



## EUROFRESH DISTRIBUTION & FRUIT ATTRACTION

The 3<sup>rd</sup> International congress on fresh produce & the future of the organic demand  
Thursday 22nd of October **10AM-12H30PM**, conference Hall 6, IFEMA Madrid.

Moderates Pierre Escodo, editor & consultant.

**10H** - Opening by Raul Calleja, director of FRUIT ATTRACTION

**1/Global demand for fresh produce and organics, latest trends since Covid-19: a more “healthy impact” after all?**

**10H10** - The new EU regulation on Organics, the next steps of application, y European Commission Deputy Head of Organics or F&V Unit.

**10H25** - EU & global demand for organics and other competing “Value-chains”, by EUROMONITOR INTERNATIONAL experts.

**2/ Retail formats, how the various channels are improving the consumer experience:**

**10H40** – “BRICS” market opportunities: which sourcing strategies of a “Omni-Channel” leader.

**10H55** – **Germany the largest consumers**, how to keep improving their shopping experience, by DENNREE sourcing manager F&V.

**11H10** – **Nordic markets** how their retail leaders respond with more engagement, by the fresh produce director of a leading Nordic supermarket chain.

**3/ 11H30: Debate “beyond organics” on how to better increase “Engagement & Transparency” towards the Environment & Society.**

The consumer is asking for more transparency behind the Labels and more impact of the entire supply chain towards the Environment and Society, major international organisations share their experience of their increased engagements towards these goals:

**Fairtrade International** response for overseas suppliers, by Joannah Philips PR director  
**Permaculture** as possible next step beyond organics, like LEHMAN NATUR  
**Leading Spanish growers** going global, like HACIENDAS BIO, CAMPO SEVEN

**4/ 11H45: Debate on boosting organic “Value-chains” with breeding & retail cooperation**

How to improve organic value-chains by boosting cooperation between breeding and retail:

**FIBL** expert on breeding & Value chains, Maria Teresa Lazzaro

**Breeding** leaders with providing organic varieties

More info at [www.biofruitcongress.com](http://www.biofruitcongress.com)

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