speakers: José Luis Sáiz - Jesús Antonio García Herraiz - Cecilio Peregrin González - Antonio Moretti</p> <p style="text-align: right;">Location: FRUIT FORUM 6 - PABELLÓN 6</p>

<p>11:00-12:00</p> 	<p>Fruits and Vegetables in the Region of Murcia</p> <p>Organize: REGIÓN DE MURCIA Speakers: Juan Guillamón Summary: The Region of Murcia stands out for its high production of quality vegetables and garden greens. The Chef will be preparing a variety of tapas, combining tradition and innovation</p> <p style="text-align: right;">Location: FACTORIA CHEF</p>
<p>11:30-12:15</p> 	<p>ESQUIVE, a novel and effective biofungicide against trunk diseases in vineyard</p> <p>Topic: FRUIT FORUM 6 Organize: IDAI NATURE Support: FRUIT ATTRACTION Speakers: Danahe Coll Summary: Esquive WP is a new biofungicide based on Trichoderma atroviride, strain I-1237. Esquive is very effective for the prevention and control of several trunk diseases in grapes such as Esca, Eutypiose and Black Dead Arm. T. atroviride I-1237 is a unique strain among other trichodermas because it can penetrate the wood and it is biologically active at very low temperatures. Beacuse of that, Esquive can be used to seal the wounds during the winter's pruning and prevent the entry of several plant patogens</p> <p style="text-align: right;">Location: FORO SMART AGRO - PAB. 7</p>
<p>11:30-12:15</p> 	<p>Hispanic French initiative to launch a new brand of Potatoes "Princesa Amandine" in the Iberian market in collaboration with the variety holder, or how to create value in a market with little added value".</p> <p>Topic: FRUIT FORUM 6 Organize: Association Princesse Amandine Support: FRUIT ATTRACTION - IFEMA Speakers: José Mª Zalbidea - Francisco Moya - Alfonso Saenz de Cámara</p> <p style="text-align: right;">Location: FORO INNOVA -PAB.4</p>
<p>11:30-12:15</p> 	<p>Bankia and the internationalization of the fruit & vegetable sector: The Moroccan market</p> <p>Organize: BANKIA Support: FRUIT ATTRACTION Speakers: Angel del Río - Mar Gutiérrez - Jesús Miramón - Javier Goñi</p> <p style="text-align: right;">Location: FORO INNOVA -PAB. 5</p>
<p>12:00-13:00</p> 	<p>Carpaccio de higos con anchoas y toque de granadas</p> <p>Organize: TANY NATURE Speakers: Pepe Valadés Summary: Atrevido carpaccio para combinar el dulzor de la fruta extremeña</p> <p style="text-align: right;">Location: FACTORIA CHEF</p>

<p>12:30-13:15</p> 	<p>Reality and experience in the application of ozone in agriculture and post-harvest</p> <p>Topic: FRUIT FORUM 6 Organize: ASP ASEPSIA Support: FRUIT ATTRACTION Speakers: Silvia Peña - Gerardo Simón Balangero Summary: Presentation of results of studies and scientific-technical support of ASP ozone methodologies in crops and agri-food industry</p> <p style="text-align: right;">Location: FORO INNOVA -PAB. 5</p>
<p>12:30-13:15</p> 	<p>Uso de Microorganismos en biotecnología aplicada a la agricultura. Aspectos técnicos, legislación y formulados.</p> <p>Topic: FRUIT FORUM 6 Organize: AGROZONO Support: FRUIT ATTRACTION Speakers: Francisco Soriano Pons</p> <p style="text-align: right;">Location: FORO INNOVA -PAB.4</p>
<p>13:00-14:00</p> 	<p>A striking mix of colours with the taste of Huelva: from red to blue. Berry tartare and frigate tuna</p> <p>Organize: MOGUER, CUNA DE PLATERO, SCA Speakers: Daniel del Toro Salas Summary: Preparation of a recipe with red fruits from Huelva, (raspberries, strawberries and blueberries)</p> <p style="text-align: right;">Location: FACTORIA CHEF</p>
<p>14:00-15:00</p> 	<p>Cooking with Juan</p> <p>Organize: COMPAGNIE FRUITIERE Speakers: Luis Miguel Calderón Summary: The Fundación XXIII presents us with inclusive recipes developed in its school, with bananas, pineapples, and SCB mango from Compagnie Fruitière</p> <p style="text-align: right;">Location: FACTORIA CHEF</p>
<p>15:00-16:00</p> 	<p>Table grapes in creative cuisine?</p> <p>Organize: REGIÓN DE MURCIA Summary: The Region of Murcia is leading the way in research into new varieties of table grapes, so our Chef is preparing different tapas based on some of these new table grape varieties.</p> <p style="text-align: right;">Location: FACTORIA CHEF</p>
<p>15:30-16:15</p> 	<p>ARABERRIES Project</p> <p>Topic: Jornadas Institucionales Organize: ZERYA Support: FRUIT ATTRACTION Speakers: Javier Arizmendi - Javier de Pablo - David Gimeno Summary: Alternative Red Fruit crops adaptation</p> <p style="text-align: right;">Location: FORO SMART AGRO - PAB. 7</p>

16:00-17:00



Provincia de Alicante: the diversity and treasures of our environment

Organize: DIPUTACIÓN DE ALICANTE

Speakers: David Ariza Abad

Summary: Elaboration of "Caldero" (rice in cauldron made from fish stock) with artichokes. With this "sea and mountain dish" we bring you the essence of the Mediterranean, the intense flavour of its rock fish and the subtle essence of its orchard.

Location: FACTORIA CHEF



FACTORÍA CHEF

COLLABORATING:



#alimentos
de España



fruit
attraction

ORGANISED BY:



22

T U E S D A Y



The region of Murcia and its 1001 flavours



The chef will introduce attendees to the 1001 flavours of the Region of Murcia.

Chef: **Juan Pablo Ortiz (Barrigaverde)**

Time: **11.00 a.m. - 12.00 p.m.**

Organised by: **Región de Murcia** Stand: **7B03**



Vegetables are tasty



Rodrigo de la Calle, Michelin Star Chef and National Healthy Gastronomy Award winner with Primaflor, will hold a cooking show where he will show us a variety of culinary techniques and applications that will change the way we see vegetables and enable us to start using them, not only as a side dish or accompaniment, but as the main course and a gourmet meal.

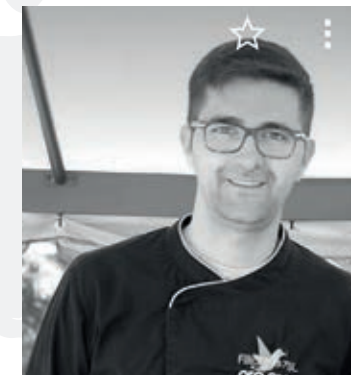
Chef: **Rodrigo de la Calle**

Time: **12.00 - 1.00 p.m.**

Organised by: **S.A.T. 9855 Primaflor** Stand: **9D01**



Bierzo's fruits in the kitchen



A culinary interpretation of the fruits of the Bierzo region (Reinette Apples, Conference Pears and Chestnuts) that will leave no one indifferent.

Chef: **Baldomero Sánchez Gegundez**

Time: **1.00 - 2.00 p.m.**

Organised by: **Frutas de Calidad del Bierzo** Stand: **7B07B**



22

T U E S D A Y

**Princess Amandine:
the most chic potato**



Tender, light and tasty, Princess Amandine is introduced to Spain for the first time. Discover its incredible versatility with Chef Fabián León.

Chef: **Fabián León**

Time: **2.00 - 3.00 p.m.**

Organised by: **Ibérica de Patatas Selecta, S.L.**
Stand: **5D03**



**Leek marmalade, hazelnut
vinaigrette, garlic croquettes
and mushroom slices from
Castilla y León**



Chef Marc Segarra, from Restaurante Refectorio at Hotel Abadía Retuerta LeDomaine, will present “Leek marmalade, hazelnut vinaigrette, garlic croquettes and mushroom slices from Castilla y León”. The main ingredient and highlight is “the leek”, a vegetable of which Castilla y León is the nation’s primary producer.

Chef: **Marc Segarra**

Time: **3.00 - 4.00 p.m.**

Organised by: **Castilla y León - Tierra de sabor**
Stand: **7C07**



CASTILLA Y LEÓN

**Mediterranean flavours,
Europe’s garden in Murcian
gastronomy**



Preparation of Murcian recipes with garden vegetables: Puff pastry cake filled with summer black pudding and Murcian-style artichokes.

Chef: **Juan Antonio Pellicer**

Time: **4.00 - 5.00 p.m.**

Organised by: **Región de Murcia** Stand: **7B03**



22

T U E S D A Y



The world of mushrooms and modern cuisine

The beautiful world of mushrooms and their health benefits. We will exhibit a special recipe with mushrooms presented by two expert cooks from the world of mycology.

Chef: **Patricia Castañon y César Lafont**

Time: **5.00 - 6.00 p.m.**

Organised by: **Setas Vallondo** Stand: **5C02**



La Rioja mushrooms

La Rioja mushrooms: healthy, nutritious and tasty food.

Chef: **Patricia Castañon y César Lafont**

Time: **6.00 - 7.00 p.m.**

Organised by: **Gobierno de la Rioja** Stand: **5B04**



CHEF

23

W E D N E S D A Y



Cooking is easier with "Udapa Fácil"



A cooking show will be held where spectators will learn how easy and simple it is to prepare different recipes with the "Udapa Fácil" range of healthy and natural steamed potatoes.

Chef: **Maite Rojas**

Time: **11:00 a.m. -12.00 p.m.**

Organised by: **Udapa S. Coop.** Stand: **8B10B**



Pumpkin, more than a soup



Beyond the ever-popular soup, pumpkins have endless possibilities. Our traditional butternut pumpkin is perfect for a sophisticated entrée brimming with contrasts. And our Roteña Valenciana pumpkin adds an excellent contrast with its sweetness and smooth texture, reminiscent of gardens and autumn afternoons. This is a new space for the biggest fruit from our gardens that we want to share with the world.

Chef: **Alejandro Castelán**

Time: **12.00 - 1.00 p.m.**

Organised by: **S.A.T. Vicente Peris** Stand: **3E05**



Anguiano Bean



Anguiano bean is the name given to the dried red kidney bean of the variety known as caparrón colorao, a small, almost spherical seed of intense and bright purple hue, with fine skin, very gratifying and widely recognized in cuisine. This legume is grown in small plots of land in the municipality of Anguiano, located in the Najerilla valley. The crops are planted in the area where the valley starts to rise to the mountain.

Chef: **Carlos Esteban**

Time: **1.00 - 2.00 p.m.**

Organised by: **Gobierno de la Rioja** Stand: **5B04**



23

W E D N E S D A Y

Iberian pork jowl with foie and concasse of plums from Extremadura



An Extremadura classic that takes us back to our roots as we savour it...

Chef: **José Valadés**

Time: **2.00 - 3.00 p.m.**

Organised by: **Afruex** Stands: **3B03D - 3C02D**



Garlic, beyond mere seasoning



Dare to discover this jewel of the earth, so present in our kitchen for time immemorial. Dare, with us, to renew that flavour to which we are so accustomed, and surprise yourself.

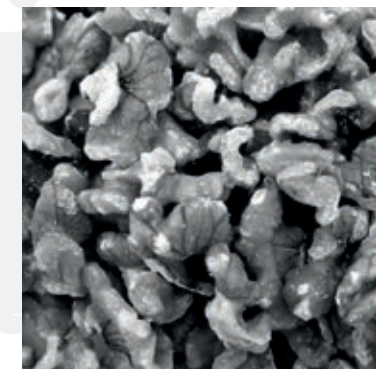
Chef: **Isabell Giroud y María Moreno**

Time: **3.00 - 4.00 p.m.**

Organised by: **Terrallana Natural, S.L.**
Stand: **5B05E**



The versatility of walnuts



Time: **4.00 - 5.00 p.m.**

Organised by: **Nueces de California**
Stand: **4E02A**

23

W E D N E S D A Y

IXP rapini from Galicia



Tasting of one of Galicia's 35 quality experiences: Rapini With IXP.

Chef: **José Manuel Mallón**

Time: **5.00 - 6.00 p.m.**

Organised by: **Consellería do Medio Rural**
Stands: **4D08 - 4E08**



GRELOS DE GALICIA
indicación xeográfica protexida

FACTORIA
CHEF



24

THURSDAY



Fruits and Vegetables of the Murcia Region



The Region of Murcia stands out for its high production of quality vegetables and garden greens. The Chef will be preparing a variety of tapas, combining tradition and innovation.

Chef: **Juan Guillamón (Almamater)**

Time: **11.00 a.m. -12.00 p.m.**

Organised by: **Región de Murcia** Stand: **7B03**



Fig carpaccio with anchovies and a dash of pomegranate



The boldness of carpaccio combined with the sweetness of Extremaduran fruit.

Chef: **Pepe Valadés**

Time: **12.00 - 1.00 p.m.**

Organised by: : **Tany Nature** Stand: **3C01**



A striking mix of colours with the taste of Huelva: from red to blue. Berry tartare and frigate tuna



Preparation of a recipe with red fruits from Huelva, (raspberries, strawberries and blueberries).

Chef: **Daniel del Toro Salas**
(Concursante de Masterchef 4)

Time: **1.00 - 2.00 p.m.**

Organised by: **Moguer, Cuna de Platero, SCA**
Stand: **9E05**



24

THURSDAY

Cooking with Juan



The Fundación XXIII presents us with inclusive recipes developed in its school, with bananas, pineapples, and SCB mango from Compagnie Fruitiere.

Chef: **Luis Miguel Calderón**

Time: **2.00 - 3.00 p.m.**

Organised by: **Compagnie Fruitiere**
Stands: **10E07- 10F07**



Table grapes in creative cuisine?



The Region of Murcia is leading the way in research into new varieties of table grapes, so our Chef is preparing different tapas based on some of these new table grape .

Chef: **Juan Antonio Pellicer**

Time: **3.00 - 4.00 p.m.**

Organised by: **Región de Murcia** Stand: **7B03**



Provincia de Alicante: the diversity and treasures of our environment



Elaboration of “Caldero” (rice in cauldron made from fish stock) with artichokes. With this “sea and mountain dish” we bring you the essence of the Mediterranean, the intense flavour of its rock fish and the subtle essence of its orchard.

Chef: **David Ariza Abad**

Time: **4.00 - 5.00 p.m.**

Organised by: **Diputación de Alicante**
Stand: **4D06**





SOY #FACTORIACHEF

**FACTORÍA
CHEF**

COLLABORATING:



MINISTERIO
DE AGRICULTURA, PESCA
Y ALIMENTACIÓN



#alimentos
de España



fruit
attraction

ORGANISED BY:



IFEMA
Feria de
Madrid

fruitattraction.com



fruit attraction
innovation
hub

**Túnel de experiencias
en el que podrás conocer
de primera mano
las últimas novedades
del sector hortofrutícola**

Innovation Hub is the area
which draws together
all Fruits and Vegetables
product innovations
at Fruit Attraction



DENDROFRUIT



AGERPIX TECHNOLOGIES S.L.
Stand 7B10C

Sensor de medición de diámetro de fruta que permite automatizar la recogida de datos, reduciendo costes y obteniendo estimación de calibres reales y curvas de crecimiento diario.

Fruit diameter measurement sensor that automates data collection, reducing costs and obtaining estimates of real calibers and daily growth curves.



AGERPIX, VISIÓN ARTIFICIAL PARA CONTAR FRUTAS SOBRE EL ÁRBOL

AGERPIX, ARTIFICIAL
VISION TO COUNT
FRUIT ON THE TREE



AGERPIX
TECHNOLOGIES S.L.
Stand 7B10C

www.agerpix.com

Sistema capaz de identificar y contabilizar el número de piezas de fruta sobre el árbol, permite realizar aforados meses antes de la cosecha (www.agerpix.com).

System capable of identifying and counting the number of pieces of fruit on the tree, Agerpix makes harvest counts months before harvesting.



I'M CALCIO



AGRIGES SRL
Stand 5B09

I'M El calcio es un producto en una formulación en crema, una mezcla de microelementos (boro y zinc), que contiene un 32,4% de óxido de calcio, complejo doblemente con lignosulfonatos y oligopéptidos derivados de vegetales obtenidos mediante un proceso de hidrólisis enzimática. El producto representa una alternativa completamente natural a los productos basados en microelementos quelados (de naturaleza química).

I'M Calcio is a product in cream formulation based on a mixture of microelements (namely boron and zinc) containing 32.4% calcium oxide, doubly complexed with lignosulfonates and plant-derived oligopeptides obtained through an enzymatic hydrolysis process. The product represents a completely natural alternative to products based on chelated microelements (of a chemical nature).



POKE DE SALMÓN Y MANZANA

SALMON AND APPLE POKE



AGROMEDITERRÁNEA
 HORTOFRUTÍCOLA S.L.

Stand 7E01A

www.sunandvegs.es

Plato originario de Hawái con una fuerte influencia japonesa. Una base de arroz sobre la que se coloca el pescado marinado y se acompaña con ingredientes frescos como verduras, algas, cebolla, edamame o fruta y se aliña con una salsa de soja y sésamo. Además, incluye tenedor para poder disfrutarlo en cualquier momento.

Originally from Hawaii with a strong Japanese influence. A rice base on which marinated fish is placed and accompanied with fresh ingredients such as vegetables, seaweed, onion, edamame or fruit and is seasoned with a soy sauce and sesame. It also includes a fork to enjoy it at any time.



AGRIALGAE ANTISTRESS 2.0



ALGAENERGY S.A.
Stand 9E14

Los episodios de estrés abiótico son la principal causa de pérdida de cosecha en los cultivos a nivel mundial. El sector agro busca dar solución a este gran reto y ésta pasa por la mejora genética y por la aplicación de bioestimulantes agrícolas que, como los define el European Biostimulant Industry Council (EBIC), “estimulan los procesos naturales de la planta para mejorar su tolerancia al estrés abiótico”.

Las microalgas, gracias a su gran riqueza bioquímica y a su biodiversidad, poseen todas las herramientas que una planta necesita para poder hacer frente a los diferentes tipos de estrés abiótico que a los que se puede enfrentar. No en vano, las microalgas son el origen de toda la vida vegetal.

AlgaEnergy, gracias a la tecnología más avanzada con la que trabaja y a una materia prima sin parangón, ha desarrollado AgriAlgae® Antistress 2.0, un bioestimulante elaborado a base de una combinación de biomásas de diferentes estirpes de microalgas, mezcladas en la proporción adecuada, y elaborado gracias a la exclusiva tecnología UPT®.

Episodes of abiotic stress are the main cause of crop losses in crops worldwide. The agricultural sector seeks to solve this great challenge and this involves genetic improvement and the application of agricultural biostimulants that, as defined by the European Biostimulant Industry Council (EBIC), “stimulate the natural processes of the plant to improve its tolerance to abiotic stress”.

Microalgae, thanks to their great biochemical richness and their biodiversity, have all the tools that a plant needs to be able to face the different types of abiotic stress that exist. Not in vain, microalgae are the origin of all known plant-based life.

AlgaEnergy, thanks to the most advanced technology that the company has developed and an unparalleled raw material, has launched AgriAlgae® Antistress 2.0, a biostimulant product made from biomass of carefully selected microalgae strains, mixed in an optimal proportion, and developed with its exclusive UPT® technology.



WeCarePack



ALHONDIGA
LA UNIÓN S.A.
Stand 9D04

www.launioncorp.com

Solución de envasado biocompostable para mantenimiento de calidad de frutas y hortalizas a través de restos vegetales. El producto funciona como malla, segunda piel para pepino y como flow pack, a día de hoy se posiciona como la gran alternativa de envasado contra el plástico. Cuenta con el certificado Ok Compost.

Biocompostable packaging solution for quality maintenance of fruits and vegetables through plant remains. The product works as a mesh, spring and as a flow pack, today it is positioned as the great packaging alternative against plastic. It has the Ok Compost certificate.



PLANTA DE PROCESADO DE NUECES Y PECANAS

WALNUTS AND PECANS PROCCESING PLANT



ALMACO DE
GUADALQUIVIR S.L.

Stand 8F00A

La planta de procesado de Nueces de Calonge (Almaco del Guadalquivir S.L) recién inaugurada desarrolla su actividad de pelado, secado, calibrado, partido y envasado de nueces y pecanas en unas instalaciones de 3.500 metros cuadrados. La instalación, dotada con los más modernos equipamientos de tecnología americana y española, tiene una capacidad de procesar más de 3 millones de kg de nueces y pecanas, bajo criterios de máxima sostenibilidad, eficiencia energética, y calidad de producto terminado, siendo un referente en la industria de la nuez y pecan europeos.

The newly opened processing plant of Nueces de Calonge (Almaco del Guadalquivir S.L) develops its activity of hulling, drying, calibrating, shelling and packing walnuts and pecans in facilities of 3,500 square meters. The facility, equipped with the most modern US and Spanish technology, has a capacity to process more than 3 million kg of walnuts and pecans, under criteria of maximum sustainability, energy efficiency, and quality of finished product, being a reference in the European walnut and pecan industry.



SNACK SALUDABLE, NATURAE DE SANDIA FASHION

HEALTHY SNACK, NATURAE OF FASHION WATERMELON

fashiOn | naturae
 OFFICIAL PARTNER

BIOFACTORÍA
 NATURAE ET SALUS
 Stand 5D06A

Fruta fresca 100% cortada en su propio zumo, que ofrece al consumidor la máxima comodidad, facilidad y calidad. La novedosa tecnología HPP permite prescindir de conservantes químicos y cualquier tratamiento técnico agresivo, manteniendo de esta manera todas sus propiedades nutricionales intactas. Con una caducidad de 40 días en frío, ya hasta 4 horas a temperatura ambiente.

100% Fresh cut fruit in its own juice, which offers the consumer the maximum comfort, ease and quality. The innovative HPP technology makes it possible without using chemical preservatives or any aggressive heat treatment, keeping all its nutritional properties intact. With a shelf life of 40 days in cold, and up to 4 hours at room temperature.



BLUE SKIES HELADO VEGANO DE FRUTA FRESCA SIN LÁCTEOS

FRESH FRUIT DAIRY-FREE VEGAN ICE CREAM



BLUE SKIES FRUIT
 Stand 3B01F

Blue Skies lleva más de veinte años suministrando fruta recién cortada ganadora de premios. Trabajamos con cultivadores locales para escoger la mejor fruta recién cortada, la cual se transporta a nuestra fábrica y se corta a mano, todo en Ghana. Nos esforzamos porque este proceso sea lo más eficiente posible, pero es inevitable que con el proceso de corte se produzcan residuos según la fruta. Decidimos darle un buen uso a estos residuos: construimos una fábrica en el calor abrasador tropical de Ghana y ahora fabricamos un helado galardonado con premios! El ingrediente principal es leche de coco fresca, que compone hasta un 78 % de nuestros productos. Somos la primera empresa del mundo que utiliza leche de coco verdaderamente “fresca” en el helado y hemos avanzado en el proceso técnico para hacerlo posible. Los sabores tienen base frutal: chocolate y naranja, mango y fruta de la pasión o sencillamente coco. Desde su lanzamiento el helado ha ganado impulso, ha conseguido nuevos vendedores (Amazon y Waitrose) y ha ganado un premio de buen sabor de dos estrellas. No pensamos dejar de innovar, tenemos más lanzamientos planificados. En general creemos que hemos trabajado a nivel global para reutilizar residuos y aportar al mercado del helado una novedad mundial en cuanto a sabor y receta. Este proyecto crea cientos de puestos de empleo; a través de nuestra Fundación Blue Skies invertimos en muchos proyectos locales (escuelas/bloques de letrinas, etcétera). Agradeceríamos enormemente cualquier tipo de reconocimiento, y utilizaríamos los fondos para financiar más innovaciones.

Blue Skies has supplied award winning fresh cut globally for over 20 years. We work with local growers to hand pick the finest fresh cut fruit, which is then transported to our factory and hand cut all in Ghana. We strive to make this process as efficient as possible, but inevitably there is waste product from the cutting, depending on the fruit. We decided to put this waste to good use, so build a factory in the searing tropical heat of Ghana and now make award winning ice cream! The main ingredient is fresh coconut milk, using up to 78% in our products. We are the first company in the world to use truly ‘fresh’ coconut milk in ice cream and have led on the technical process to enable this. The flavours are fruit based: chocolate & orange, mango & passion fruit, simply coconut. Since launch the ice cream has gathered momentum, securing new retailers (Amazon & Waitrose) and winning a two-star great taste award. We don’t plan to stop innovating... with further launches planned. Overall, we believe we have worked globally to reuse waste material and provide the ice cream market with a ‘world first’ in terms of recipe and taste. This project creates hundreds of jobs and we invest in many local projects (schools/toilet blocks etc.) through our Blue Skies Foundation. Any recognition would be much appreciated, and the funding would be used to fuel further innovation.



**COSECHADORA CON
AIRE FORZADO DE
FRUTAS DESTINADAS
PARA EL MERCADO
DE PRODUCTOS
FRESCOS -
KOKAN500S!**

**AIR JET BERRY
HARVESTER FOR THE
FRESH MARKET
KOKAN500S!**



BSK LTD.
OBRENOVAC
Stand 10A05

La tecnología innovadora y única en el mundo de la cosecha con aire forzado, sin necesidad de contacto, posibilita una cosecha de las bayas sin provocar daños en el arbusto y los frutos. Las frutas cosechadas por chorros de aire tienen la misma calidad como las cosechadas manualmente, lo que facilita la comercialización de hasta 95% de su producción en el mercado internacional de productos frescos. Cosechadora con aire forzado permite una cosecha selectiva de frutas maduras con un pequeño porcentaje de frutas semi-maduras y verdes, desde el inicio de la maduración de la fruta hasta el final de la temporada de cosecha.

Innovative and unique in the world, Air Jet contactless harvesting technology allows to harvest soft fruits without damaging the berries and plants. Air-harvested fruit is at the quality level of hand-picked fruit, which supports placement of fruit to the fresh market in a large percentage, 95%. Air harvester allows selective picking of ripe fruit with a small percentage of semi-ripe and green from the beginning of the ripening of the fruit to the end of the harvest season.



**SISTEMA
HIDROPÓNICO
PARA EL CULTIVO
INTENSIVO DE HIGOS**

**HYDROPONIC
GROWING
TECHNOLOGY
FOR FIGS**

projar

COMERCIAL
PROJAR S.A.

Stand 10G14

Sistema de cultivo intensivo sin suelo que aporta los siguientes beneficios: acorta la entrada en producción, homogeneidad de cultivo, calidad fruto, facilita la recolección y aumenta la producción por unidad de superficie.

Non soil production system for figs with the following benefits: shortens entry into production, crop homogeneity, fruit quality, facilitates harvesting and increases production per unit area.



DECCOCOVER

DECCO[®]
Naturally Postharvest

DECCO IBÉRICA
POSTCOSECHA SAU
Stand 3E12

El equipo Deccocover permite aplicación de recubrimientos comestibles y fitosanitarios en las líneas de proceso de packing. La aplicación es de ultra bajo volumen, consiguiendo una gota de muy pocas micras que se ajusta con su boquilla de aire-líquido. La adherencia de las microgotas se consigue mediante la carga eléctrica inducida en cada una de estas microgotas, consiguiendo así una cobertura óptima de la fruta tratada con una mínima cantidad de agua.

The DECCOCOVER equipment allows the application of edible and phytosanitary coatings in the packaging process lines. The application is ultra low volume, getting a drop of very few microns that fits with its air-liquid nozzle. The adhesion of the microdroplets is obtained by means of the electrical charge induced in each of these microdroplets, thus achieving an optimal coverage of the fruit treated with a minimum amount of water.



DHL FRUITNESS CLASS BY TRAIN



DHL SUPPLY CHAIN
Stand 4D10

www.logistics.dhl.com

Servicio intermodal para la exportación de fruta y verdura frescas, manteniendo la cadena de frío. La primera ruta en servicio es Valencia-Rotterdam por tren, y desde Rotterdam a Amsterdam por carretera, supone una reducción de las emisiones de CO2 superior al 70% frente al servicio únicamente por carretera.

DHL opens direct connection to Europe from Valencia for transporting spanish fruit and vegetables using refrigerated train. The initiative will reduce CO2 emissions by more than 70% compared to those of road transport.



Por una
ECONOMÍA CIRCULAR
a través del **reciclado**

Podemos reducir nuestra huella ambiental
Por cada tonelada de plástico reciclado
evitamos la emisión de dos toneladas de CO₂ eq



SERVICIO CAPEC CAPEC SERVICE



ECOHAL ANDALUCIA
Stand 9C04A

www.capec.es

Implantación de un circuito cerrado de recogida selectiva y reciclado de las cajas de plástico usadas por la industria hortofrutícola. Aplicará los principios de una Economía Circular. Las nuevas cajas serán competitivas, sostenibles (100% de plástico reciclado) y con garantía de seguridad alimentaria (EFSA criterios). El circuito podrá implantarse en los centros de generación de las cajas usadas, como los mercados mayoristas.

Implementing a closed loop collection & recycling of plastic crates used by the fruit and vegetable industry. Apply the principles of a Circular Economy. The new crates will be competitive, sustainable (made of 100% recycled plastic) and with food safety guarantee (EFSA criteria). The circuit may be implemented in the centres of generation of used crates, such as wholesale markets.



GO BLUETOOTH PLUS LOGGER



EMERSON
Stand 7B10D

EL GO Bluetooth Plus Logger utiliza una aplicación móvil para entregar datos de temperatura, humedad y temperatura de la pulpa de productos perecederos en escenarios de preenfriamiento y en tránsito. El producto presenta dos opciones de sonda, lo que permite a los clientes leer las temperaturas internas de una amplia variedad de productos perecederos. Una vez que un envío llega a su destino previsto, los datos de monitoreo de temperatura capturados en el GO Bluetooth Logger se transfieren de forma inalámbrica a teléfonos y tabletas Android e iOS con Bluetooth a través de la aplicación móvil GO BT Reader. Los datos se reciben a una distancia de hasta 30 metros (100 pies). Lo que elimina la necesidad de lectores y software.

The GO Bluetooth Plus Logger utilizes a mobile app to deliver temperature, humidity and pulp temperature data of perishable products in pre-cooling and in-transit scenarios. The product features two probe options, enabling customers to read internal temperatures of a wide variety of perishable products. Once a shipment reaches its intended destination, temperature monitoring data captured from the GO Bluetooth Logger is transferred wirelessly to Bluetooth-enabled Android and iOS phones and tablets via the GO BT Reader mobile application. Data is received up to 30 meters (100 feet) away, eliminating the need for proprietary readers and software.



OKI JUICES



FRUITS DE PONENT
Stand 8D07

www.fruitsponent.com

Renovamos los zumos OKI
JUICE, ahora sin pasteurizar.
Añadimos un nuevo sabor.

We renew the OKI JUICE juices,
now without pasteurizing. We
add a new flavor.



CHEROKEE


Hortícola GUADALFEO

HORTÍCOLA
GUADALFEO S.A.
Stand 9C05A

www.hguadalfeo.com

Cherokee es un tomate llamativo por su coloración de rayas verdes/rosas. Con sabor a fruta madura, aromático y con una piel fina.

Cherokee is a tomato which calls attention because of the colour, green-pink stripes, with a flavour like ripened fruit, aromatic and with a thin skin.



**FRUTAS Y
HORTALIZAS ECO EN
PACKAGING 100%
COMPOSTABLE**

**ORGANIC FRUIT AND
VEGETABLES IN
100% COMPOSTABLE
PACKAGING**



**IBERECO PRODUCCIONES
ECOLÓGICAS S.L.**
Stand 6F01A

www.ibereco.com

Embandejado de frutas y
hortalizas ecológicas con
materiales 100%
compostables.

Packaging organic fruit and
vegetables using 100%
compostable materials.



FLECOTEC 4SMART



ICL SPECIALTY FERTILIZERS
Stand 8C14

Fertilizante certificado para agricultura ecológica, en base a sal triple de sulfato de K, Mg, Ca, granulado con un método 100% ecológico en base a Kieserita, extraída por evaporación de un lago natural.

Fertilizer certified for organic farming, based on triple sulfate salt of K, Mg, Ca, granulated with a 100% organic method based on Kieserita, extracted by evaporation of a natural lake



SMARTRIPE - EXPERIENCIA DE MADURACIÓN Y EMBALAJE INTELIGENTE

SMARTRIPE - RIPENING & INTELLIGENT PACKAGING EXPERIENCE



Passion for packaging

ILIP S.R.L.
Stand 3B12

El envase inteligente que reconoce las etapas de maduración de las frutas tropicales e interactúa con el consumidor. Combina las funciones habituales de contención, protección y preservación con la de proporcionar a toda la cadena de suministro y valor y al consumidor información sobre las etapas de maduración de las frutas, monitoreando parámetros específicos de calidad.

The intelligent packaging that recognizes the ripening stages of tropical fruits and interacts with the consumer. It combines the usual containment, protection and preservation functions with that to provide the whole supply and value chain and the consumer with information on the fruits ripening stages monitoring specific quality parameters.

www.ilip.it/en/download/#brochure



INDEPENDENCE® ALM21



INTERNATIONAL PLANT SELECTION
Stand 8FOOD

International Plant Selection Editor de Variedades presenta la variedad de almendra Independence® ALM 21 en Fruit Attraction. La fecha de maduración se sitúa a finales de agosto, el fruto es irregular, alargado, vetado, de color claro, con fino tegumento y gran calibre. Es una variedad autofértil con un periodo de floración temprano. La fruta se puede utilizar tanto para la industria como para el mercado de productos frescos. Independence® es una de las variedades más plantadas en California, con más de 200.000 has, IPS confía en Europa para su próximo éxito de crecimiento.

International Plant Selection Variety Editor introduces the Independence® ALM 21 Almond at the Fruit Attraction. The time of maturity is late August, the almond is uniform, elongated, veined, light-colored, with fine integument and large size. It is a self-fertile variety with an early flowering. The fruit can be used for industry and also for fresh market. Independence® is one of the most planted varieties in California, with more than 200.000 has, and IPS is relying on Europe for its next growth success.

ISI 82205 F1

Tasty and firm cherry



DESCRIPTION:

Plant:	vigorous
Fruit weight:	18-20 g
Fruit shape:	round
Fruit firmness:	very good
Resistances:	(HR) ToMV:0-2/FEA-E/Fol:0,1/For/Va:0/Vd:0 (IR) TYLCV/Ma/Mi/Mj

Remarks: Apt for cluster harvest or single fruit. Ideal for long cycle. Intense red fruit very crispy and excellent flavour. High cracking tolerance.



SENSORIAL PROFILE:

Firm fruits with intense red colour
Aromatic tomato with juicy and crispy flesh
Excellent sweetness and low acidity perception

USE TIPS:

Suitable for fresh and cooked preparations



Research & Italian Passion

ISI SEMENTI s.p.a.
Fraz. Ponte Ghiara s/a 39 0524 528439
43036 Fidenza (PR) - Italy www.isisementi.com

ISI 82205 F1, EL CHERRY DE SABOR CONSISTENTE

ISI 82205 F1, TASTY AND FIRM CHERRY



ISI SEMENTI SPA
Stand 9A05

NIR, investigación asistida calidad de fruta con el objetivo de crear un nuevo tipo de caracterización, capaz de describir las variedades frescas de tomate de mercado por sus rasgos organolépticos y morfológicos gracias al uso de nuevas instrumentos y softwares. Diferentes modelos de espectrofotómetro NIR pueden utilizarse ahora para estimar rasgos de sabor de tomate sin perder ningún tipo de muestra.

NIR, Fruit quality assisted breeding with the aim to create a new type of characterization, able to describe aroma of fresh market tomato varieties by their organoleptic and morphological traits thanks to the use of new tools and software. Different NIR spectrophotometer models can be used for support breeding program oriented on flavour of tomato without losing any kind of sample.

SALATHOR F1

Early and tasty production



DESCRIPTION:

Plant: vigorous
Fruit weight: 140 g
Fruit shape: oval
Fruit firmness: very good
Resistences: (HR) ToMV:0-2/TSWV:0/ FFA-E/
 Fol:o.1/Va:0/Vd:0
 (IR) TYLCV/Ma/ Mi/ Mj

Remarks: Vigorous plant with high yield, early cycle, good hot setting. With strong resistance package.



SENSORIAL PROFILE:

Medium intense olfactory profile with really pleasant taste notes
 Firm fruits with juicy and crispy flesh
 Balanced aromatic profile with excellent harmony between sweetness and acidity.

USE TIPS:

Suitable for fresh and cooked preparations



Research & Italian Passion

ISI SEMENTI s.p.a.

Fraz. Ponte Ghiara 8/a ☎ +39 0524 528439
 43036 Fidenza (PR) - Italy 🌐 www.isisementi.com

SALATHOR F1: PRECOCIDAD, PRODUCCIÓN Y SABOR

SALATHOR1: EARLY AND TASTY PRODUCTION



ISI SEMENTI SPA
 Stand 9A05

NIR, investigación asistida calidad de fruta con el objetivo de crear un nuevo tipo de caracterización, capaz de describir las variedades frescas de tomate de mercado por sus rasgos organolépticos y morfológicos gracias al uso de nuevas instrumentos y softwares. Diferentes modelos de espectrofotómetro NIR pueden utilizarse ahora para estimar rasgos de sabor de tomate sin perder ningún tipo de muestra.

NIR, Fruit quality assisted breeding with the aim to create a new type of characterization, able to describe aroma of fresh market tomato varieties by their organoleptic and morphological traits thanks to the use of new tools and software. Different NIR spectrophotometer models can be used for support breeding program oriented on flavour of tomato without losing any kind of sample.



**MÁQUINA
M-CAM GS 300**

**M-CAM GS 300
MACHINE**

**KEEP
COOL**®

Tecnología de conservación

KEEPCOOL
Stand 6D01

Máquina para el control
efectivo y definitivo de
etileno, hongos e insectos
en supermercados y
grandes superficies.

Effective and final control of
ethylene, fungus and insects
in supermarkets and
warehouse stores.

<https://keep-cool.es/aplicaciones-2/supermercados>



PLÁTANOS GABACERAS EN MANOJOS 9KG. ENCINTADO Y CALIBRADO

GABACERAS BANANAS IN BUNCHES 9 KG. CURB AND CALIBRATED



MERCAMUSA-GABACERAS
Stand 10H03

Caja de 9kg de plátanos en bandejas de 10 manojos calibrados con código de barras. La confección a un solo nivel favorece la protección y minimiza los roces. Está adaptada al lineal, por lo que la fruta solo se manipula en las islas por los trabajadores que empaquetan y en la tienda por los consumidores. Las manojos llevan un código de barras precio/pieza cuyo peso se calibra en producción, garantizando un peso mínimo por manojo. Esto genera una disminución importante de la merma en tienda ya que se evita que los consumidores separen los plátanos. Con la cinta se reduce un 90% del plástico del embalaje y se mejora la comunicación con el cliente y el valor del producto.

Box of 9kg of bananas in trays of 10 bunches calibrated with barcode. Single-level making favors protection and minimizes friction. It is adapted to the shop, whereby the fruit is only handled on the islands by the workers who package and in the store by the final consumers. The bundles carry a price / piece barcode whose weight is calibrated in production, guaranteeing a minimum weight per bundle. This generates a significant decrease in store waste because consumers can't separate the bananas. With the tape, 90% of the packaging plastic is reduced and communication with the customer and the value of the product are improved.

**Know
your
Food**

NutraSign is a solution backed by Blockchain technology that allows food companies to improve their traceability system. It offers security, transparency and confidence to all those involved in the supply chain all the way until the final consumer

#BlockchainForFood

Tracking food products from their origin to your hands

www.nutrasign.io

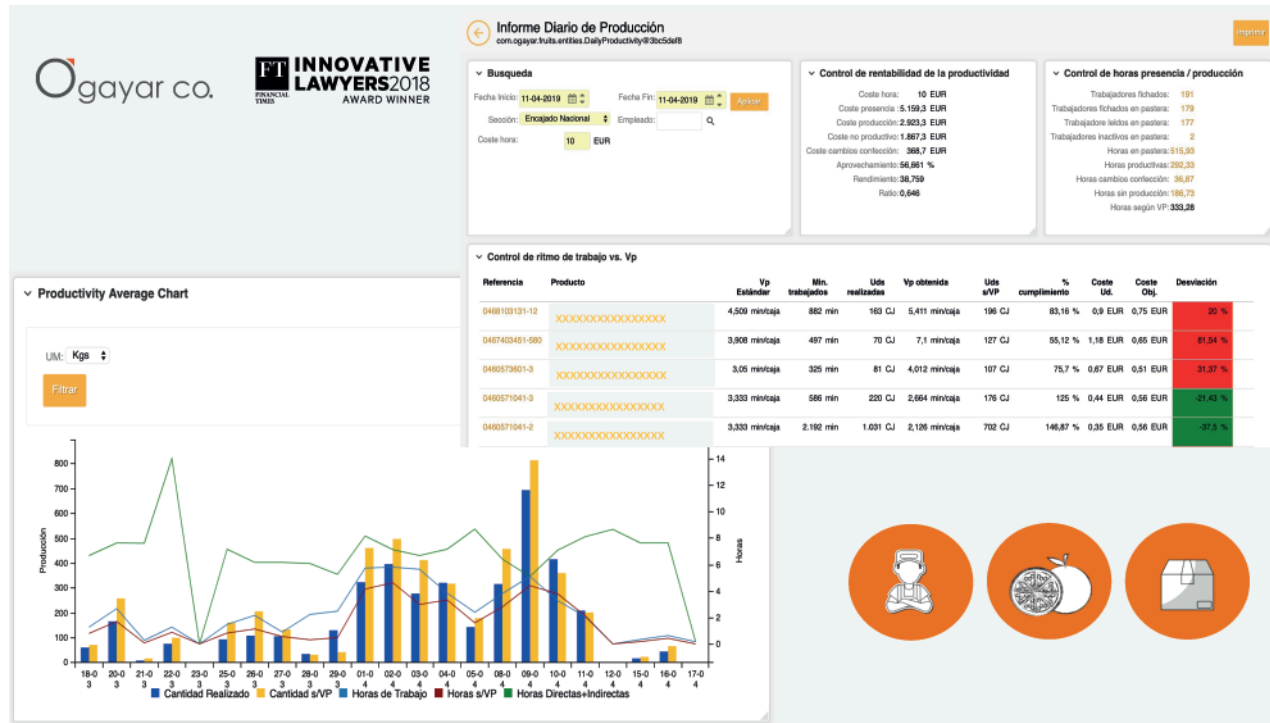
FOOD JOURNEY™



NUTRASIGN S.L.
Stand 7B12F

Es una plataforma digital respaldada en tecnología blockchain para certificar la historia de los alimentos. Valida el origen y procesos, garantizando la autenticidad de los productos a lo largo de la cadena de suministro.

Is a digital platform backed by blockchain technology to certify the journey of food, validating the origin, processes, and guaranteeing the authenticity of the products along the food supply chain.



ANALÍTICA BIG DATA Y CITRUS BIG DATA ANALYTICS AND CITRUS

Ogayar co.

O'GAYAR CONSULTING S.L.U.
 Stand 7C11B

Software avanzado basado en Analítica de Big Data e Inteligencia Artificial para mejorar la productividad de RRHH, máquinas y procesos, la competitividad y los beneficios. CITRIC permite la toma de decisiones más eficiente. Por un lado, la Analítica de Big Data transforma masivas cantidades de datos caóticos en información fácil de controlar y selecciona los escenarios más favorables (mejores métricas, personalización de rendimiento, etc). Por otro lado, la Inteligencia Artificial ayuda a tomar decisiones más eficientes en tiempo real, eliminando errores y retrasos y persiguiendo la mejor solución según el contexto. Además, permite que el modelo aprenda de sí mismo de forma continua. CITRIC ha reducido las horas extras en un 50% (anual), aumentado en doble dígito la capacidad de producción sin aumentar sus costes, introducido nuevas política de salario variable e incrementado la productividad en más de un 70%. En 2018 ha conseguido el premio de Financial Times "Innovative Lawyers Europe 2018" en "Innovation in Collaboration".

www.ogayarconsulting.com

Advanced software based on Big Data Analytics and Artificial Intelligence to improve HR, machines and processes productivity, competitiveness and profits. CITRIC allows most efficient decisions making. While Big Data Analytics transforms massive and chaotic data into ready-to-use information and select the most favorable scenarios (better metrics, performance customization, etc.), Artificial Intelligence takes most efficient decisions in real time, eliminating inefficiencies and delays and pursuing most adequate solutions according to context. Moreover, it includes machine learning to continuously implement changes for better productivity. CITRIC reduced overtime by 50% (annually), improved production capacity without increasing costs, introduced new variable salary models and increased productivity by over 70%. In 2018 Financial Times "Innovative Lawyers Europe 2018 Awards" in "Innovation in Collaboration".



**SERVO ENVASADORA
VERTICAL TOP 22
HYBRID ECO**

**VERTICAL SERVO
PACKAGING MACHINE
TOP 22 HYBRID ECO**



PREFORMADOS
TUBULARES
Stand 8E14B

Servo-ensasadora vertical por termo-soldadura que consume un 90% menos de energía y utiliza materiales sostenibles con hasta un 97% de papel.

Vertical servo packaging machine by thermo-welding that consumes 90% less energy and uses sustainable materials with up to 97% paper.

https://classpack.webnode.es/_files/200000811-089db089dd/NUEVO_CATALOGO_TOP_22_HYBRID_ECO_ENG_2.pdf



X MESH
technology

**PREFORMADO TUBULAR
MIXTO DE PAPEL +
FILM DE PLA + BIO X-MESH
DE PLA 100% COMPOSTABLE**

**TUBULAR PREFORMED MIXED,
OF PAPER + FILM OF PLA +
BIO X-MESH OF PLA 100%
COMPOSTABLE**



**PREFORMADOS
TUBULARES**
Stand 8E14B

Envase automático con máxima verticalidad, con idéntico aspecto que los envases de gran consumo compostable al 100%. Colaboración entre X-Mesh Technology (Austria) y Preformados Tubulares S.L.U.

Automatic packaging with maximum verticality, with the same aspect as the 100% compostable consumer containers in collaboration between X-Mesh Technology (Austria) and Preformados Tubulares S.L.U..



ARTICOOK



Défendons le goût du frais

PRINCE DE BRETAGNE
Stand 4B07

El articook es una caja microondable, lavable y reutilizable para cocinar una alcachofa en menos de 10 minutos. Se ha desarrollado para rejuvenecer la imagen de la alcachofa simplificando su preparación, gracias a un método de cocción simple y rápido. El Articook se comercializa en una caja de cartón con 4 alcachofas Prince de Bretagne calibre 15.

The articook is a microwavable, washable and reusable box for cooking an artichoke in less than 10 minutes. It has been developed to rejuvenate the artichoke image by simplifying its preparation, thanks to a simple and fast cooking method. The Articook is sold in a cardboard box with 4 Prince de Bretagne artichokes grade 15.



BANDEJAS DE JUDÍAS BLANCAS FRESCAS HECHAS DE COCO DE PAIMPOL DOP

FRESH WHITE BEAN TRAYS MADE FROM COCO DE PAIMPOL DOP



Défendons le goût du frais

PRINCE DE BRETAGNE
Stand 4B07

Coco de Paimpol tiene un DOP por 20 años. Siempre se ha vendido solo en clavos frescos. Por primera vez, el Coco de Paimpol DOP se vende sin cáscara en una bandeja de 220gr, listo para cocinar. El producto puede conservarse durante 14 días a 4 ° C.

Coco de Paimpol, famous white french bean, has a DOP for 20 years. It has always been sold only in fresh pod. For the first time the Coco de Paimpol DOP is sold shelled in a 220gr tray ready to cook. The product can be kept for 14 days at 4 ° C.



Fácil de elegir :-)
 ...de recolectar y de consumir.



Color tradicional

Color listo para consumir

Las nuevas variedades de melón cantaloup LSL de Rijk Zwaan te indican su momento óptimo de recolección y consumo por el color crema de su piel.

Ciclos de Temprano a Tardío

Mirandol RZ NEW
 Senegal-España-Brasil



34-506 RZ NEW
 Marruecos-España



34-505 RZ NEW
 España



Casasol RZ
 España



Paniol RZ
 España



Frivol RZ
 España



MELONES "READY TO EAT"
READY TO EAT' MELONS



RIJK ZWAAN

RIJK ZWAAN IBÉRICA S.A.
 Stand 9D12

Ready to Eat' Melons es una innovadora gama de melones Cantaloupe (carne naranja) con un carácter único. Indican el momento óptimo de recolección y consumo de manera muy sencilla, mediante un cambio de color de piel que va del tradicional gris al color crema.

Ready to Eat' Melons is an innovative range of Cantaloupe melons (orange meat) with a unique character. They indicate the optimal time of collection and consumption in a very simple way, through a change of skin color that goes from the traditional gray to the cream color.

**NOVEDAD
MUNDIAL** **Sparkle RZ**

La nueva hoja que se sitúa en la frontera
entre la Rúcula y los Canónigos



Sharing a healthy future



ACCELERIA AWARDS
FINALIST PRODUCT

SPICY SPARKLE



RIJK ZWAAN IBÉRICA S.A.
Stand 9D12

Es la nueva hoja que se sitúa en la frontera entre la Rúcula y los Canónigos. Su sabor único y distintivo aúna lo mejor de ambos géneros, el frescor y la suavidad de los Canónigos con la personalidad del toque sutilmente amargo y picante de la Rúcula, lo que la hace ideal para la restauración. Es una hoja apta para su cultivo en "Vertical Farming", desde las grandes factorías como en los propios restaurantes y supermercados.

It is a new leaf positioned between a Rocket and a Corn Salad.

Its unique and distinctive flavour combines the best of both genres, the freshness and softness of the Corn Salad with the subtly bitter and spicy touch of the Rocket, which makes it ideal for restoration.

It is a leaf suitable for Vertical Farming growing, from large factories as in restaurants or supermarkets.

<https://www.rijkszwaan.es/busca-tu-variedad/r%C3%BAcula/sparkle-rz>



SAICA FRESH PACK TRAY



SAICA PACK S.L.
Stand 7D13

www.saica.com

En el marco europeo cada vez más exigente con la reducción de plásticos. Los productores agrícolas exigen soluciones que no sólo sean ecológicas, sino también atractivas y resistentes. Nuestro producto no solo reemplaza al plástico, sino que también lo hace más atractivo para el consumidor, sin perder propiedades de protección y transporte. Solución cómoda, 100% reciclado y reciclable.

In the increasingly demanding European framework for the reduction of plastics, markets and agricultural producers demand solutions that are not only ecological, but also attractive and resistant. The tray "fresh pack" developed by Saica not only replaces the plastic, but also adds more attractive to the consumer without losing protection and transport properties. It is a comfortable solution to use, it is resistant by the use of microflute, and it is 100% recycled and recyclable.



ZUMO BIMI
BIMI JUICE



SAKATA SEED IBÉRICA
Stand 9E13

Primer y único zumo del mercado realizado en altas presiones con Bimi como producto principal.

First and only market juice made in high pressures with Bimi as the main product.

www.lurlore.com/comprar-zumos/zumos-naturales/zumo-antiox/



COL FELICITY



SAKATA SEED IBÉRICA

Stand 9E13

Nueva variedad de repollo
liso aplanado única en el
mercado por su forma y
sabor genuino.

New variety of flattened
smooth cabbage unique in the
market for its genuine shape
and flavor.



UAP (UNIDAD AUTÓNOMA POLIVALENTE DE NEBULIZACIÓN)

UAP (AUTONOMOUS MULTI-PURPOSE FOGGING UNIT)

Aqualife[®]

SAMARKETING S.L.
Stand 4D11

Esta unidad de nebulización es un producto concebido para potenciar las ventas y dar flexibilidad en el espacio de exposición. Puede ubicarse en cualquier punto de interés del establecimiento. No necesita conexiones de red eléctrica ni de agua en el espacio de exposición. Permite mantener la humedad del producto fresco, consiguiendo alargar su vida comercial, disminuyendo sustancialmente las mermas tanto de peso como de desperdicio alimentario, evitando usos de plásticos, aumentando finalmente la sostenibilidad de la actividad de venta.

Developed and patented exclusively by Aqualife, this fogging unit is a product specially designed to boost sales and give flexibility in the exhibition space. It can be located at any point of interest of the establishment. You do not need power or water connections in the exhibition space. It allows to keep the humidity of the fresh product, managing to extend the commercial life of the fruit and vegetables, substantially reducing the loss of both weight and food waste, avoiding uses of plastics, and finally increasing the sustainability of the sales activity.

<https://nebulizacion.eu/uap-unidad-autonoma-polivalente-de-aqualife>

PROCESAN®

LA TRAMPA DEFINITIVA CONTRA LA PROCESIONARIA DEL PINO



PROTEGE A TU FAMILIA Y
MASCOTAS DE LA ORUGA
PROCESIONARIA


SANSAN
AGRICULTURE ENGINEERING

TRAMPA PROCESAN PROCESAN TRAP



SANSAN PRODESING
Stand 9A04

Trampa diseñada para la captura de orugas de la procesionaria del pino, especialmente adaptada a la biología y comportamiento de esta plaga de gran importancia sanitaria.

Las características principales son:
Montaje sencillo - Máxima eficacia -
Trampa ecológica - Integrada en el
entorno - Sin productos químicos ni
insecticidas - Adaptable al tamaño del
tronco.

La oruga procesionaria (*Thaumetopoea pityocampa*) constituye una plaga que ocasiona, debido a sus pelos urticantes, problemas sanitarios como reacciones alérgicas, urticarias y otras afecciones, afectando tanto a personas como animales, por lo que resulta de especial importancia su control en bosques, jardines, colegios y parques públicos y privados.

www.sansan.es

Trap specifically designed for the capture of caterpillars of the pine processionary, adapted to the biology and behavior of this pest of great sanitary importance. The main characteristics of this trap: Simple assembly - Maximum efficiency - Ecological trap - Integrated with the the environment - Without chemicals or insecticides - Adaptable to different trunk sizes.

Thaumetopoea pityocampa, is a pest that due to its urticant hair causes problems with allergic reactions and hives. Affecting both people and animals.

That is the reason why its control in forests and gardens, public and private, is especially important.

Maceta MCB25-R



MACETA MCB 25R POT MCB 25R



SANSAN PRODESING
Stand 9A04

La nueva maceta MCB25-R está diseñada principalmente para los cultivos de frutos rojos, más concretamente para la producción de moras y arándanos. Nuestro compromiso y experiencia de más de 25 años en el mercado, garantiza la calidad de este producto, agregando algunas características que proporcionan la mejora en la calidad del crecimiento de los cultivos.

Las características principales son: Parte inferior en formato de rejilla, para lograr un drenaje de agua abundante y homogéneo - Fondo reforzado para evitar deformaciones y acumulación de agua - Elevación de patas, garantizando que la raíz y el sustrato no estén en contacto en ningún punto con el suelo, evitando así la transmisión de enfermedades o un exceso de agua en el sistema radicular - Nervios internos antireviramiento, que evitan la torsión de la raíz - Capacidad de 25 litros - Material resistente y flexible para garantizar una larga vida útil de la maceta en cualquier zona geográfica - Nuevas medidas de optimización "Smart Design", que permiten novedosos sistemas de apilamiento, reduciendo significativamente los costes de logística y almacenamiento - Sostenibilidad ambiental y reducción de la huella ecológica, mediante el uso de materiales reciclados y reciclables.

www.sansan.es

The new MCB25 R pot is designed basically for the red fruits crops, and particularly for the blackberries and blueberries crops. Our commitment and experience of more than 25 years in the market, guarantees the quality of this product, adding some features that provides the improvement of the crops growth's quality. The main features are: Bottom in grid disposal to make a uniform water evacuation - Reinforced bottom to avoid deformation and water accumulation - Elevation legs, guaranteeing that the root and substrate are not in contact at any point with the soil, avoiding therefore the transmission of diseases or an excess of water in the root system - Vertical inner ribs avoiding root twisting - 25 litres capacity - Resistent and flexible material to ensure a long life of the pot in any geographical zone - New optimization measures "Smart Design", that allow new stacking systems which reduce significantly logistics and storage costs - Environmental sustainability and reduction of the ecological footprint, by the use of recycled and recyclable materials.



SOBRASADA VEGETAL DE TOMATE

VEGETARIAN TOMATO SOBRASADA



SAT BONNYRSA
Stand 3D01

En Bonnyrsa nos hemos propuesto desarrollar la mejor alternativa a la sobrasada cárnica clásica utilizando nuestros tomates 100% españoles de cultivo propio. Y lo hemos conseguido. Una sabrosa alternativa que seduce tanto a veganos como a los amantes de la sobrasada clásica. 100% natural sin conservantes, colorantes, aditivos, azúcares... Untuosidad y sabor que sorprenden y además con hasta un 50% menos de calorías que la sobrasada tradicional. Es lo que tiene pensar 100% vegetal desde 1956.

Bonnyrsa set out to create a superior alternative to traditional meat-based sobrasada made with our 100% home-grown Spanish tomatoes. And we've done it! A delicious alternative that will seduce vegans and lovers of traditional sobrasada alike. 100% natural, with no preservatives, colourants, additives or added sugars, you'll love the delightful creamy texture and amazing flavour. What's more, it has 50% fewer calories than traditional sobrasada.



THE MONTEROSA TOMATO COLLECTION



SEMILLAS FITÓ S.A.
Stand 9A04A

www.tomatomonterosa.com

The Monterosa Tomato Collection es una colección de sensaciones, sus colores, texturas y sabores nos acercan a un mundo nuevo de propuestas culinarias absolutamente tentadoras e innovadoras.

The Monterosa Tomato Collection is a collection of sensations, its colors, textures and flavors bring us closer to a new world of culinary proposals absolutely tempting and innovative.



Maitake

(*Grifola frondosa*)



Shii Take

(*Lentinula edodes*)

**VALLONDO ECO:
SHIITAKE Y MAITAKE
ECOLÓGICOS**

**VALLONDO ECO:
ORGANIC SHIITAKE
AND MAITAKE**



SETAS VALLONDO/
MUSHROOMS/
CHAMPIGNONS

Stand 5C02

www.tomatomonterosa.com

Producto fresco ecológico,
substrato ecológico, sin
conservantes, sin pesticidas
o plaguicidas químicos y
producido con energía limpia
de nuestro parque solar
fotovoltaico.

Fresh organic product,
ecological substrate, no
preservatives, no pesticides or
chemical pesticides and
produced with clean energy
from our photovoltaic solar
park.



SOFRUMINIPAK® ECOVIEW



SOFRUPAK
 Stand 6G07

www.sofrumimipak-ev.com

El primero en el embalaje de la UE 100% orgánico con tapa, hecho de materias primas renovables. El embalaje se puede reciclar como papel y también es biodegradable.
 Nota: Modelo comunitario registrado.

The first in the EU packaging 100% organic with a lid, made of raw materials. The packaging can be recycled as paper and is biodegradable too.
 Note: Protected industrial design.



MACEDONIA DE FRUTA DE TEMPORADA FRUEAT 150g

SEASONAL FRUIT SALAD FRUEAT 150g

SPREAFICO



SPREAFICO FRANCESCO & F.LLI SPA
Stand 8B09

La nueva macedonia de fruta de temporada incluye 5 frutas - algunas varían dependiendo de la temporada. La receta es premium, la fruta cortada a mano, con la selección máxima y contiene un cubierto que la hace perfecta para comer fuera. La nueva prioridad es entender y satisfacer las necesidades del consumidor, de servicio e higiene: para garantizar una perfecta experiencia de consumo, hemos posicionado el cubierto en un espacio dedicado, fuera de la bandeja, bajo la etiqueta pelable. Además, hemos empezado utilizar R-PET en la bandeja y en el cubierto. Esta ración es además perfecta para el Vending.

The new fruit salad we offer contains 5 different fruits, some of them changing season by season. The recipe is premium, the fruit cut manually piece by piece, with high selection, complete with a spork and therefore perfect also for out of home consumption. We have a new focus based on consumers' needs of service and hygiene and safety: to guarantee a perfect consumer experience we put the spork in a dedicated space out of the pack, below the peelable label. We moreover introduced R-PET material for pack and spork. The standard portion is also perfect for Vending.



**TRIS TROPICAL! PIÑA,
PAPAYA Y MANGO FRUEAT
ONTHEGO 120g**

**TROPICAL TRIS! PINEAPPLE,
PAPAYA & MANGO FRUEAT
ONTHEGO 120g**

SPREAFICO



SPREAFICO FRANCESCO & F.LLI SPA

Stand 8B09

Hemos creado una nueva línea de productos, única en el mercado italiano: un vaso ergonómico termosellado, que propone 3 frutas, exóticas también. Con la línea OnTheGo, ofrecemos la máxima selección y la fruta cortada (como en la línea Premium) a mano, en un producto a bajo precio, que permite a todos poder comprar una porción de fruta cortada de alta calidad. Tratando de satisfacer las necesidades del consumidor de servicio e higiene y seguridad, el cubierto está posicionado encima de la fruta, y además la porción es perfecta para comer un snack fuera.

We have created a new product line, unique for Italian market: an ergonomic glass, heat sealed, containing a precious recipe with 3 fruits, also exotic. With OnTheGo line, we maintain the high selection and manual perfect fruit cut as in the Premium line but we offer an entry level price product: everybody can choose and taste fresh cut fruit high quality. Focusing on consumers' needs of service and hygiene and safety, the spork is above the fruit, and the portion is perfect for a snack out of home [We use also in this line of product R-PET material.]



YESCAL 0,3 MM



SULFATO CÁLCICO
DEL MEDITERRÁNEO S.L.

Stand 5A03

SULFATO CÁLCICO DEL MEDITERRÁNEO S.L. presenta este año otra forma de aplicar Yeso Agrícola - YESCAL 0,3 mm - , con una granulometría especial, ideal y muy apropiada para su pronta incorporación a la estructura del suelo. YESCAL 0,3 mm es la granulometría perfecta para mezclar con la Materia Orgánica antes de su incorporación al cultivo. Con esta nueva presentación, - YESCAL 0,3 mm - obtenemos una incorporación mas rápida al suelo poniéndolo a disposición de la planta en el menor tiempo posible.

SULFATO CÁLCICO DEL MEDITERRÁNEO S.L. presents this year another way of applying Agricultural Plaster - YESCAL 0.3 mm -, with a special granulometry, ideal and very appropriate for its early incorporation into the soil structure. YESCAL 0.3 mm is the perfect granulometry to mix with Organic Matter before incorporation into the crop. With this new presentation, - YESCAL 0.3 mm - we obtain a faster incorporation to the ground making it available to the plant in the shortest possible time.

Puffer®



Para el control de / For control of

Respetuoso con
 la fauna auxiliar / Respectful



Clean orchard
 promise™

Cydia pomonella



Grapholita molesta



PUFFER FRUIT MULTI

Suterra®

SUTERRA EUROPE BIOCONTROL S.L.
 Stand 10F05A

La confusión sexual es un control ecológico esencial para el control sostenible de plagas, minimiza el uso de otras sustancias, reduciendo o eliminando los residuos en fruta. Sólo afectan a los insectos dañinos, respetando la biodiversidad y alcanzando un equilibrio natural perfecto. Es un control sutil y enfocado en el problema. Suterra inventó y es pionera de la técnica de confusión sexual con aerosol; los llamados Puffers®. Puffer® Fruit Multi: última novedad en confusión sexual en sistema aerosol en Europa. Puffer® Fruit Multi es capaz de controlar dos plagas en frutal de pepita simultáneamente, Carpocapsa y Grafolita. Puffer® cuenta con el compromiso de parcela limpia de Suterra, sin residuos de material en campo. Clean Orchard promise™. Apto para agricultura ecológica.

Mating disruption is essential for sustainable pest control, minimising the use of other substances and reducing or eliminating residues in fruit. Mating disruption is very simple and natural because it only affects harmful insects, respecting biodiversity and achieving a perfect natural balance. It is a subtle, problem-focussed method of control. Suterra invented and pioneered the mating disruption aerosols technique known as Puffers®. Puffer® Fruit Multi: latest mating disruption aerosol technology in Europe. Puffer® Fruit Multi is able to control two pests in pome fruit simultaneously, Codling moth and Grafolita molesta. Suterra is committed to sustainability. Our Clean Orchard promise™ means that no Puffer® materials remain in the fields. Can be used in organic production.

<https://agronotizie.imaginenetwork.com/difesa-e-diserbo/2019/04/03/checkmatesupregsup-puffersupregsup-fruit-multi-stop-a-carpocapsa-e-cydia/62469>

ACCELERATE AWARDS
 FINALIST PRODUCT



TOMATE YOOM
YOOM TOMATO

syngenta

SYNGENTA ESPAÑA S.A.U.
Stand 9E12

Variedad de tomate redondo de color púrpura, tamaño cóctel para consumir en dos bocados, siendo muy sabroso al paladar y con alto contenido en antiocianinas y Beta-carotenos.

Round and purple color tomato variety, cocktail size just to eat in two bites, very tasty & intense in your mouth and with high content in antiocianins and Beta-carotenes.



SWITCH ONE

syngenta

SYNGENTA ESPAÑA S.A.U.
Stand 9E12

www.yoomtomato.com/es

Switch One de principio a fin
en el control de Botrytis y
Esclerotinia, una nueva
solución para el control de
Botrytis y Esclerotinia.

Switch One, from the begining
to the end to control Botrytis
and Sclerotinia. A new solution
to control Botrytis and
Sclerotinia.



GUAKITOS - GUSANITOS DE VERDURAS

GUAKITOS - SNACK OF VEGETABLES

tabuena

TABUENCA S.A.
Stand 7C07A

Aperitivo a base de maíz y vegetales obtenido mediante técnica de extrusión y horneado.

Baked corn and vegetable snack.



VITALFIT

VITALFIT

TIMAC AGRO ESPAÑA S.A.
Stand 7E12

El primer inductor antioxidante que responde a una formulación única, a base de extractos naturales y que crea un escudo antioxidante frente al estrés oxidativo de las plantas, retrasando la senescencia celular.

The first antioxidant inducer, which responds to a unique formulation, based on natural extracts and which creates an antioxidant shield against oxidative stress in plants, delaying cellular senescence.



UNIQ PLUM UNITEC TECHNOLOGY



UNITEC S.P.A.
Stand 9D13

UNIQ Plum es la tecnología innovadora de UNITEC para la selección de la calidad interna de las ciruelas. Equipado con cámaras de muy alta resolución, permite revelar todos los secretos organolépticos de las ciruelas con una fiabilidad y una precisión sin precedentes. También se caracteriza por una delicadeza extrema, que permite preservar todas las características de valor de las frutas. De este modo, con UNIQ Plum las Centrales Hortofrutícolas logran obtener clases de ciruelas de Calidad Coherente dentro de cada suministro y a lo largo del tiempo, para Resultados concretos a largo plazo.

UNIQ Plum is the innovative UNITEC technology for the internal quality selection of plums. Equipped with very high resolution cameras, it allows to reveal every organoleptic secret of plums with unprecedented reliability and precision. It is also characterized by an extreme gentleness, which allows to preserve all the valuable features of the fruits. UNIQ Plum thus enables Packing Houses to obtain plum classes of Consistent Quality within each supply and over time, for concrete long-term Results.



Z40 NATURE ADAPT GARNETFRUIT



ZUMMO INNOVACIONES MECÁNICAS
S.A.

Stand 3D12A

Diseñada para exprimir granadas obteniendo el máximo rendimiento y rentabilidad, así como zumo de la mayor calidad. En base a las características de la granada, se ha adaptado la velocidad de exprimido a 33 frutas/min y el tamaño del kit de exprimido se ha adaptado para ser lo más eficiente posible.

Designed to squeeze pomegranates obtaining the maximum yield, profitability and the best juice quality. Considering pomegranate characteristics, the optimum squeezing speed has been set to 33 fruits/min, and the squeezing kit has been adapted to the fruit size to be as efficient as possible.

<https://zummocorp.com/es/producto/z40-nature-garnetfruit/>



fruit attraction

innovation
hub



Fruit Attraction 2019 | Organising Committee

President

José Gandía Giner
ASOCIAFRUIT

Vicepresident

Jorge Brotons
FEXPHAL

Vocal

José Ramón Aguado
ASONAL

Sheila Argaiz
ARIFRUIT

Sergio Cáceres
ASPROCAN

David Chica
MERCAMADRID

Aurelio del Pino González
ACES

Juan Miguel Floristán
AFHORFRESH

Manuel Galdeano
COEXPHAL

Antonio García
APEPH

Ignacio García Magarzo
ASEDAS

Alberto Garrocho Robles
FRESHUELVIA

Joaquín Gómez
APOEXPA

Fernando P. Gómez Molina
PROEXPORT

Alejandro Gonzalez Herrero
ADEFRUTAS

Antonio Herruzo
FEDEX

Luis Marín Lamparero
ASOCIAFRUIT

Diego Martínez
AGEM

Javier Millán-Astray
ANGED

Jordi Mora
EXCOFRUT

Atanasio Naranjo
AFRUEX

Marta Nieto Novo
COMUNIDAD DE MADRID

Más información:

Iciar Martínez de Lecea
Jefe de prensa
Tel.: 00 34 91 722 51 77
iciar.martinez@ifema.es

Begoña Jiménez
Responsable Comunicación
FEPEX
Tel.: 00 34 91 319 10 50
bjimenez@fepex.es
www.fepex.es

Helena Valera
Prensa Internacional
Tel.: 00 34 91 722 51 74
evalera@ifema.es

www.fruitattraction.ifema.es

Síguenos en:





José María Pozancos
FEPEX

José Ramón Sempere Vera
MERCASA

Joaquín Rey
5 AL DIA

Manel Simón
AFRUCAT

Luis Fernando Rubio Catalán
ANPCA

Andrés Suárez Puertas
ASOMAFRUT

Olga M^a Ruiz Castillo
AYUNTAMIENTO DE
MADRID

Alfonso Tarazona
ACEC

José María Zalbidea
FEPEX

Más información:

Iciar Martínez de Lecea
Jefe de prensa
Tel.: 00 34 91 722 51 77
iciar.martinez@ifema.es

Begoña Jiménez
Responsable Comunicación
FEPEX
Tel.: 00 34 91 319 10 50
bjimenez@fepex.es
www.fepex.es

Helena Valera
Prensa Internacional
Tel.: 00 34 91 722 51 74
evalera@ifema.es

www.fruitattraction.ifema.es

Síguenos en:





Fruit Attraction 2019 | Staff

Managing Director:

Raúl Calleja

Commercial Management:

María Martínez de Velasco

Commercial Management:

Lourdes Sierra

Commercial Management:

Almudena de Castro

Secretariat and Factoría Chef

Asela González

Secretariat and The Innovation Hub

Laura Francos

Más información:

Iciar Martínez de Lecea
Jefe de prensa
Tel.: 00 34 91 722 51 77
iciar.martinez@ifema.es

Marketing Advertising

Esther Morales
Beatriz Berruga

Begoña Jiménez
Responsable Comunicación
FEPEX
Tel.: 00 34 91 319 10 50
bjimenez@fepex.es
www.fepex.es

Helena Valera
Prensa Internacional
Tel.: 00 34 91 722 51 74
evalera@ifema.es

www.fruitattraction.ifema.es

Síguenos en:





Press and Communication office

Press Officer:

Iciar Martínez de Lecea

iciar.martinez@ifema.es

Telf. +34.91.722.51.77 – +34.627.70.60.89

International Press:

Helena Valera

evalera@ifema.es

Telf. +34.91.722.51.74

Secretariat:

Pilar Serrano

pilars@ifema.es

Telf. +34.91.722.58.23

Press Assistant:

Susana Domínguez

susanadominguezmartin@gmail.com

Telf. +34.687.722.102

Más información:

Iciar Martínez de Lecea

Jefe de prensa

Tel.: 00 34 91 722 51 77

iciar.martinez@ifema.es

Begoña Jiménez

Responsable Comunicación

FEPEX

Tel.: 00 34 91 319 10 50

bjimenez@fepex.es

www.fepex.es

Helena Valera

Prensa Internacional

Tel.: 00 34 91 722 51 74

evalera@ifema.es

FEPEX Communications Officer:

Begoña Jiménez

Telf. +34.91.319.10.50

bjimenez@fepex.es

www.fepex.es

Social Media:

HEY AV Agency

fruitattraction@heyav.com

www.fruitattraction.ifema.es

Síguenos en:

