

Descubre la esencia
del Sector.



PRESS INFORMATION

ACCREDITATIONS

All journalists have to apply for their press pass via the website:

[APPLY FOR A PRESS PASS](#)

INTERNATIONAL PRESS CENTRE

We provide journalists with **a workspace** with Internet and Wi-Fi connections.

Hall 12 -stand 12C15-

PARKING

Journalists will be able to **validate their parking ticket** at the press accreditation stands.

PRESS FILE



PRESS ACCREDITATIONS



@FeriaFruitAttraction
#FruitAttraction25

Iciar Martínez de Lecea
Jefa Prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 644 208
evalera@ifema.es

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

Fruit Attraction 2025 | 17th edition

Fruit Attraction is the International Fruit and Vegetable Trade Fair co-organised by **IFEMA MADRID** and **FEPEX**, whose first edition was held in 2009. The fair has been held 16 times, with the most recent edition taking place in October 2024. The perfect combination for the definition of the project and its development between IFEMA MADRID, as a trade fair operator specialising in the agri-food industry, and FEPEX, the fruit and vegetable industry employers' association, has been the key to the progress of the event throughout all its editions.

General information

Name: International Fruit and Vegetable Industry Trade Fair
Co-organisers: [IFEMA MADRID](#) and [FEPEX](#)
Dates of the event: 30 September to 2 October 2025
Edition: 17th
Type: Professional only
Venue: IFEMA MADRID trade fair centre (halls 3, 4, 5, 6, 7, 8, 9, 10, 12 and 14).
Andalusia, main sponsor

Participation forecasts 2025:

2,460 companies from 64 countries, 78,000 m2 of fruit and vegetable offer and an attendance of more than 120,000 professionals from 150 countries.

Evolution of participation:

Exhibitors 2009: 353 | Exhibitors 2024: 2,201
Trade visitors 2009: 8,480 | Trade Visitors 2024: 117,370

Areas:

- Fresh Produce**, all the variety of fruit and vegetable products.
- Innovation**, research and technological development: biotechnology and digitalisation.
- Ancillary industry**, the industry's entire value chain.
- Fresh Food Logistics**, logistics, transport and cold chain management services for food.

Star product

The **tomato** is the **star product** of Fruit Attraction 2025.

Iciar Martínez de Lecea
Jefa de prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez
Comunicación FEPEX
Tel.: +34 91 319 10 50
bjimenez@fepe.es

Internationalisation

The trade fair will continue to implement initiatives aimed at fostering the sales, promotion, development and growth of exhibiting companies with the **International Guest Buyer Programme**. In addition, the **main importing countries** will be **Mexico and Malaysia**. This action will promote trade relations between EU countries and these non-EU markets.

Innovation

The Innovation Hub: exhibition located in the connecting area between halls 5-7, which brings together the 50 entries submitted to the *Innovation Hub Awards*: all the innovation and best products or services of the participating exhibitors.

Awards

-Innovation Hub Awards: recognising the best products and services in each category. **Fresh Produce; F&V Industry; and Sustainability and Commitment Actions** –each with a **prize of 2,000 euros**.

2 October, at 12.30 pm at Fruit Forum by Timac Agro (connecting area between halls 1-3)

-Best Stand Awards, an award that recognises exhibition spaces that stand out at the fair for their creativity, design and commitment to sustainability in its four categories: **Most Original; Best Design; Most Sustainable and People's Choice**.

-Fruit Attraction Award. In its 10th edition, it has recognised Fructidor.

1 October, at 1.30 pm -Fruit Next 4-

-XV APAE Journalism Awards

1 October, at 1.30 pm -Fruit Next 4-

Activities

-FRUIT FORUM by Timac Agro: Grape Attraction, Biotech Attraction (*connecting area between halls 1-3*)

-BIOTECH FORUM Hall 5

-FRUIT NEXT FORUMS: Biofruit Congress Halls 4, 5 and 10

-THE SUMMIT: 6th Fresh Food Logistics The Summit (*hall 12*)

-FACTORIA CHEF sponsored by #alimentosdespaña (*hall 7*)

-TOMATO, star product: greenhouse garden, Tomato Attraction Forum, Tomato 2025 Awards, tastings, showcooking sessions, festival of the Association of Fruit and Vegetable Exporting Producers of the Region of Murcia.

International

Fruit Attraction 2025 has **Andalusia as its main sponsor** and the collaboration of the **Region of Murcia, Veganic Nature, Agrobank, Timac Agro, Únikas** and **MSC**.

Iciar Martínez de Lecea
Jefa de prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez
Comunicación FEPEX
Tel.: +34 91 319 10 50
bjimenez@fepep.es

Fruit Attraction 2025 to host the biggest edition in its history

Madrid, 30 September 2025 - From **30 September to 2 October**, **Fruit Attraction**, organised by **IFEMA MADRID and FEPEX**, and with **Andalusia as the main sponsor**, will be holding its **17th edition**, consolidating its position as the **world's leading event** for the marketing of fruit and vegetables. With the participation of **2,460 exhibiting companies from 64 countries**, which represents a **growth of 8.4%** compared to 2024, more than **78,000 square metres** of floor space (**+10%** over the last edition), and the expected attendance of more than **120,000 professionals from 150 countries**, the fair reaffirms itself as a strategic driver of business, innovation and international projection.

Fruit Attraction 2025 is growing strongly and will occupy **10 halls at IFEMA MADRID** (3, 4, 5, 6, 7, 8, 9, 10, 12 and 14), **organised by region and sector** to optimise the experience for exhibitors and visitors alike.

The **Fresh Produce** Area will once again represent around **70% of the trade fair**, confirming its strategic weight within the overall offer. The **Auxiliary Industry** Area will also have an important presence, as will **Fresh Food Logistics**, a space dedicated to the cold chain and solutions for fresh produce logistics. For its part, the **Innova&Tech** Area, which integrates Biotech Attraction and Smart Agro, is experiencing **significant growth** in this edition, **31% more** than in 2024, which reinforces its role as the epicentre of innovation, research and technological development applied to the industry.

Of the total of **2,460 exhibitors**, this year's fair incorporates **317 new companies**, which confirms its dynamism and attractiveness. National participation accounts for **52% of the trade fair**. **Spain's great power as a world leader in the fruit and vegetable market** is felt in its representation with the **presence of all the country's fruit and vegetable producing autonomous communities**. The **international segment also recorded a significant growth**. On this occasion, it **accounts for more than 47% of the total occupancy** of the trade fair, with **1,418 companies**. **14 new countries** are added, including Algeria, El Salvador, Ethiopia, Georgia, Hungary, Malta, Jordan, Mauritius, Senegal, Serbia, Uganda, Uzbekistan, Vietnam and Zimbabwe.

One of the main objectives of Fruit Attraction is to offer a platform for international expansion and promotion. In this sense, **IFEMA MADRID**, with the collaboration of the **Ministry of Agriculture, Fisheries and Food, ICEX and FEPEX**, is once again activating the **International Buyers Programme**, inviting **nearly 700 buyers from 67 countries**, retail purchasing managers, importers and wholesalers who will bring a special dynamism to the trade fair business.

In addition to this, there are the **'Guest Importing Countries'**, with **Malaysia and Mexico** as the protagonists of this edition. Fruit Attraction therefore will open up and promote trade relations with these markets, backed up by a full programme of round tables, guided tours of the fair and B2B sessions.

Iciar Martínez de Lecea
Jefa Prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 644 208
evalera@ifema.es

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

On the other hand, **tomatoes** will be the **star product at** this year's edition, with a programme of activities focusing on their nutritional value, economic impact and the geopolitics of international trade. There will be round table discussions, tasting sessions, crop demonstrations and market analysis, including the EU-Morocco agreement and its effect on EU production.

A new feature is the **Organic Hub Tour**, a specially signposted route within the trade fair that will give greater visibility to companies with **organically certified products**.

Fruit Attraction 2025 proposes a packed **programme of activities**. On this occasion, the **Fruit Forum by Timac Agro** will be hosting congresses such as **Grape Attraction** and **Biotech Attraction**. In addition to these, there will be other events such as the **Biofruit Congress, Fresh Food Logistics The Summit** and other interesting talks and presentations by exhibitors at the different **Fruit Next Forums**.

As usual, **Factoría Chef, sponsored by #alimentosdespaña**, will once again highlight the gastronomic versatility of fruit and vegetables with attractive live *showcooking sessions*.

On this occasion, **The Innovation Hub**, with **50 products**, will be the area dedicated to innovation and new business developments in the industry. In this area, the fair will once again host the *Innovation Hub Awards*, which have become a fundamental event for supporting the entrepreneurial commitment of the sector with its usual **categories: Fresh Produce; F&V Industry, and Sustainability and Commitment Actions**.

In addition, Fruit Attraction will be awarding the **Best Stand Awards**, which will recognise exhibition spaces that stand out at the trade fair for their creativity, design and commitment to sustainability in four categories: **Most Original; Best Design; Most Sustainable and People's Choice**. Likewise, the *15th APAE Journalism Awards* and the **Fruit Attraction Awards** will be presented, the latter dedicated to renowned international media specialising in the fruit and vegetable industry.

Fruit Attraction 2025 will once again have the backing of the Ministry of Agriculture, Fisheries and Food at its **opening ceremony, which will once again be presided over by Minister Luis Planas**, and whose participation this year will be reflected in a large presence in the **#alimentosdespaña Plaza** and with the sponsorship of **Factoría Chef**.

Fruit Attraction 2025, organised by IFEMA MADRID and FEPEX, will be held at the trade fair centre from **30 September to 2 October from 9.30 a.m. to 7 p.m., and until 4 p.m.** on the last day. The event has **Andalusia as main sponsor** and the collaboration of the **Region of Murcia, Veganic Nature, Agrobank, Timac Agro, Únikas and MSC**.

Iciar Martínez de Lecea
Jefa Prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 644 208
evalera@ifema.es

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

Financial report on the fruit and vegetable industry in Spain

Prepared by FEPEX

1. Fruit and vegetables in Spanish agriculture and economy
 - 1.1 Leading industry of agriculture. An increasingly horticultural country.
 - 1.2 Territorial, social and economic structuring
 - 1.3 Strengths
2. Foreign trade
 - 2.1 2025 Data An increasingly export-oriented country
 - 2.2 Exports in 2024
 - 2.3 Importation. A country with growing imports
3. The Spanish fruit and vegetable industry in the European Union.
Leading producer and exporter
4. Spanish fruit and vegetables in the world.
5. Household consumption

1. FRUIT AND VEGETABLES IN AGRICULTURE AND THE ECONOMY

1.1 LEADING INDUSTRY IN AGRICULTURE. AN INCREASINGLY HORTICULTURAL COUNTRY

Fruit and vegetables constitute the leading industry in Spanish agriculture, with a value of 20.780 billion euros, accounting for 57% of Final Plant Production (which includes the major industries: cereals, olives, etc.) and 31% of Final Agricultural Production (which also includes livestock farming), according to complete data from 2024, from the Sub-Directorate General of Statistics of the Ministry of Agriculture, Fisheries and Food.

Spain produces around 27 million tonnes of fresh fruit and vegetables, of which 54% corresponds to vegetables, 38% to fruit and 8% to potatoes. Around 60% of fruit and vegetable production is destined for export and the rest for the domestic market.

The occupied area accounts for 5% of the total agricultural area in Spain, estimated at 1.1 million hectares.

Iciar Martínez de Lecea
Jefa de prensa
Tel.: 627 706 089
iciasm@ifema.es

Helena Valera
Prensa internacional
Tel.: +34 629 644 208
evalera@ifema.es

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

1.2 TERRITORIAL, SOCIAL AND ECONOMIC STRUCTURING

The fresh fruit and vegetable production and export industry makes an important contribution to the territorial, social and economic structuring of rural areas in Spain and, by extension, in Europe, and is an important counterweight to depopulation in certain rural areas.

It is characterised by its variety and diversity, both in terms of agro-climatic regions, production areas and agricultural systems, which allows the industry to be present in all the autonomous communities. In this way, it **contributes to fixing the population in rural areas** as it is present in most of the Autonomous Communities and occupies a relatively small part of the surface area.

It also contributes to **regional economic structuring**, creating employment and wealth through the high added value generated by its products. The direct employment generated by the fruit and vegetable industry is estimated at 280,000 workers in annual terms affiliated to the Social Special Security System for Employed Agricultural Workers, which represents more than half of national agricultural employment, estimated at 409,113 workers in annual terms according to data from the Ministry of Employment and Social Security.

To the direct employment generated by fruit and vegetable production must be added the figure of 150,000 workers in processing work at source and other complementary activities, so it can be concluded that the industry represents more than 50% of national agricultural employment.

1.2 STRENGTHS

- **Broad and diversified offer**

Spanish fruit and vegetable production and export is characterised by a great diversity of products, and within each product, there are different species, varieties, formats, etc. Diversity that sets it apart from other major fruit and vegetable exporting countries. Spanish exports comprise more than 92 vegetables and more than 120 fruit varieties.

- **Extensive calendars - reliable supplier all year round**

The diversity of the fruit and vegetable supply is driven by the diversity of agro-climatic regions, production areas and agricultural systems, which allows Spain to have wide marketing calendars and therefore to have an almost permanent presence in the market. A large group of products is exported from areas that are very far apart, e.g. peaches from Huelva to Lleida.

Iciar Martínez de Lecea
Jefa de prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa internacional
Tel.: +34 629 644 208
evalera@ifema.es

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

- **Large volumes to supply all types of customers and markets**

Spanish exports exceeded 12.3 million tonnes in 2024, reinforcing its position as Europe's leading fruit and vegetable exporter. The large volumes offered by the Spanish market garden make it possible to satisfy the demands of small distributors or large supermarket chains.

- **The shortest value chain to supply Europe**

A very high percentage of the food we consume comes from distant markets. This has a high cost of transport, whether by sea or road, carbon footprint, time... Long value chains are much more exposed at times when there is a global problem. Spain offers the shortest value chain to supply Europe with fruit and vegetables all year round.

2 FOREIGN TRADE IN FRUIT AND VEGETABLES

2.1 SPAIN, AN INCREASINGLY EXPORT-ORIENTED COUNTRY.

17.7 BILLION EUROS IN 2024

Spanish exports of fresh fruit and vegetables in 2024 recorded a year-on-year growth of 8% in volume and 5% in value, amounting to 12.3 million tonnes and 17,7 billion euros respectively, according to data from the Customs and Excise Department, processed by FEPEX.

Foreign sales of **fresh vegetables in 2024** amounted to 5.7 million tonnes, an increase of 10% over the previous year, with a value of 8 billion euros (+2%). **Pepper, cucumber and lettuce** are the most exported, **relegating tomatoes to fourth place**. Pepper exports stood at 804,126 tonnes, 13% more than in 2023 and 1.56 billion euros (+3%); cucumber exports were 745,726 tonnes (+12%) and 979 million euros (-2%); lettuce exports rose to 745,699 tonnes (+5.5%) and 920 million euros, the same value as in 2023 and tomato exports amounted to 674,426 tonnes (+21%) and 1 billion euros (-6%).

Exports of **fresh fruit in 2024** amounted to 6.6 million tonnes (+7%) for a value of 9.65 billion euros (+8%), with the good performance of **stone fruit** standing out, with growth such as that of the nectarine, with 13% more in volume and 11% more in value, totalling 339,085 tonnes and 495 million euros, or the flat peach, with 10% more in volume and 17% more in value, totalling 204,276 tonnes and 315 million euros. The positive evolution of **red fruits**, such as strawberries also stands out, with 255,375 tonnes (+4%) and 788 million euros (+12.5%) and **watermelon**, with an increase of 16% in volume and 11% in value, totalling 789,733 tonnes and 552 million euros, making it the third most exported fruit, after oranges and tangerines.

Iciar Martínez de Lecea
Jefa de prensa
Tel.: 627 706 089
iciasm@ifema.es

Helena Valera
Prensa internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez
Comunicación FEPEX
Tel.: +34 91 319 10 50
bjimenez@fepep.es

By autonomous region, Andalusia is the biggest exporter, with 3.9 million tonnes and 6.74 billion euros and a growth of 7% in volume and 3% in value compared to 2023. It is followed by **the Valencian Community**, with 3.5 million tonnes (+9%) and 4.64 billion euros (+6%); **Murcia**, with 2.4 million tonnes (+12%) and 3.26 billion euros (+6%) and Catalonia, with 994,136 tonnes (+4%) and 1.28 billion euros (+4%).

By destinations, Europe continues to be the first, with 11.9 million tonnes, 8% more than in 2023 and 17.17 billion euros (+5%), representing 97% of the total exported by Spain, with the EU standing out with 10 million tonnes (+9%) and 14.3 billion euros (+5%) and the United Kingdom in second place, with 1.3 million tonnes (+5%) and 2.18 billion euros (+7%).

The figures for fruit and vegetable foreign trade demonstrate that **the EU continues to be the mainstay of the sector's positive evolution, compared to third countries**, which only represent 3% of exports, and with very limited possibilities for growth, due to protectionist policies based on phytosanitary barriers in some of these countries, such as the United States, where Spain exported only 32,468 tonnes, 0.2%. The globalisation of the EU market also requires an ever greater investment effort in order to maintain competitiveness, which is why the industry grouped in FEPEX is calling for an investment financing policy that is more in line with the sector's needs.

2.2 EXPORTS IN 2025

STABILISATION OF VOLUME AND INCREASE IN VALUE

In the first half of this year, exports of fresh fruit and vegetables have stabilised in volume, with a slight decrease of 0.1% compared to the same period in 2024, standing at 6.6 million tonnes, while value grew by 9%, totalling 10.96 billion euros.

Vegetables recorded a decrease in volume of 3%, totalling 3.2 million tonnes, but with an increase in value, reaching 4.98 billion euros (+5% compared to the same period in 2024). Within this group, lettuce is the most exported product in this period, having reached 456,000 tonnes in the first half of the year, a volume very close to that of peppers, of which 455,000 tonnes were exported. In terms of value, pepper is in first place with 1.062 billion euros, followed by tomato with 677.5 million euros exported during the first half of the year.

In terms of fruit, 3.4 million tonnes were exported in the first half of 2025 (+2%), reaching a value of 5.988 billion euros (+12%).

2.3. GROWTH IN IMPORTS

Spain is importing more and more fresh fruit and vegetables. In 2024, foreign purchases grew by 6% year-on-year, totalling 4.4 million tonnes and by 12% in value, exceeding 5

Iciar Martínez de Lecea
Jefa de prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez
Comunicación FEPEX
Tel.: +34 91 319 10 50
bjimenez@fepe.es

million euros. Vegetable imports amounted to 2.1 million tonnes (+15%) and 1.587 billion euros (+12.5%) and fruit imports totalled 2.2 million tonnes (-0.4%) and 3.414 billion euros (+11%).

This year and during the first half of the year, imports experienced a year-on-year growth of 9% in volume and 14% in value, totalling 2.4 million tonnes and 2.956 billion euros respectively, maintaining the upward trend of recent years.

Foreign purchases of vegetables from January to June 2025 amounted to 1.2 million tonnes, 11% more than in the same months of 2024, and the value stood at 897 million euros, up 6%.

Potatoes maintain their position as the number one imported product not only of vegetables, but of the entire category, with 737,480 tonnes, which meant a 7% growth compared to the previous year, while the value decreased by the same percentage, totalling 306 million euros.

Onions occupy second place in terms of vegetable imports, registering strong growth in the period analysed, 32% in volume, amounting to 121,360 tonnes, and 14% in value, totalling 70 million euros.

Foreign purchases of fruit amounted to 1.2 million tonnes and 2.058 billion euros, representing growth of 7% in volume and 19% in value. The average price of fruit imported by Spain has risen by 11% to 1.7 euros/kilo.

After bananas, which have traditionally been the leading fruit in the Spanish import market, with 211,288 tonnes and 148 million euros in this period, the growth of avocado stands out, which has become the second most imported fruit in volume, with 147,063 tonnes (+24%), but the most imported in value, with 327 million euros in the first half of the year, representing an increase of 17%.

Third place goes to apples, with a slight drop of 3% in foreign purchases in the first half of the year, falling to 100,544 tonnes, while the value increased by 4% to 111 million euros.

3 SPANISH FRUIT AND VEGETABLES IN THE EU LEADING PRODUCER AND EXPORTER

In the European Union, Spain is the main producer of fruit and vegetables, with 28 million tonnes, according to FAO data for 2023, closely followed by Italy, with 27 million tonnes. France also stands out with 22 million tonnes, the Netherlands with 10.3 million tonnes and Poland with 14 million tonnes.

Iciar Martínez de Lecea
Jefa de prensa
Tel.: 627 706 089
iciasm@ifema.es

Helena Valera
Prensa internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez
Comunicación FEPEX
Tel.: +34 91 319 10 50
bjimenez@fepep.es

Spain is also the leading exporter in the EU. Intra-EU trade in fresh fruit and vegetables reflecting exports and imports between EU Member States, including re-exports, stood at 40 million tonnes in 2024, according to data from Eurostat's Statistical Office.

Spain, with 10 million tonnes of fresh fruit and vegetables exported to the EU in 2024, is the leading supplier, accounting for 25% of total intra-EU trade. It is followed by the Netherlands with 9.5 million tonnes of exports to the EU, 24% of the total, and France with 4.8 million tonnes, 12% of the total.

4 SPANISH FRUIT AND VEGETABLES IN THE WORLD

World fruit and vegetable production in 2023 amounted to 1,966 million tonnes, almost the same volume as in 2022, when it stood at 1,937 million tonnes, according to FAO data. Spain ranks eleventh in the world.

China is the world's largest producer with 769 million tonnes, accounting for 40% of the total. India is second with 213 million tonnes, accounting for 11% of the world's total production. The third position is held by the United States with 65 million tonnes, which represents 3% of the total.

The fourth largest producer country is Turkey with 53.4 million tonnes, followed by Brazil with 46.3 million tonnes; Mexico with 37.4 million tonnes; Russia with 34.9 million tonnes; Egypt with 33.9 million tonnes; Indonesia, with 33.8 million tonnes; Ukraine, with 29.2 million tonnes and Spain, with 29.1 million tonnes, according to FAOSTAT data, processed by FEPEX.

5.CONSUMPTION: BETWEEN DECREASE AND STAGNATION

In 2025 and with data from the first half of the year, household consumption of fresh fruit and vegetables stood at 3,347 million kilos, 0.4% less than in the same period of 2024. Per capita consumption in this period is 146 kilos per person per year, the same as in the first half of 2024.

Except during the pandemic, when demand grew strongly, the evolution of fruit and vegetable consumption in recent years has been on a downward trend.

In 2024, per capita consumption of fresh fruit in Spanish households fell by 0.9% compared to the previous year, to 79.38 kilos, and that of vegetables fell by 0.7%, to 49.55 kilos per person per year, according to data from the Food Consumption Report 2024.

Since 2008, the fruit category trend in Spain has been decreasing for most types of fruit, with the exception of 2020, where the pandemic situation boosted the demand for fresh fruit. Since 2008, this market represents a contraction of 18.6 % in the volume of

Iciar Martínez de Lecea
Jefa de prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa internacional
Tel.: +34 629 644 208
evalera@ifema.es

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

purchases. The fruit segment that has seen the biggest reduction in consumption since 2008 is citrus fruits and pome fruits, both with a contraction of more than 35.0 %. In contrast, the fruit segments that have grown the most are exotic fruits and stone fruits, with growth of 18.1 % and 59.3 % respectively.

As for **fresh vegetables**, per capita consumption in 2024 was 49.55 kg, 0.7% lower than the previous year. Expenditure per capita also fell slightly, by 0.2% to 117.50 euros per person per year.

As in the case of fruit, the trend in recent years in household vegetable consumption has been downwards, with the exception of 2020, which remains the year with the highest volume of the category. Since 2013, the volume of purchases has decreased by 19.7 %, the trend being negative for all types of vegetables, without exception, with green beans experiencing the greatest decline with a 55.0 % decrease in volume compared to that year.

In this scenario, for FEPEX, it is necessary to reinforce the promotion of consumption, as well as the involvement of the different administrations, not only the Ministry of Agriculture, Fisheries and Food, but also the Ministry of Education and Vocational Training, because it is also possible to teach people to eat well. The involvement of health authorities would also be very beneficial because maintaining a healthy diet among the population will contribute to the reduction of healthcare expenditure.

Iciar Martínez de Lecea
Jefa de prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa internacional
Tel.: +34 629 644 208
evalera@ifema.es

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

Spanish tomatoes will be the star of Fruit Attraction 2025

It is the undisputed star of salads, a key ingredient in pantries all over the world, which stands out for its flavour and great variety. A fresh, natural, sustainable and healthy product that has become an ambassador for Spain since our sailors brought it back from their first voyages to the Indies. Because for centuries, generation after generation of farmers have made the tomato the main character of Spanish cuisine.

Tomatoes will be the 'Star Product' of the 17th edition of Fruit Attraction, the great international showcase for fruit and vegetables which, organised by IFEMA MADRID and FEPEX, will be held in Madrid from 30th September to 2nd October. This will be the largest edition of the fair, with an increase in surface area, exhibitors, companies and countries, a sign of the strength and importance of the fruit and vegetable industry in Spain and the rest of the world.

The choice of tomato as the star product is aimed at highlighting the great work of the Spanish production and marketing industry. It also coincides with a key moment, given the current geopolitical situation and the increasing competition from countries outside the European Union.

The tomato is the most widely consumed vegetable in the world. In Spain, it represents 24.23% of fresh vegetable consumption in homes, with an average of 12 kg per person per year at home and 2 kg outside the home. In 2024 alone, consumption grew by 6.25% compared to the previous year, driven by variety diversification and consumers' commitment to healthier diets.

Tomato cultivation is present throughout Spain, with Andalusia, Murcia, Valencia and the Canary Islands being the main producing regions, with a total of 20,800 hectares of tomato cultivated for fresh consumption and 1,649,000 tonnes (2024). The Spanish tomato industry is characterised by its export orientation with 675,000 tonnes worth €1.1 billion, its main markets being Germany, France, the United Kingdom and the Netherlands.

Tomatoes are a key ingredient in the Mediterranean Diet. They are high in lycopene, antioxidants, vitamins A and C, fibre and water and low in calories. Their nutritional profile makes them an interesting option within a varied and balanced diet, in line with the recommendations of the World Health Organisation, which recommends consuming at least 430 grams per day.

Activities programme (*full programme [here](#)*)

Fruit Attraction 2025 has designed an extensive programme of activities to highlight tomatoes through innovation, knowledge and promotion. These include the installation of a **greenhouse vegetable garden** with different commercial types of tomato (vine, salad, ribbed, pink, pear, black or cherry), which will be located in the #alimentosdespaña Square.

Iciar Martínez de Lecea
Jefa Prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 644 208
evalera@ifema.es

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

Similarly, a meeting has been planned between the main tomato-producing countries in the European Union, which will present a **joint manifesto** in defence of agricultural production originating in the member countries, facing the strong and unequal competition with countries outside the EU.

Knowledge and debate

The **Tomato Attraction Forum** will be attended by the European Commission's Managing Direction for Agriculture and Rural Development, who will present an interesting tool for the producer and marketing industry, the tomato dashboard. It includes monthly price and trade data as well as annual production volumes. This system enables farmers to track tomato farming, create prescription maps and monitor crop health through satellite imagery and records of crop operations. This space for knowledge, analysis and debate will also feature two round tables, which will shed light on the 'Geopolitical Implications of the Tomato Trade' and on 'Trends, Key Players and Market Dynamics'. The Spanish Seed Breeders' Association (ANOVE, Asociación Nacional de Obtentores Vegetales) will also give a talk on the 'Contributions of Variety Improvement in Tomatoes'.

Acknowledgements

On 1 October, the 2025 **Tomato Awards** will be presented at the institutional stand of the Andalusian Regional Government, which will recognise key figures in the development of tomato production in Spain, with a long track record, as well as companies, organisations and the media, whose work contributes to adding value to this product. The 'FoTomate Call', installed in halls 7 and 9, will provide a fun atmosphere and enable interaction via social media.

During the 3 days of the fair, **samplings** of different types of tomato (Long-life, Plum, Black, Pink, Ribbed, Salad, etc.) will be offered in the Buyer Lounge and at different points in halls 7 and 9. Along the same lines, **Factoría Chef** will host show-cookings by different chefs. Moreover, the Association of Fruit and Vegetable Exporters and Producers of the Region of Murcia will be holding a **festival** focused on Spanish tomatoes.

This initiative is possible thanks to the coordination of the Association of Fruit and Vegetable Producers' Organisations of Almeria (COEXPHAL), in collaboration with the Tomato Industry Committee of FEPEX and some fifteen companies and organisations: Gusto del Sur - Regional Ministry of Agriculture of the Regional Government of Andalusia, Proexport, Cajamar, CASI, Grupo Paloma, Vicasol, La Palma, Biosabor, Loojie, BASF Nunhems, Rijk Zwaan, HM Clause, Fitó, Enza Zaden and Yuksel Seeds.

Iciar Martínez de Lecea
Jefa Prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 644 208
evalera@ifema.es

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

Factoría Chef, the gastronomic area at Fruit Attraction

Sponsored by #alimentosdespaña, Factoría Chef will once again be showcasing the culinary versatility of fruit and vegetables with some entertaining showcooking sessions.

Once again, **Fruit Attraction 2025, which is being held from 30 September to 2 October, is** hosting a new edition of **Factoría Chef, sponsored by #alimentosdespaña**, the innovative gastronomic area designed to showcase the excellence of fruit and vegetables to the international channel. This stage, already consolidated as one of the main attractions of the trade fair, provides exhibiting companies with a unique opportunity to conduct **live cooking demonstrations** and showcase their products. On this occasion, it will be located in **hall 7 of Fruit Attraction -7A15-** in collaboration with the **Ministry of Agriculture, Fisheries and Food.**

Factoría Chef will be presenting a series of different showcooking sessions to highlight the infinite culinary possibilities of fruit and vegetables. Dishes prepared with a variety of products, such as different varieties of tomato, this year's star product; broccoli; artichoke; avocado; mango; fresh shoots and edible flowers, among many other options. This initiative will provide an opportunity to discover the fruit and vegetable products offered by **Cooperativa La Palma, Campo de Lorca, Sol y Tierra Campo de Cartagena, Trops, Frutas y Hortalizas de Fontellas, Regione Sicilia, Germinarte, Princesa Amandine, Tany Nature and Bard Valley Natural Delights.**

Some of **Spain's top chefs** will be participating in the different sessions, such as **Enrique Sánchez, Daniel del Toro, Rubén Fenollar, Roberto Chef Bosquet, Luisa Andrea Solano Pérez, Andrea Tumbarello, Jorge López Giménez, José Valadés Nieto, Antonia María Piernas Millán, Pablo González and Shayna Telesmanic.** They will be joined by the battle between **Sonia Cortés** and **Carmen Cabra** of **Fruit Today**, and **Amalia del Río** and **Alicia Lozano** from **Mercados** magazine, in an action led by **Cristina Ferrer.**

PROGRAMME FOR FACTORÍA CHEF by #alimentosdespaña

Iciar Martínez de Lecea
Jefa Prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 644 208
evalera@ifema.es

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

Fruit Attraction 2025 recognises innovation and entrepreneurship with the *Innovation Hub Awards*

Fruit Attraction, organised by **IFEMA MADRID** and **FEPEX** being held from **30 September to 2 October**, will once again be hosting the *Innovation Hub Awards*, which **recognise and highlight the R&D&I efforts of the industry as a whole**, and of each **company in particular**.

On this occasion, a total of **9 products** have been chosen as finalists from among the 50 entrants and will have the opportunity to **defend their candidacy before the *Innovation Hub Awards* jury on Thursday 2 October**, from **12.30pm in the Fruit Forum by Timac Agro** space located in the connecting area between halls 1 and 3 of the trade fair.

After their defence and the jury's deliberation, the winner in each category - **Fresh Produce; F&V Industry** and **Sustainability and Commitment Actions** - will be chosen, and the prize-giving ceremony will take place, with a **cash prize of 2,000 euros for each winner**.

The information on the **50 products and services presented** at this edition will be available in the **Innovation Hub space at Fruit Attraction**, located in the **connecting areas between halls 5 and 7**.

The finalists of this year's Fresh Produce category are:

-Enza Zaden and Agroiris - Tribelli® Seedless

The Tribelli® range of peppers is reinvented in its Seedless version, offering all of its characteristic flavour but now without seeds. A proposal designed for healthy and convenient snacks, meal kits and fresh dishes, combining sweetness, vitamins and antioxidants with a more convenient and sustainable consumption experience.

-IRTA (Institut de Recerca i Tecnologia Agroalimentàries) - Apple variety HOT84A1/TUTTI®

A new apple variety adapted to hot climates. It stands out for its intense aroma, sweet taste, crisp and light texture and bright red colour, offering new possibilities for fruit production in hot regions.

-SAT Bonnysa - Flavors of the World Range

An innovative collection of fresh and natural spreads that invites you to discover international flavours, such as those from Japan, Syria, Lebanon, among others- and, at the same time, to export the taste of Spain.

The finalists of the F&V Industry are:

Iciar Martínez de Lecea
Jefa Prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 644 208
evalera@ifema.es

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

-AgroFresh – Rubens

A handheld, non-destructive scanner that, integrated with the FreshCloud™ digital platform, enables real-time measurement of key parameters such as Brix, firmness and starch. It facilitates decision making from the field to the packhouse, optimising quality, reducing waste and improving efficiency throughout the fruit and vegetable chain.

-Ecorobotix – ARA: Broccoli Ultra High Precision Algorithm

AI-powered sprayer that applies treatments on a plant-by-plant basis. Its unique broccoli algorithm reduces herbicide use by up to 95% and fungicides and insecticides by 85-35%, offering unprecedented flexibility in crops where alternatives are scarce. A true technological revolution for the industry.

-Edencore – Viewer

Cutting-edge monitoring system with high-precision cameras to forecast yields, measure productivity and provide tree-level crop health data. With its VRA technology, it enables real-time mapping of foliage and fruit load variabilities, reducing the use of chemical inputs by up to 40%.

The **finalists in the Sustainability and Engagement Actions category are:**

-Anecoop S. Coop. – Anecoop Sustainability Observatory

A strategic tool exclusively for its member cooperatives that allows them to measure impacts, adapt to regulations and make decisions based on real data. It combines training, data science and innovation to turn sustainability into a way of improving the efficiency, competitiveness and social and environmental value of the industry.

Pallet Sure – FIXBOX

A reusable system that eliminates the need for plastic film and strapping in the transport of goods. An innovative solution that aims to transform logistics, reduce plastic waste and become a global benchmark in sustainable fastening systems.

Primaflor – Robot LaserWeeder G2-600-G

Robotic laser weeding system with artificial intelligence that achieves 99% effectiveness in the elimination of weeds without herbicides. It protects soil microbiology, reduces operating costs and promotes more sustainable agriculture, avoiding the use of chemicals and preserving the natural balance of the agricultural ecosystem.

Iciar Martínez de Lecea
Jefa Prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera
Prensa Internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez
Comunicación FEPEX
Tel.: +34 91 319 10 50
bjjimenez@fepex.es

Organising Committee Fruit Attraction 2025

Cristina Andrés López
FEDEFRUTA

Alejandro Gonzalez Herrero
ADEFRUTAS

Sheila Argaiz
ARIFRUT

Juan Antonio González Real
COEXPHAL

José Juan Bonny Miranda
FEDEX

Luis Marín Lamparero
ASOCIAFRUIT

Jorge Brotons
FEXPHAL

Diego Martínez
AGEM

Sergio Caceres
ASPROCAN

Daniel Martínez Rodríguez
IFEMA MADRID

David Chica
MERCAMADRID

Yolanda Medina
ASONAL

José Vicente Darder Navarro
ACEC

José Miñones Conde
MERCASA

Yolanda Fernández Pereira
ANGED

Jorge Moreno
AFHORFRESH

Ignacio García Magarzo
ASEDAS

Marta Nieto Novo
COMUNIDAD DE MADRID

Joaquín Gómez
APOEXPA

Cecilio Peregrín
FEPEX

Miguel Angel Gómez Cardoso Bernet
AFRUEX

Lluís Pérez Carretón
ASOCIACIÓN ESPAÑOLA DEL KAKI

Francisco José Gómez Macías
FRESHUELVA

José María Pozancos
FEPEX

Fernando P. Gómez Molina
PROEXPORT

Arancha Priede
IFEMA MADRID

Iciar Martínez de Lecea
Jefa de prensa
Tel.: 627 706 089
iciasm@ifema.es

Helena Valera
Prensa internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez
Comunicación FEPEX
Tel.: +34 91 319 10 50
bjimenez@fepep.es



Nota de prensa

Joaquín Rey

5 AL DIA

Luis Fernando Rubio Catalán

ANPCA

Olga M^a Ruiz Castillo

AYUNTAMIENTO DE MADRID

María José Sánchez

IFEMA MADRID

Manel Simon

AFRUCAT

Andrés Suárez Puertas

ASOMAFRUT

José María Zalbidea

FEPEX

Iciar Martínez de Lecea

Jefa de prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera

Prensa internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez

Comunicación FEPEX
Tel.: +34 91 319 10 50
bjimenez@fepex.es



Staff Fruit Attraction 2025

Director:

María José Sánchez

Comercial Managers

Olga Berrendo
Natividad López
Ana de Cuadros

Sales Coordinator

Asela González

Secretariat

Laura Francos

Marketing

Candelas Alonso
Esther Morales
Paula Santamaría

Iciar Martínez de Lecea

Jefa de prensa
Tel.: 627 706 089
iciarm@ifema.es

Helena Valera

Prensa internacional
Tel.: +34 629 644 208
evalera@ifema.es

Begoña Jiménez

Comunicación FEPEX
Tel.: +34 91 319 10 50
bjimenez@fepex.es

Press and Communication office**Head of Communications and Institutional Relations at IFEMA MADRID:** Raúl Díez**Fruit Attraction:****Press Officer**

Iciar Martínez de Lecea

iciarm@ifema.es

Telf. +34.627.70.60.89

International Press:

Helena Valera

evalera@ifema.es

Telf. +34.629.64.42.08

Lucas Farioli

lfarioli@ifema.es

Telf. +34. 678.64.92.12

Secretariat:

Pilar Serrano

pilars@ifema.es

Telf. +34.648.18.92.18

Press Assistant:

Susana Domínguez

susanadominguezmartin@gmail.com

Telf. +34.687.722.102

FEPEX Communications Officer:

Begoña Jiménez

Telf. +34.91.319.10.50

bjimenez@fepep.eswww.fepep.es**Social Media:**

Agencia Annie Bonnie

Roberto Fanjul

rfanjul@anniebonnie.com

Telf. +34.91.621.66.11

Iciar Martínez de Lecea

Jefa de prensa

Tel.: 627 706 089

iciarm@ifema.es**Helena Valera**

Prensa internacional

Tel.: +34 629 644 208

evalera@ifema.es**Begoña Jiménez**

Comunicación FEPEX

Tel.: +34 91 319 10 50

bjimenez@fepep.es