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### PRESS ACCREDITATIONS



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#FruitAttraction23

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### Fruit Attraction 2023 | 15th Anniversary

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 every year for 14 years, and this year, 2023, will be its 15th anniversary. 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  
**Duration of the event:** 3rd to 5th October 2023  
**Edition:** 15th Anniversary  
**Type:** Professional only  
**Venue:** IFEMA MADRID Fairground (Halls 1, 3, 4, 5, 6, 7, 8, 9 and 10)  
**Andalusia Guest Region at Fruit Attraction 2023**

#### Participation 2023:

2,000 companies from 56 countries, 90,000 professionals from 135 countries and more than 64,000 m2 of fruit and vegetable produce on offer.

#### Evolution of participation:

Exhibitors 2009: 453  
Exhibitors 2022: 1,812

Visitors 2009: 8,480  
Visitors 2022: 89,535

#### Areas:

**-Fresh Produce**, with a wide variety of fruit and vegetable products.

**+Ecorganic Market**, the exclusive space for the marketing and export of organic products, continues to gain momentum.

**-Related Industry**, which brings together the entire value chain of the industry.

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**+Smart Agro**, an area specialising in innovative products that apply ICT to the fruit and vegetable industry.

**+Biotech Attraction**, a specialised space for research and technological development in plant genomics.

**-Fresh Food Logistics**, a space at the service of logistics, transport and cold chain management for fresh food.

Additionally, **lettuce** stands out as the **star product** of Fruit Attraction 2023.

### Buyers Programme:

The fair will continue to implement initiatives aimed at favouring sales, promotion, development and growth of exhibiting companies.

#### **-International Buyers Programme**

**-Noted importing countries: Brazil, Canada** and the **United States** as starring players in 2023. This will promote trade relations between the countries of the European Union and these non-EU markets, backed by a full programme of round tables, guided tours of the fair and B2B sessions.

### Innovation

One of the fundamental pillars of Fruit Attraction is INNOVATION. The fair shows the international fruit and vegetable industry as a whole, that innovation is one of the pillars of a modern industry, adapted to consumer profiles.

**-The Innovation Hub:** brings together all the innovation and the best products or services of the exhibitors participating in the Fair.

**Innovation Hub Awards:** recognising the best products and services in each category.

### Activities

**- Fruit Next and Forums** with a complete programme of technical conferences made up of sessions characterised by a wide variety of content, as well as the high level of the participants and speakers.

-The gastronomic space **Factoria Chef**, will return with attractive demonstrations and showcookings.

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# Fruit Attraction 2023 breaks all records on its 15th Anniversary

**Madrid, 3 de octubre de 2023 - Fruit Attraction** celebrates its **15th anniversary** in style from **3 to 5 October**. The fair, organised by **IFEMA MADRID** and **FEPEX** and with **Andalusia** as the **Guest Region**, records the largest participation in its history with **2,000 exhibiting companies from 56 countries**, more than **64,000 square metres** of floor space, and an expected attendance of **90,000 professionals from 135 countries**.

In total, **for the first time there will be 9 halls -1, 3, 4, 5, 6, 7, 8, 9 and 10-** at the Madrid fairground that will house the **wide range of fruit and vegetable products on offer at this edition**, which means an **increase in both occupancy and participation of more than 10%** compared to last year's edition. In this way, Fruit Attraction 2023, which incorporates the **participation of 316 new companies**, will turn the **city into the world epicentre for the commercialisation of fresh produce**.

These highly positive figures demonstrate the **fruit and vegetable sector's** growing **interest in participating in the sector's largest business centre**, as well as its **support for promoting Fruit Attraction as a fundamental lever for internationalisation** and a meeting point for all professionals along the entire supply chain.

On this occasion, the **Fresh Produce Area** represents almost **70% of the fair** and registers a **14% increase** regarding the previous year, as well as the **Related Industry Area**, which **accounts for 25%**, with **growth** in two of its sectors: **Biotech Attraction, by 5%**, and **Smart Agro, by 20%**. The **Fresh Food Logistics Area** also recorded an increase of **more than 31%**, with the participation of **48 companies**.

National participation accounts for **60% of the fair**. The immense influence of **Spain as a world leader in the fruit and vegetable market** will be reflected by the **presence of almost all the autonomous communities producing fruit and vegetables in the country**, cementing Fruit Attraction as an effective tool for generating **business opportunities** and for **accessing new international markets**, precisely in a **key month** for planning campaigns.

The **international segment accounts for 40% of occupancy**, with **56 countries** participating. On this occasion, **17 new markets have been added**, such as **Austria, Denmark, Cyprus and Bulgaria**, reinforcing the **strong European presence**.

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** and **ICEX**, is once again activating the

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**International Buyers Programme**, which will attract **over 700 buyers from 70 countries**, retail purchasing managers, importers and wholesalers to Madrid, bringing a special dynamism to the fair's operations.

An addition to this is the **Noted Importing Country**, with **Brazil, Canada and the United States** as the starring players 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.

Fruit Attraction 2023 proposes a **full programme of activities**. On the one hand, **the Forums** will host **a total of 75 presentations** distributed in six areas. The **Fruit Forum** will host the **7th Grape Attraction Congress**, the **Biotech Attraction Conference** and the **Biofruit Congress**, and the various **Fruit Next Forums** will host **exhibitor** presentations. The fair will also host the **Biotech Forum** and the **III Fresh Food Logistic The Summit** - organised by **Alimarket**-.

On the other hand, **lettuce** will be the **star product** this year, with **Lettuce Attraction** gathering various initiatives, with the collaboration of **Proexport**, around one of the most widely consumed vegetables in the world.

On the other hand, **The Innovation Hub** -at the nexus of halls 8 and 10-, with **54 products**, will be the area dedicated to innovation and business innovations in the sector. 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**.

As usual, **Factoria Chef** will once again represent the gastronomic space within Fruit Attraction with attractive demonstrations and showcooking.

In addition, the **13th APAE and Fruit Attraction Journalism Awards** will be presented, dedicated to international media of recognised prestige in the fruit and vegetable sector.

**Fruit Attraction 2023** 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**.

**The fair, organised by IFEMA MADRID and FEPEX, will be held at the exhibition centre from Tuesday, 3 to Thursday, 5 October, from 9:30 a.m. to 7 p.m. and until 5 p.m. on the last day.**

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# The fruit and vegetable industry in Spain

FEPEX report for Fruit Attraction 2023

## 1. SPAIN, A FRUIT AND VEGETABLE GROWING COUNTRY

- Fruit and vegetables constitute **the leading industry in Spanish agriculture**, with a value of 18.762 billion euros, accounting for 54% of Final Plant Production (which includes the major industries: cereals, olives, etc.) and 33% of Final Agricultural Production (which also includes livestock farming), according to complete data from 2021, 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. Approximately 60% of fruit and vegetable production is destined for export and the rest for the domestic market.
- **The area occupied by the fruit and vegetable industry** in Spain is around 1,100,000 hectares, which represents approximately 5% of the total agricultural area.

## 2. EXPORTS IN 2022

- It is the **leading industry of the agri-food trade balance**. Spanish exports of fresh fruit and vegetables accounted for 34% of Spanish food exports in 2022.
- Spanish exports of fresh fruit and vegetables in 2022 fell by 10.4% in volume compared to the previous year, totalling 12 million tonnes and the value increased by 1.6%, standing at 15.930 billion euros according to data from the Customs and Excise Department, processed by FEPEX.
- **The year-on-year decline in the volume exported was most notable in fruits**, with a 13% drop, totalling 6.6 million tonnes and affecting almost all products. In stone fruit, the main products fell, such as peaches, with 24% less and 262,211 tonnes, or nectarines, with 20% less and 277,539 tonnes. Regarding red fruits, strawberries fell by 12% to 278,137 tonnes and blueberries, with 3% less and 86,879 tonnes. The total value of fruit exports amounted to 8.843 billion euros (-3%).
- **Vegetable exports in 2022 fell by 7% compared to 2021**, totalling 5.3 million tonnes, with the main vegetables exported having a decline too, such as peppers with 795,669 tonnes (-7%), lettuce with 714,503 tonnes (-12%), tomatoes with 629,269 tonnes (-5%) and cabbages with 500,520 tonnes (-7%). The total value of vegetable exports grew by 7%, totalling 7.086 billion euros.

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- The sharp decline in the export volume of fresh fruit and vegetables by 2022 **is largely due to adverse weather conditions**, according to FEPEX, which caused all kinds of issues, such as the spring frosts, which led to a sharp reduction in stone fruit, especially in Aragon and Catalonia, or the incessant rains during April and May in eminently fruit and vegetable-growing regions such as Murcia. This was made worse by the summer heat waves and a very warm start to the winter, which affected fruit and vegetable production in Andalusia. **Specific measures** are therefore needed **to encourage investment** to cope with this increasingly **adverse weather**. In terms of value, the growth of 1.6% **does not compensate for the cost inflation** that the industry has suffered, in a year in which imports have continued to grow.
- With regard to **origin**, Andalusia sold a total of 4 million tonnes of fresh fruit and vegetables outside our borders, 9% less than in 2021, for a value of 6.567 billion euros (+9%). It is followed by the Valencian Community, with 3.5 million tonnes (-11%) and 4.007 billion euros (-6%) and Murcia with 2.3 million tonnes (-16%) and 2.923 billion euros (-2%). Fourth place goes to Catalonia, with 897,250 tonnes (-12%) and 1.104 billion euros (-1%).
- In terms **of destinations, Europe accounts for 96% of total exports**, with the EU being the leading market, with 9.8 million tonnes (81% of the total) followed by the UK, where 1.4 million tonnes were sold (-7%). Shipments outside Europe increased by 4% compared to 2021 but only reached 453,488 tonnes, showing the importance of the EU market for overseas sales.

### 3. IMPORTS IN 2022

Spanish fruit and vegetable imports in 2022 grew by 7% in volume and 15% in value compared to 2021, totalling 3.8 million tonnes and 3.763 billion euros. Vegetables had the most optimistic numbers, with 1.8 million tonnes (+14%) worth 1.172 billion euros (+32%). Fruit totalled 2 million tonnes (+1%) and 2.591 billion euros (+9%).

### 4. EXPORTS IN 2023

Spanish fruit and vegetable exports from January to July 2023 fell by 8% compared to the same period the previous year, standing at 7 million tonnes, and rose by the same percentage in value, amounting to 10.88 billion euros, according to the most up-to-date data from the Customs and Excise Department of the Spanish Tax Agency, processed by FEPEX.

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Vegetable exports in the first seven months of the year stood at 7,009,125 tonnes, of which 3,292,470 tonnes concerned vegetables, 2% less than in the same period of 2022 and 3,716,655 tonnes to fruit, which recorded a decrease of 12%.

Peppers and lettuce are the vegetables most sold abroad in this period, with very similar volumes: 447,031 tonnes for peppers and 445,919 tonnes for lettuce. They are followed by tomatoes with 394,007 tonnes, cucumbers with 365,189 tonnes and cabbages with 355,895 tonnes.

In terms of fruit, after oranges, which are the most exported fruit in the period analysed, with more than 870,000 tonnes, watermelon stands out with 509,058 tonnes, strawberries with 241,830 tonnes and stone fruit, of which nectarines stand out with 166,401 tonnes.

Sales of fresh fruit and vegetables increased by 8% in value to 10.88 billion euros, of which 5.171 billion euros corresponded to vegetables (+15%) while 5.709 billion euros corresponded to fruit (+2%).

For FEPEX, the drop in the volume exported up to July this year has been largely due to the fall in production caused by inclement weather, while value has increased, driven by lower production, but above all by cost inflation.

### **5. SPAIN: THE MARKET GARDEN OF EUROPE. THE LEADING FRUIT AND VEGETABLE PRODUCER AND EXPORTER**

Spanish production of fresh fruit and vegetables, according to FAO data for 2021, amounted to 33.8 million tonnes (data that includes fresh and industrial production such as tomatoes for processing and wine grapes). Spain is the largest producer of fruit and vegetables in the EU, followed by Italy with 29.7 million tonnes and France with 22.3 million tonnes.

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 37.6 million tonnes in 2021, according to data from Eurostat's Statistical Office. Spain is the EU's leading supplier of fruit and vegetables, accounting for 28% of total intra-EU trade in fruit and vegetables. It is followed by the Netherlands with 24%.

### **6. A MAJOR PLAYER ON THE WORLD FRUIT AND VEGETABLE SCENE**

World fruit and vegetable production stands at 1.994 billion tonnes, according to the latest FAO consolidated data for 2021, a slight increase of 1% over the previous year.

China, India and the United States remain the world's leading producers, with Spain in eighth place.

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China's fruit and vegetable production in 2021 stood at 769.6 million tonnes, accounting for 39% of world production. This is followed by India with 234.9 million tonnes and the US with 68.2 million tonnes.

These three main producers are followed by Turkey with 55.1 million tonnes, Brazil with 47.3 million tonnes, Mexico with 37.8 million tonnes, Russia with 36.4 million tonnes and Spain with 33.8 million tonnes, according to FAOSTAT data, processed by FEPEX.

### 7. POPULATION RETENTION IN RURAL AREAS

In the current situation of constant depopulation of rural areas, the fresh fruit and vegetable production and marketing industry makes an important contribution to the territorial, social and economic structuring of this rural environment in Spain and, by extension, in Europe.

**It helps to fix 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. The fruit and vegetable industry is characterised by its variety and diversity, both in terms of agro-climatic regions, production areas and agricultural systems, which allows it to be present in all the autonomous communities and to offer the market a large number of products, both in terms of species, varieties, production methods and formats within each species.

Because of its labour-intensive nature and the high added value generated by its production, it **also contributes to the economic structuring of** the regions. The direct employment generated by the fruit and vegetable industry is estimated at 280,000 workers in annual terms affiliated to the Social Security Special System for Employed Agricultural Workers, which represents **more than half of the 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.

### 8. STRENGTHS OF THE SPANISH INDUSTRY

- **Diversity of supply**

Spanish vegetable exports are made up of more than 92 products and more than 120 fruits.

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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.

- **Wide range of 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.

- **High production and export volumes to supply all types of customers and markets**

Spanish exports exceeded 12 million tonnes in 2022, 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 English distributors or large supermarket chains.

- **Ability to adapt to consumer demands**

The Spanish industry has adapted to the evolution of market demand, as can be seen in the rapid growth in the production of certain fruits and vegetables that have seen strong growth in demand in European markets.

Examples include raspberries, which have increased from 79 million euros in 2010 to 346 million euros in 2017 and 458 million euros in 2021; broccoli, which has allowed the export of cabbage to increase from 290 million euros in 2011 to 631 million euros in 2021, or the flat peach, which has allowed the export of peaches to increase in recent years from 228 million euros to 442 million euros in 2021.

- **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.

### Andalusia, Guest Region at Fruit Attraction 2023

**Andalucía** takes part from the **3rd to 5th October** as the **Guest Region** in the **15th Anniversary of Fruit Attraction**, with the aim of boosting the regional agri-food industry through the promotion of products, their production methods and their identification in the market.

Fruit Attraction 2023 opens its doors for **a record edition: more than 90,000 professionals from 135 countries and 2,000 exhibiting companies from 56 countries** are expected to travel to Madrid to promote their products in **more than 64,000m<sup>2</sup> of exhibition space**. The **Andalusia Space will also break its own record: it will have a space of more than 10,000m<sup>2</sup>** to promote the Andalusian fruit and vegetable industry, the largest of all its participations, being also the region with the largest presence at the fair.

In this privileged setting, Andalusia will participate for the second consecutive year as a **Guest Region**, a position that gives **a special presence and prominence to its products and production methods**. This year will be the first time that the Junta de Andalucía's institutional stand **will have the presence of exhibiting companies**. Various **fruit and vegetable associations** from the region will also be present to promote and defend the interests of the industry, including: **Aproa, Freshuelva, Asociafruit and Ecohal**.

Being at the centre of this fair is particularly relevant for the work of Andalusian farm workers, who continue to **supply the markets with their first-class production despite the difficulties** they face, such as the scarcity of water resources or the increase in production costs. These professionals continue to show their **ability to adapt and reinvent themselves** to find new ways to meet every new challenge.

The Regional Ministry of Agriculture, Fisheries, Water and Rural Development of the Andalusian Regional Government will use the occasion to promote its **Gusto del Sur** brand, **a certification of its agri-food products endorsed by the European Union's food quality policies**. This seal highlights the value of Andalusian agricultural, livestock and fishery products, which stand out not only for their quality and flavour, but also for being a **guarantee of social, labour and environmental sustainability**.

Andalusia wants to position its fruit and vegetable production as a **national and international reference**. Fruit Attraction is a privileged setting to give visibility to this industry, which is one of the most dynamic in the region's economy. It is the **leader in the number of agri-food industries**, with a total of 5,599 companies (18.5% of Spain's total), being **the European community with the most PDOs and PGIs, as well as surface area dedicated to organic farming**.

**Andalusian agri-food exports closed 2022 with an all-time record of €14.061 B, 13.5%**

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higher than the previous year. Specifically, **the Andalusian fruit and vegetable industry exported products worth €6.952 B**, an absolute record that represented an increase of 8.1% compared to 2021. Almería, Seville and Huelva are the most important exporting provinces. In the community as a whole, olive oil is the most international product, followed by peppers, tomatoes, cucumbers, strawberries and olives. In terms of destinations, Germany is the leading recipient country for Andalusian exports, ahead of France, Italy and Portugal. Outside the European Union, the United Kingdom and the United States are the main customers.

As usual, the Andalusia space will have a **showcooking area**, a gastronomic space that attracts a multitude of visitors each year, who are wooed by the quality, flavour and diversity of the products of the Andalusian countryside, the protagonists of the resident chef's creations.

The Andalusian stand will welcome its visitors in **Hall 9 of IFEMA MADRID** during the 15th edition of Fruit Attraction, which will take place from the **3rd to the 5th of October**.

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

**Fruit Attraction**, organised by **IFEMA MADRID** and **FEPEX** and held from **3rd to 5th October**, will once again host the ***Innovation Hub Awards***, which **recognises and highlights the R&D&I efforts of the industry as a whole**, and of each **company in particular**.

On this occasion, a total of **15 products** have been chosen as finalists, out of 54 participants, and will have the opportunity to **defend their candidacy before the jury of the *Innovation Hub Awards* on Thursday 5th October**, starting at **12.00 p.m. in the Fruit Next 7-9** (located at the nexus of halls 7 and 9) of the 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**.

Information on the **54 nominated products and services** will be available at **Fruit Attraction's Innovation Hub space**, located in the centre of halls 8-10.

The finalists of this year's **Fruit Produce** category are:

- **AXARFRUIT** - AvoCheese
- **FLORETTE IBERICA ALIMENTARIA** - Complete Chicken & Egg Salad
- **FRUBAÇA - CUP** - Smoothie Bowls made from live cultures
- **SURINVER** - Range of traditional vegan dishes
- **XEXPRIMIR** - Fresh soups Julia

The **finalists of the F&V Industry** are:

- **GREEN HAS IBERIA** - Eranthis
- **HECTRE** - Spectre for Cherries
- **INNOFLOWER** - New packaging for edible flowers
- **FMC ARICULTURAL SOLUTION** - Verimark
- **SANIFRUIT** - SaniTomato

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

- **AKO GROUP** - Shelf life indicators for food preservation
- **CAPEC** - Closed circuit for reuse and recycling of fruit and vegetable plastic boxes
- **CKF** - Earthcycle Blueberry Top Seal Punnet

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- **ONETHIRD** - Real-time prediction of product shelf life to prevent food waste
- **VERTIGO TECHNOLOGIES** - Fresco Microwave Sensing

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### Factoría Chef, Fruit Attraction's showcooking stand space

As always, **Fruit Attraction** presents a new edition of **Chef Factory**, a **one-of-a-kind scenario for promoting fruit and vegetable producers on the international channel** in order to highlight the quality and excellence of these foods, as well as the countless ways they can be eaten that the hotel, restaurant and catering channel offers.

This stand space, located in the core of **halls 6 and 8 at Fruit Attraction**, will host attractive **demonstrations** and **samplings** of products by renowned chefs, and with the collaboration of the **Ministry of Agriculture, Fisheries and Food**.

**Factoría Chef** will host different showcookings that will show the infinite gastronomic possibilities of fruit and vegetables. Dishes prepared with varied products such as different varieties of lettuce, mushroom, tomato, avocado, banana, papaya, mango, pitaya, pineapple, passion fruit, broccoli, picota cherry, cherry and pepper, among many others. A stand space that allows visitors to discover the fruit and vegetable products offered by some of the participants at Fruit Attraction, such as **Agrupación Valle del Jerte, Asociación 5 al día, BASF, Cabildo Insular de Tenerife, Campo de Lorca, Extremadura Avante, Fontellas, Florette, Primaflor, Proexport and Región de Murcia, The Real Green Food Co, Rijk Zwan and Sector primario de Gran Canaria**.

The different sessions will be attended by renowned **Spanish chefs**, such as **José Francisco Luque, Torres, Juan Antonio Pellicer, Rodrigo de la Calle, Eneko Fernández, Guillermo Ramírez, Pablo González, Pablo Pastor, Carlos García, Luisa Solano, Pepe Valadés, Silvia Antón and Teresa Núñez**.

**Fruit Attraction**, which will celebrate its 15th anniversary from 3 to 5 October, organised by **IFEMA MADRID and FEPEX**, has registered participation figures of **2,000 companies** from **56 countries**, more than **64,000 m2 of fruit and vegetable offerings** and an attendance forecast of **90,000 professionals from 135 countries**.

#### **FACTORÍA CHEF Programme**

##### **Day 3:**

**11:00 a.m.**

##### **5 perfect salads to brighten up your table... and your body.**

Lettuce is the ideal complement for all meals and times of the day. Whether it be in a salad or as a side dish, snack or the perfect topping in a tasty sandwich. With this showcooking, we will discover five ways to incorporate it into our day.

Chef: Juan Antonio Pellicer

Organised by: Región de Murcia and Proexport

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## Nota de prensa

**12:00 p.m.**

### **Different salads**

Tasty, healthy and easy-to-make salads, incorporating new dressings and simple techniques to give a new twist to lettuce dishes.

Chef: Rodrigo de la Calle

Organised by: Primaflor & Proexport

**1:00 p.m.**

### **How to be The Real Champion in the kitchen**

Eneko Fernández, winner of the last edition of Masterchef, presents the new fresh mushroom brand of The Real Green Food Group.

Chef: Eneko Fernández. Winner of Masterchef 11

Organised by: The Real Green Food Co

**2:00 p.m.**

### **Tomato tartar from La Aldea with fermented tomato gazpacho and strawberries from Valsequillo.**

The water from the fermented tomatoes and part of their pulp will be used to make a gazpacho with cucumbers from Gran Canaria and strawberries from Valsequillo, which will be used as a sauce for the dish. In addition, the skins of the fermented tomatoes are used to prepare a salt for seasoning at the end of the dish. This dish will be accompanied by an avocado cream and a chutney made from bananas and mangos from the north of Gran Canaria.

Chef: Guillermo Ramírez Fernández

Organised by: Sector primario de Gran Canaria

**3:00 p.m.**

### **Tropical fruit delicacies from Tenerife**

Special preparations of fresh papaya, mango, avocado, pitaya, pineapple and passion fruit from Tenerife with some Atlantic seasoning or freeze-dried, osmotised and smoked with oil extraction.

Chef: Pablo Pastor

Organised by: Island Council of Tenerife

**5:00 pm.**

### **Show cooking and sampling of 2 recipes prepared by the chef Pepe Valadés (Via de la Plata Catering Service), with fruit from Extremadura as the main ingredient.**

Chef: Pepe Valadés

Organised by: Extremadura Avante Advanced Services for SMEs S.L.U.

## **4 October:**

**11:00 a.m.**

### **How much do you know about broccoli?**

Frutas y Hortalizas de Fontellas and +Brócoli offer food that must be included in your diet. They will present all the properties of the vegetable and ways to cook it in the most optimal way.

Organised by: Frutas y Hortalizas de Fontellas S.L.

**12:00 p.m.**

### **The freshness from the garden turned into a liquid trend**

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Florette's "From the garden to the home" inspiration is served in a glass, thanks to the freshness of local gardens that is turned into a liquid trend through molecular mixology and a combination of vegetables

Chef: Silvia Antón

Organised by: Florette and Proexport

**1:00 p.m.**

### **Picota, queen of cherries**

Covered under a Protected Designation of Origin, the picota is a cherry that stands out for its excellent and differentiating qualities such as its consistency, its hardness and its high fructose content, as well as its deep red colour. But this cherry is also native to the Jerte Valley, and continues to be harvested in a traditional and familiar way in this magical place.

Chef: Teresa Nuñez

Organised by: Valle del Jerte Cooperative Group

**2:00 p.m.**

### **"Mosaic with legumes and vegetables"**

Recipe for red lentil salad with peppers (green, red, yellow), coriander, spring onion, avocado and cherry tomatoes. Easy to prepare, it stands out for its versatility in textures and flavour and seasonal ingredients featuring the aroma of extra virgin olive oil.

Chef: Luisa Solano

Organised by: Asociación "5 Al Día"

**3:00 p.m.**

### **Snack lettuce**

Snack lettuce is the first lettuce especially suitable for use as a base for various preparations (guacamole, toppings, ceviches). Surprisingly fresh and tasty, it offers unique characteristics: a crunchy texture and spoon shape, which supports all kinds of toppings.

Chef: José Francisco Luque Torres. Executive Chef. 5-star Westin Palace Hotel

Organised by: Rijk Zwaan & Proexport.

## **5 October:**

**11:00 a.m.**

### **GastroCricket**

Preparation of 2 dishes with Cricket vegetables

Chef: Michelin-starred chef Pablo González Conejero

Organised by: Campo de Lorca S.C.L.

**12:00 p.m.**

### **Different salads**

Tasty, healthy and easy-to-make salads that are all about incorporating new dressings and simple techniques to give a new look to lettuce dishes.

Chef: Rodrigo de la Calle

Organised by: Primaflor & Proexport

**1:00 p.m.**

### **Onion innovation - Sunions®, the sweet tear-free onion.**

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Discover Sunions®, the only onion that doesn't make you cry and doesn't irritate your eyes. Ensures delicious dishes with a mild and sweet taste. There are many possibilities offered by Sunions® as it can be consumed in multiple dishes, raw or cooked.

Chef: Rodrigo de la Calle

Organised by: BASF

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## Nota de prensa

### Fruit Attraction ratifies its position as the great knowledge centre for the fruit and vegetable sector

**Fruit Attraction 2023, organised by IFEMA MADRID and FEPEX and held from 3 to 5 October, presents a full programme of technical seminars** that will make the Fair the **great centre of knowledge of the fruit and vegetable sector**, with sessions characterised by the **great diversity of content**, as well as the **high level of the participants and speakers**.

The Fruit Forum space, located in the core area connecting Halls 2-4, will be the setting for congresses, talks, round tables and conferences of great interest to the sector. Some of the major congresses to be held include **Biofruit Congress**, the 6th International Congress on organic fruit and vegetables. This forum will also host the 7th **Grape Attraction Congress**, focusing on seedless table grapes.

**Fruit Forum will be the setting for the Packnet round table: "The keys to circularity in packaging for fruit and vegetables"**, as well as the **Biotech Attraction 2023 Conference**. In parallel, and along the same lines, the forum in Hall 5 will be the setting for the Biotech Attraction Forum during the three days of the fair.

**The Lettuce Attraction session** will also play a major role in highlighting this product as one of the most widely consumed vegetables in the world.

The IV Fresh Food Logistic **The Summit**, organised by IFEMA MADRID and Alimarket, will be held in the heart of Halls 4 and 6 and will deal with interesting content on refrigerated logistics.

Fruit Attraction is once again providing exhibitors with **Fruit Next**, training areas in Halls 5, 7-8 and 10 of the show where talks, **presentations and technical seminars** will be held on the latest products and solutions for the fruit and vegetable sector. **Fruit Next is an initiative promoted by the event to give greater visibility and recognition to the efforts and investment in R&D&I of the participating companies.**

Likewise, the fair will once again host the event to defend the finalist candidacies and present **the Innovation Hub Awards**, organised by Fruit Attraction with the aim of recognising and highlighting the R&D&I efforts of the sector as a whole, and of each company in particular.

As is now traditional, the Fair will be the setting for the **APAE and Fruit Attraction's Journalist Awards ceremony**, the latter dedicated to international media of recognised prestige in the fruit and vegetable sector.

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During September, the **World Fresh Forum** will be held to present the business opportunities and commercial challenges that exist in the guest countries at this edition of Fruit Attraction: **Brazil, the United States and Canada. Organised by ICEX España Exportación e Inversiones, IFEMA MADRID and FEPEX, the sessions can be viewed via the LIVEConnect platform.**

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### Lettuce Attraction, the global event for lettuces and salads

**Lettuce is the Star Product of Fruit Attraction 2023.** This prominence will be reflected in the celebration of '**Lettuce Attraction: a global celebration of leafy veggies**', organised by **PROEXPORT**, the association that brings together most of the lettuce producers in Spain. **From 3rd to 5th October**, and in different locations at the **IFEMA MADRID** fairground, visitors to Fruit Attraction will be able to enjoy a **full programme of activities** that reflect the **productive, commercial and gastronomic importance** of one of the most widely consumed vegetables in the world and of which Spain is the world's leading exporter: **lettuce**.

Professionals will be surprised by a **huge living lettuce garden** (over 50 m2), located on the terrace of the Central Avenue, between halls 5 and 6. Proexport has collaborated with the **Prima-Ram** company, an expert in advanced irrigation systems, to recreate an agricultural farm at the fair to show how this product is grown in southeast Spain, with different types of varieties, probes, irrigation technology and sustainable practices.

The Factoría Chef space (halls 6 and 8 connecting nuclei) will host **five spectacular showcookings**, led by renowned chefs, which will show why lettuce is the star in all kitchens. *Lettuce snack: the cool spoon*, organised by **Rijk Zwaan**; *Vegtteleria* by **Florette**: *The 'freshness from the garden turned into a liquid trend'*, or *'Different salads'*, by **Primaflor**, will be some of the shows that give all the prominence to lettuce as a healthy culinary product.

And for production and retail professionals who want to know the keys to success in the lettuce and leaf industry, the afternoons of Tuesday 3rd and Wednesday 4th will see interesting **presentations and discussions** with some of Europe's leading growers and experts. They will take place in the 7-9 connecting nuclei, where most of the Spanish lettuce producers are located.

**Lettuce Attraction** is organised by **Proexport** and its associated producers, in close collaboration with **Fruit Attraction** and **FEPEX**. It is sponsored by the '**Invest in Murcia**' programme of the **Instituto de Fomento de la Región de Murcia**, as well as the **BASF**, **Ramiro Arnedo**, **Enza Zaden** and **Rijk Zwaan** seed companies.

#### More information

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