



2012/02/09

FRUIT LOGISTICA update - 9 February 2012

German Agriculture Minister Ilse Aigner opens FRUIT LOGISTICA: "Everyone benefits"

German Federal Minister of Food, Agriculture and Consumer Protection Ilse Aigner was warmly welcomed to FRUIT LOGISTICA at the exhibition stand for partner country Turkey by Zafer Çağlayan, Turkish Minister of State for Foreign Trade. Together with Ambassador Hüseyin Avni Karslıoğlu, the two cut the red ribbon at the national pavilion marking the official opening of FRUIT LOGISTICA 2012. During the subsequent tour, Aigner joined Messe Berlin CEO Raimund Hosch and Global Brand Manager Gérald Lamusse for a tour of the national displays sponsored by Portugal, China and Brazil as well as other pavilions. "As the leading trade fair for the international fruit and vegetable business, Fruit Logistica has an outstanding reputation worldwide. Everyone benefits from the experiences discussed here and the contacts made at this event", Aigner said.

"5 A Day" campaign launches "fruit @ work" programme

The motivational "5 A Day at Work" campaign is aimed at getting people to eat multiple servings of fruit and vegetables during the workday. The new "fruit@work" was presented at FRUIT LOGISTICA 2012. The focus is on companies offering employees free fruit to eat on a daily basis or multiple times each week. The aim is to improve employee health. To keep things quick and easy, 5 A Day brings vendors and consumers together through an Internet platform at www.frucht-arbeitsplatz.de. Vendors can register here as suppliers, and interested companies or teams can find the regional supplier of their choice in the list of suppliers.

(Hall 20, Stand C-05, contact: Thomas Erdmann, tel.: +49(0)621/33840114, e-mail: info@machmit-5amtag.de)

FRUIT LOGISTICA Hall Forum "The global citrus market"

The subject "The global citrus market" was the focus of a Hall Forum on the second day of FRUIT LOGISTICA. In an event moderated by Kaasten Reh of Fruchthandel Magazine, renowned experts discussed problems and possible solutions as well as the export and production figures of the various citrus-producing countries in the northern and southern hemispheres. Egle Eimontaite from Freshfel Europe provided a general overview of the current global citrus market. She highlighted the decreased citrus consumption in the past year and illustrated the trend with EU-27 figures. According to her, consumption dropped by 12.22% in 2009 compared to the previous year, falling by a further 4.77% in 2010. She said that Freshfel had initiated various measures in order to counter this development. Francisco José Martínez Serrano from Comité de Citricos discussed the development of the Spanish citrus industry in recent years. The country was now the sixth largest global citrus producer, he said. When it came to exports, however, Spain held first place. The situation in South Africa was explored by Justin Chadwick of the Citrus Growers Association. He also discussed various aspects which he believed needed to be addressed by the citrus industry in the coming five to ten years. These included trade barriers, climate change, retail dominance and the impact of the economic crisis. The final speaker was Betina Ernst of Top Info Marketing SA, who provided insights into the special features of citrus production in the South American countries Argentina, Brazil, Chile, Peru and Uruguay. She also ventured a detailed outlook for the 2012 citrus season in these countries.

FRUIT LOGISTICA Hall Forum "The new banana business"

Bananas are one of the most popular consumer products. However, keeping them fresh involves a number of unique challenges. The market is highly competitive and consumer approval sometimes comes with a high price. This was again confirmed by Jörg Nürnberg from Univeg Germany, who described the banana market in Germany, where 55% of bananas are sold at discounters. The price situation on the one hand and the cost trend on the other – marked in particular by constantly rising costs for energy (maturation), transport and staff – will not make business any easier. Dr. Ulrike Bickelmann from the German Federal Office for Agriculture and Food (BLE), Director of Section 413 (inspection procedures for plant products, marketing standards) explained the latest developments regarding standards and inspection procedures.

Argentina seeks new markets

Argentinian fruit exporters are focusing on markets in the Middle East and Asia. "We've been working successfully for years with several retailers in Europe", said Patrizio Pizzoglio from ExportAr at FRUIT LOGISTICA. Argentina offers a wide range of fruit and vegetable varieties for export. "FRUIT LOGISTICA gives us a chance to establish and maintain contacts with retailers from all over the world in just three days".

(Hall 25, Stand A-15, contact: Patricio Pizzoglio, tel.: +54(0)11/41147755, e-mail: ppizzoglio@exportar.org.ar)

Austria: Veteran brand "fresh, juicy, Styrian"

"From the very beginning, FRUIT LOGISTICA has been an important marketing tool we have used to gain a foothold for our exports in the European market", says Franz Schaden, Marketing Director of OPST Obst Partner Steiermark GmbH, looking back on the past two decades at the fresh produce industry's leading international trade fair. Styrian apples have since become a highly sought-after export product. "FRUIT LOGISTICA will remain an important presentation platform for us in the coming years. This is where we place our quality apples in the international spotlight", says Schaden. A small presentation was held in conjunction with the Fresh Produce Forum at International Green Week in 1991. The market association "Obst aus der Steiermark" (fruit from Styria) took part with their brand "fresh, juicy, Styrian" along with three other exhibitors. Franz Schaden was among those involved in this event over twenty years ago. Just two years later, in 1993, FRUIT LOGISTICA was born.

(Hall 20, Stand A-12, contact: Franz Schaden, tel.: +43(0)664/88418840, e-mail: franz.schaden@opst.at, office@eva-apples.com)

Medium-sized enterprises from Belgium discover FRUIT LOGISTICA

Brussels Invest & Import is presenting thirteen Belgian fruit and vegetable companies at FRUIT LOGISTICA. "We support medium-sized businesses that can't necessarily afford their own exhibition stand", explains Project Manager Sophie D'haemer. Products on display range from melons, radishes, tomatoes and cucumbers, to cherries and strawberries.

(Hall 6.2, Stand D-05, contact: Sophie D'haemer, tel.: +32(0)491/625399, e-mail: sdhaemer@mrbc.irisnet.be)

China hopes to present even more exhibitors in 2013

Speaking at FRUIT LOGISTICA 2012, Yu Lu, Vice President of the Chinese Chamber of Commerce of Import and Export of Foodstuff, said that China exports fruit and vegetables worth USD 10 billion each year, and imports goods worth about half of this amount. One of the country's leading exporters is present at the fresh produce trade fair: "We supply 300,000 tonnes of produce to 80 countries worldwide, employ 300,000 growers and generate annual sales of USD 300 million", said Liu Zijie, General Director of Goodfarmer Fruits and Vegetables. He expressed thanks to the Chamber of Commerce for sponsoring this year's exhibit at the trade fair. "We are planning to bring more exhibitors to FRUIT LOGISTICA next year. Our fruit and vegetable sector is a very fast-growing industry", Yu Lu added.

(Hall 26, Stand A-09, contact: Liu Zijie, tel.: +86(0)530/8253001, e-mail: director@goodfarmer.com)

Colombia presents pitahayas and mini mangos

Passion fruit and papayas, Tahiti limes, tree tomatoes and granadillas – the twelve Colombian exhibitors at FRUIT LOGISTICA have a complete spectrum of exotic fruit on display. Sandra Milena García, Managing Director of the Asoppitaya growers' association, particularly wants to introduce the yellow dragon fruit pitahaya to international visitors. "Last year we attended FRUIT LOGISTICA as visitors and saw that our product met with an excellent response", she says. Guests this year will learn that the fruit from the cactus family not only looks exotic, but is also packed with nutrients and antioxidants. Gladys Sosa, Managing Director of Santana Fruits, sees great potential for mini mangos. "We have already held talks at FRUIT LOGISTICA with customers from the UK, Russia, Spain and Brazil".

(Hall 26, Stand B-02, contact: Dana Chahin, tel.: +49(0)69/13023832, e-mail: dchahin@proexport.com.co)

Costa Rica: Prioritizing environmental protection and sustainability

"Costa Rica does a great deal for environmental protection and sustainability. We therefore want our products to convey these values", says Zacarias Ayub Rojas, European Head of the Procomer export promotion board, about the products offered by 15 Costa Rican exhibitors at FRUIT LOGISTICA. He says the industry isn't satisfied with growing tasty, nutritious fruits. It also wants production to be environmentally friendly and offer good working conditions. This year he hopes to show consumers that there are plenty of delicious tubers aside from the potato; for instance the yucca and the yam. Rojas likes the German market because it is reliable and open to new products. "FRUIT LOGISTICA is an absolute must for us because it attracts buyers from around the globe. The trade fair clearly helped us break into new markets in Dubai and Qatar".

(Hall 25, Stand B-14, contact: Zacarias Ayub Rojas, tel.: +34(0)89/13927792, e-mail: zayub@procomer.com)

Denmark: Newtec packs 90 cups of cocktail tomatoes in 60 seconds

Newtec is at FRUIT LOGISTICA to present its latest development, a machine capable of sorting, portioning and packing cocktail tomatoes at lightning speed. "We have high hopes for our sales", says Newtec Sales & Marketing Manager Thomas Heinicke. "FRUIT LOGISTICA is our number-one trading platform." Newtec has been manufacturing and selling special weighing, peeling and packaging machinery for the fruit and vegetable industry for the past 35 years.

(Hall 6.1, Stand A-05, contact: Thomas Heinicke, tel. +45(0)30/357898, e-mail: th@newtec.dk)

Cobana Fruchtring: German consumers love strawberries, apples and pineapples

Strawberries, apples, pineapples, oranges, clementines, grapes, nectarines, bananas, kiwis, melons, pears, mangos, grapefruit – this is the order of importance revealed by a recent Cobana Fruchtring consumer survey of Germany's favourite fruits. Forty-two per cent of the consumers polled for the survey admitted that they weren't familiar with all the fruits and vegetables sold in their local supermarket. Only 8% thought fruit and vegetables were too time-consuming to prepare for eating. By the same token, 75% of respondents said high prices were no reason to stop buying fruits and vegetables. "In general the findings show that there's still plenty of room for improvement in terms of optimizing our product ranges", says Marketing Manager Stephan Schlick. "The survey also confirms that people still have a very positive attitude towards fresh fruit and vegetables".

(Hall 6.2, Stand A-03, contact: Stephan Schlick, tel.: +49(0)40/30305270, e-mail: sst@cobana-fruchtring.de)

Germany: KRONEN guarantees long shelf life and gentle treatment

"Our Vortex system has been chosen for the International FoodTec Award 2012", reports Stephan Zillgith, Managing Director of KRONEN GmbH. The new Vortex system, which visitors to FRUIT LOGISTICA can find out about, was developed to process harvested vegetables, like lettuce and root products as well as fruits, including apples and grapes. Precise quantities of chlorine dioxide and antioxidants, for example, can be added to the water flow. This reduces the germ build-up and improves product quality and shelf life. The required holding time can be attained by adjusting the flow speed from one to three minutes. "Guaranteed holding time and gentle after-harvest treatment are the outstanding features of the Vortex system", Zillgith explains.

(Hall 3.1, Stand A-05, contact: Stephan Zillgith, tel.: +49(0)7854/96460, e-mail: info@kronen.eu)

Germany: Volmary presents Soul Food and Soul Flower concept

"We are presenting plant brand concepts for food retailers at FRUIT LOGISTICA", says Raimund Schnecking, Marketing Manager at Volmary GmbH. Volmary supplies flower and vegetable seeds as well as flower and vegetable seedlings. "We supply our licensed brands to customers as a means of boosting their sales". Schnecking describes the key concepts as "Soul Food" and "Soul Flowers". These are designed to boost food retailer profits from the growing live plant market through modern, emotional marketing approaches. "We believe that retailers using our concepts can establish a clearer identity and thus differentiate themselves from competitors", Schnecking adds.

(Hall 1.2, Stand C-01, contact: Raimund Schnecking, tel.: +49(0)251/27070409, e-mail: raimund.schnecking@volmary.com)

France: Pink Lady joins Cinderella

FRUIT LOGISTICA would be a less interesting event without the annual presentation of the Pink Lady brand of apple. This year, marketing experts from France have brought a real Cinderella onto their stand and sent a copy of her glass slipper to various traders. "Whoever brings us the matching shoe will get a really big reward", says Meredith Stevens of Pink Lady Europe. Pink Lady is the product of a coincidental cross-breeding of Golden Delicious and Lady Williams apples that has been highly successful for many years.

(Hall 5.2, Stand A-05, contact: Meredith Stevens, +33(0)614/942519, e-mail: meredith.stevens@pinkladyeurope.com)

Germany is Hungary's main import/export partner

Despite the E. coli crisis, Hungarian fruit and vegetable production increased in 2011 by 6% compared to the prior year with volume up by 17%. These figures were provided at FRUIT LOGISTICA 2012 by FruitVeB Hungarian Interprofessional Organisation for Fruit and Vegetables. Hungary's main export countries are Germany (23%), Romania (10%), Poland (8%) and Russia (5%). Key importing countries are Germany (18%), Austria (10%), Netherlands (9%) and France (7%). The main export products are sweet peppers, cucumbers, horseradish, tomatoes, asparagus, watermelon, mushrooms, nuts, cherries and plums.

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agnes.vattamany@fruitveb.hu, anita.ferencz@fruitveb.hu)

Indian exporter discovers Europe

The Vaidika Group from India is making its first appearance at FRUIT LOGISTICA 2012. "In the past, we've focused exclusively on the Asian market. Now we want to make a name for ourselves in Europe as an exporter of top-quality Indian products", says Gesu Priyadarshini from the Vaidika Group. Founded in 2000, Vaidika specializes in mangos, pineapples, melons, pomegranates, peppers, peas, various spices, dried fruits and flowers.

(Hall 26 Stand A-26, contact: Gesu Priyadarshini, tel.: +91(0)20/2538274, e-mail: exportzone@vaidikagroup.com)

Rooster potatoes from Ireland set to capture continental Europe

From their humble roots in the Irish Republic, Rooster potatoes are ready to launch a campaign from Britain aimed at continental Europe and the rest of the world. Some 20 years after it was first introduced, Rooster is the best-selling potato on the Emerald Isle, accounting for a 65% market share. Six producers are appearing for the first time at FRUIT LOGISTICA under the auspices of the Irish Potato Federation (IPF) and the Irish Food Board. "We attracted a lot of attention from day one", says Liam Glennon of the IPF. Eire produces 350,000 tonnes of potatoes each year. 100,000 tonnes were exported to Russia in 2011.

(Hall 8.2, Stand B-07, contact: Liam Glennon, tel.: +353(0)1/8010500, e-mail: liam@samdennigan.ie)

Italy: Calabria focuses on quality not quantity

"We work together with around 20 producers and cooperatives", says Alfonso Dattolo, President of the Commission for the Environment and Development Planning in the southern Italian region of Calabria. "The main focus is on quality, not mass production". According to Dattolo, more growers have come to FRUIT LOGISTICA because of the excellent outcome last year. Calabria's top products include clementines, oranges and watermelons. Potatoes from Sila are also very popular.

(Hall 4.2, Stand B-05, contact: Giacomo Giovinazzo, tel.: +39(0)961/853074, e-mail: g.giovinazzo@regcal.it)

Italy: FRUIT LOGISTICA is a "global showcase" for Sanna

"In spite of the economic crisis, Italian producers again make up the largest contingent at FRUIT LOGISTICA", says Giovanni Piero Sanna, General Director of the food and agricultural development and quality department of the Italian Farming, Food and Forestry Ministry. He said the trade fair is the main event for the world's fruit and vegetable sector and a "global showcase" for Italian farmers.

Italy: Sicily presents "limited edition" tomatoes

The Pomodoro di Pachino consortium based on southeast Sicily is presenting tomatoes grown in limited quantities and sold in numbered boxes at this year's FRUIT LOGISTICA. Another new product is the brownish-black tomato from the "tondo e liscio" (round and smooth) family, which has yet to receive a permanent name and has a sweetish flavour. According to consortium President Sebastiano Fortunato, this product is currently being tested on markets in Italy, Germany and France. All tomatoes from Pachino are labelled with EU quality seal PGI (Indicazione Geografica Protetta / Protected Geographical Indication). Growers are currently working on a number of new varieties that will be on supermarket shelves in the coming year.

(Hall 4.2, Stand C-17, contact: Sebastiano Fortunato, tel.: +39(0)331/5485029, e-mail: presidente@igppachino.it)

Italy: South Tyrol embraces organic farming

"With a 25% share of European organic apple harvests, South Tyrol is already the leading supplier of organic apples in the European Union", says Paul Zandanel, Marketing Director of EOS, the Export Organisation South Tyrol from the Bolzano Chamber of Commerce, at FRUIT LOGISTICA 2012. Nearly 5% of South Tyrol's apple crop is organically grown each year on around 680 hectares of land at an altitude of between 200 and 1,100 metres. The yield has increased steadily over the past years: 43,000 tonnes of organic apples were harvested in the 2011 and 2010 seasons, compared to 37,000 tonnes in 2009 and 31,000 tonnes in 2008. "In response to the growing demand, we are planning to cultivate even more apples in compliance with organic guidelines", Zandanel adds.

(Hall 4.2, Stand B-10, contact: Paul Zandanel, tel.: +39(0)471/945750, e-mail: info@suedtirolerapfel.com)

Italy: TopControl presents new logistics solution for the fruit industry

The TopControl systems house based in Terlan is presenting its new logistics solution for the fruit industry at FRUIT LOGISTICA. At the Frubona cooperative's fruit storage facility in South Tyrol, forklift drivers no longer have to get out of the vehicle to record operations with bar code scanners. A camera mounted on the forklift records black-and-white floor markings, which are then analysed by a dashboard computer. Sensors automatically register how many crates are transported and in which row and level they are stored.

(Hall 3.1, Stand C-08, contact: Johann Strozzege, tel.: +39(0)471/319999, e-mail: E.johann.strozzege@topcontrol.it)

Jordan: Economical use of valuable water

"In winter we grow fruit and vegetables for Europe at 400m below sea level. In summer we harvest at an altitude of 850m, when it is too hot in the Gulf States", says Bushra Bataineh, describing the advantages of Jordanian agriculture. A paradigm shift is currently taking place in the Jordan Valley, according to the hydrologist at the AgriJordan company. For every kilogram of produce, 80% less water is used than in conventional agriculture. Russia and the Netherlands are currently the main importers of the more than 500 tonnes of fruit and vegetables produced. Medjool dates from Jordan are also very popular. "We supply 2.5% of global production", says Hisham Madanat, General Manager of the Progressive Agricultural Investment Co., "And we expect this figure to increase to 5% within a few years".

(Hall 2.1, Stand C-03, Contact: Bushra Bataineh, tel.: +962(0)6/5503245, e-mail: bushra@agrijordan.com; contact: Hisham Madanat, tel.: +962(0)6/4644441. e-mail: hmadanat@datesofjordan.com)

Malaysian fruit growers seek importers in the EU

"Considering the fact that only 11% of our fruit are exported to EU countries, there is still a lot of potential", says Malaysia's Abdul Rashid bin Bahri, Pahang Regional Director of the Federal Agricultural Marketing Authority FAMA. So far, Holland has imported Malaysian carambolas and exported 70% of them to other countries in Europe. "In order to reposition a company, it is important to understand global competition", says bin Bahri. "We are currently looking for importers from the Czech Republic, Russia, Switzerland and Poland at FRUIT LOGISTICA". At the company Top Fruits, peeled durians are frozen to -15°C within 15 minutes and for three hours using "blast-freeze" technology. "This keeps the durians fresh for export and they don't become watery", says Executive Director Dr. Tan Sue Yee.

(Hall 26, Stand C-15, Contact: Abdul Rashid bin Bahri, tel.: +603(0)95366110, e-mail: rashid@fama.gov.my; contact: Tan Sue Yee, tel.: +603(0)90807133, e-mail: sytan@topfruits.com.my)

New products: breadfruit and baby pineapple from Mauritius

Mauritius is present at FRUIT LOGISTICA for the first time with its own exhibition stand. "We supply top-quality products – in near-organic quality, without preservatives or chemicals", says Yogesh O. Amoroo from the Enterprise Mauritius trade organization. Five exhibitors are presenting products ranging from chilli peppers to Noni fruit. Along with the classic lychee, the Totalexotic company has baby pineapples on display. "These fruits are remarkably sweet and aromatic. At the right temperature they can be stored on the shelf for two weeks", says Managing Director Vickram Meghu. While the small, vitamin-rich pineapples are well-established in the German market, breadfruit are mainly exported to the UK. The company exports 100 tonnes per year to Great Britain, where they are especially popular among Jamaicans. "We have made numerous new contacts at FRUIT LOGISTICA and are very pleased with the results", says Vickram Meghu.

(Hall 5.2, Stand C-04a, contact: Yogesh O. Amoroo, tel.: +230(0)212/9760, e-mail: yogesh.amoroo@em.intnet.mu)

Morocco planning to grow more organic fruit and vegetables

Morocco is present at FRUIT LOGISTICA for the eleventh time this year. Thirty groups of producers are taking advantage of the

opportunities at the trade fair to "consolidate relations with established customers like Russia, Canada and the Netherlands and to find new buyers", says Larbi Bourabaa, Secretary General of Maroc Export, the Moroccan Centre for Export Promotion. One objective of the "Plan Maroc Vert" development programme launched in 2008 was to increase the cultivation of organically-grown fruit and vegetables. "We also want to control the entire production and value chain ourselves", Bourabaa adds. 49% of the country's citrus fruit is exported to Russia; 37% is shipped to the European Union.

(Hall 1.1, Stand A-02, contact: Larbi Bourabaa, tel.: +212(0)675/017851, e-mail: bourabaa@marocexport.ma)

Nergi: Kiwiberry set to capture Europe

The actinidia arguta (hardy kiwi) is a vine native to East Asia and related to the kiwi fruit that grows as high as six metres. Rich in vitamins, minerals and antioxidants, the fruit is used in Asian medicine but is not suitable for trade due to its short shelf life. Plant and Food Research in New Zealand has developed four new varieties through natural cross-breeding. Characterized by firmer skin, a more regular appearance and a longer shelf life, this fruit is now entering the market under the name Nergi. The French company Sofruileg has exclusive ownership of the European distribution rights for the plant. Production has now begun in cooperation with partners Primland (France) and FruitWorld (Netherlands). Following trial runs, the first fruit grown on a regular basis in Europe will be harvested beginning in August. The area under cultivation is to be increased from 100 hectares next year to 500 hectares by 2016. In ten years' time, Sofruileg plans to achieve an annual production of 10,000 tonnes.

(Hall 22, Stand D-13, contact: Jean-Pierre Caruel, tel.: +33(0)6/13891433, e-mail: jp.caruel@orange.fr)

Netherlands: Fresh cut pineapple from the Pine-o-matic

The pineapple goes in at the top, and pineapple rings and juice come out in a container at the bottom. The "Pine-o-matic" pineapple peeler and slicer has only been in series production since November 2011, but many Plus and Coop supermarkets in the Netherlands are already using the device. "My partner Ronald Lohman had an orange juicer in his franchise supermarket, and he wanted a device for pineapple rings", says engineer Jan Molenaar from the manufacturer Tastymatic. The containers and hygiene expertise come from packaging manufacturer Bunzl. "Supermarkets increase their pineapple sales considerably with the 'do-it-yourself' machine", says National Sales Manager Annelies Clements.

(Hall 3.2, Stand C-16, contact: Jan Molenaar, tel.: +31(0)612/661102, e-mail: info@tastymatic.com; Annelies Clements, tel.: +31(0)622/500383, e-mail: annelies.clements@bunzl.nl)

Netherlands: Growers set their sights on the Libyan market with the "Dutch Big Five"

One of the world's largest fresh produce exporters has its sights set on the Maghreb and Middle Eastern countries at FRUIT LOGISTICA. "We export to the Gulf States and have established contacts with Libyan importers at FRUIT LOGISTICA", says Exhibition Manager Ger van Burik from the Holland Fresh Group in reference to traders of the "Dutch Big Five" – onions, tomatoes, sweet peppers, cucumbers and lettuce. The produce can also be shipped very quickly, he says. There is no shortage of exportable products – an annual volume of 900 million kg of onions are grown in the Netherlands. The country exports a total of 3.1 billion kg of fresh produce each year.

(Hall 3.2, Stand C-18, contact: Ger van Burik, tel.: +31(0)6/24243774, e-mail: gervanburik@HBAGgroenten.nl)

Peru captures FRUIT LOGISTICA despite economic crisis

In spite of the global turmoil in the financial and economic sector, Europe is still a major fresh produce trade market for Peru. Some 32% of the Andean country's fruit and vegetables are exported to Europe, "We strive to increase the size of our FRUIT LOGISTICA exhibition stand each year", says Victor Sarabia Molina from Agribusiness Departement Peru. To emphasize the importance of Peru as an exporting country, 17 companies are present under a new logo at this year's national stand. Key export products include grapes, citrus fruits, avocados and asparagus.

(Hall 25 Stand B-16, contact: Victor Sarabia Molina, tel.: +51(0)616/74002407, e-mail: vsarabia@promperu.gob.pe)

Portugal: Transitex offers exporters and importers door-to-door service

More than 5,000 containers of fresh produce are transported by the Portuguese logistics company Transitex each year. Making its first appearance at FRUIT LOGISTICA, Transitex operates nearly two dozen branch offices worldwide. "We offer exporters and importers complete door-to-door services", said Enrique Garcia, in charge of the company's South American headquarters in Sao Paulo. "We are close to exporters at FRUIT LOGISTICA and this is very important for our business".

(Hall 10.2, Stand B-08, contact: Fernando Lima, tel.: +351(0)218/626111, e-mail: fernando@transitex.pt)

Portugal Fresh in second year with bigger presence

Along with the famous Rocha pear, the focus for Portugal Fresh, the marketing association for Portuguese fruit and vegetable producers, is on apples, grapes, berries, fresh and processed vegetables and for the first time, mushrooms. The organization is looking for new markets in Scandinavia and outside Europe. "Our first appearance at FRUIT LOGISTICA last year was a huge success. This time we have expanded our presence to 35 companies and 22 booths", says Portugal Fresh Vice President Goncalo Santos Andrade.

(Hall 26, Stand C-14, contact: Goncalo Santos Andrade, tel.: +351(0)917/884188, e-mail: gsandrade@torriba.pt)

Serbia: FRUIT LOGISTICA is a networking opportunity

Participation at FRUIT LOGISTICA is especially beneficial for Serbian fruit and vegetable growers. "FRUIT LOGISTICA is very well

attended and offers great opportunities to establish contacts", says Evica Mihaljevic from the Fruits of Serbia association. Serbia is at the trade fair in Berlin to develop new business with lettuce, potatoes, apples, pears, avocados, onions, mushrooms and other products.

(Hall 1.1 Stand E-05, contact: Evica Mihaljevic, tel.: +381(0)11/2606158, e-mail: hladnjacesrbije@yahoo.com)

South Africa: Powerful presence at FRUIT LOGISTICA

FRUIT LOGISTICA 2012 is a turning point for South Africa. For the first time, the national stand representing more than 100 exporters is being presented without financial support from the government. "We want to measure ourselves against our competitors in Europe and South America", says Sandra Baetsen from the Fresh Produce Exporter's Forum South Africa (fpf). "FRUIT LOGISTICA is the world's most important fair for us, because this is where we meet all of our customers in a short time in one place".

(Hall 5.2 Stand C-04, contact: Sandra Baetsen, tel.: +27(0)79/8773777, e-mail: sandra@fpf.co.za)

Spain: Well-positioned with Boix technology

The Spanish Boix company is presenting a wide range of semi and fully automatic tray erectors at FRUIT LOGISTICA. "Our machines are characterized by flexibility, robustness and reliability", says export specialist Manuel Alonso. "That's why we are known as the "Los Alemanes del Sur – the Germans of the south". The family-owned enterprise has branch operations in Holland, Mexico, Chile and soon in the USA. Boix machines are exported to 70 countries and the company is planning to enter the Chinese market soon. Customers range from local greengrocers to Nestlé and Dole. Annual sales range from EUR 10 to 20 million. "FRUIT LOGISTICA is the most important trade fair for us", says Alonso. "We are here to maintain contact with our customers, because they are the ones who recommend us to others".

(Hall 6.1, Stand A-01, contact: Manuel Alonso, tel.: +34(0)96/6060140, e-mail: sales@boix.es)

Spain: Canary Islands' bananas to capture German market

According to Francisco Rodriguez, President of the Canary Islands' Association of Banana Producers (ASPROCAN), "In February we will be supplying 80,000 kilograms of bananas to Germany through various distribution channels". In the past, the total annual banana production of 400 million kilograms was sold exclusively on the Spanish mainland. With an area of 9,000 hectares under cultivation and 10,000 employees plus an additional 25,000 indirect jobs, bananas are the most important agricultural product on the Canary Islands. 80% of the fruit is grown on farms with less than one hectare of arable land – with a lot of manual labour and minimal pesticides. What is the difference between the 'Plátano de Canarias' and bananas grown overseas? "The bananas are grown on volcanic ash. The slow ripening process gives them exceptional nutritional value along with and a remarkably aromatic taste", Rodriguez explains. The fruit is marketed under the "EU outermost regions" logo (Regiones Ultraperiféricas, RUP).

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Spain: Smooth-skinned Platerinas from Catalonia

The nectarines and peaches presented by the Catalonian company S.A.T. Ort Bell at FRUIT LOGISTICA are flat as a donut, deep red on the outside, and white and crunchy on the inside. "Platerinas are our most successful variety", says Managing Director José Ortiz. This hybrid combines sweet and aromatic flavour with the practical form of flat peaches and the smooth skin of a nectarine. The fruit is no problem for consumers who are allergic to furry peaches. "Our company philosophy focuses on environmental compatibility and guaranteed quality. Each box that leaves our plantation is personally inspected by my son". Three million kilos of fruit are harvested each year on the 120 hectare family-owned farm in the Ebro valley. 70% of the harvest is exported. New is the Flow-Pack line with 450 and 500 gram lots.

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Switzerland: FRUIT LOGISTICA is the place for image building

FRUIT LOGISTICA is an absolute must for the Swiss Fruit Union. "We're here in Berlin because this is the place to maintain contacts and build our image", says Bernadette Galliker from the Swiss Fruit Union, a private sector organization of fruit producers and processors. The fresh produce trade fair in Berlin is a platform where the organization learns about new trends in the fresh produce sector.

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Switzerland: SIPPO opens doors to Europe

SIPPO, a Swiss government organization, is connecting companies from Bosnia Herzegovina, Macedonia and Ukraine to Swiss and European markets at this year's FRUIT LOGISTICA. "We have had a lot of traffic at our booth. The trade fair is ideal for attracting new customers and maintain long-term relationships", says Fresh Produce Project Manager Jonas Spahn.

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Turkish producers enjoy good business with Russia

According to Hürrem Betül Levent Erdal from the Mersin Chamber of Commerce and Industry, the national pavilion of this year's partner country, Turkey, the door is wide open for companies. "FRUIT LOGISTICA opens doors to Germany and to technologies worldwide for our growers", says the project expert for Fresh Fruits and Vegetables Cluster Coordination. Russia is the main importer of Turkish citrus fruits, while most of the county's figs are exported to Japan. Taking all fruits and vegetables into account, the leading export countries are Russia, Bulgaria, Poland and Ukraine.

(Hall 1.1, Stand F-06, contact: Hürrem Betül Levent Erdal, tel.: +90(0)24/2389500283, e-mail: hurrem80@gmail.com)

Birch juice from Ukraine has healing powers

Appearing for the first time at FRUIT LOGISTICA, the Ukrainian company Gals LTD offers tapped birch sap for tasting. The juice, which can only be obtained for three to four weeks in the spring, is used for medicinal purposes. "We want to attract attention to this product and to our company at FRUIT LOGISTICA", said Andrii Martyniuk, Commercial Director at Gals LTD.

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Red Anjou pears from the U.S.

Among the highlights in the USA Pavilion at FRUIT LOGISTICA 2012 are red Anjou pears from the Pacific Northwest. This fruit is very juicy and sweet tasting. Fruit colour and selection are two more essential characteristics that are very important to consumers. To increase awareness, the Pear Bureau Northwest is promoting the red Anjou in Germany and supporting it with promotional campaigns.

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NORDFROST opens new port terminal

Germany's only tide-independent deep-water container port, the JadeWeserPort in Wilhelmshaven, will launch operations on 5 August 2012. This also marks the start of the NORDFROST seaport terminal, which is currently under construction. It is the first new project in the port's logistics zone. Everything will be ready by the time the first ship docks and logistical services go into action. Fruits and vegetables are a new business for NORDFROST and part of the company's strategic focus. The NORDFROST Group is at FRUIT LOGISTICA this year for the first time.

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