

# Fruit Logistica Provides Unique Opportunity for Connections

## Prominent Presence of Avocados at the International Trade Fair

By Jan DeLyser

*Vice President, Marketing*

**T**he Fruit Logistica International Trade Fair for Fruit and Vegetable Marketing is the world's largest produce gathering, held each year in February in Berlin, Germany. This year's event, which was held February 4-6, featured more than 2,600 exhibitors from 70 countries with approximately 62,000 produce industry representatives from around the world.



*CEO of Australia's Perfection Fresh Michael Simonetta sported a California avocado bag at the international trade fair*



*Heather Shavey, assistant general merchandising manager of Costco Wholesale, with CAC's Jan DeLyser*

I attended the show this year to experience new products and packaging innovation on display, learn about international produce trends, attend the Avocado Marketing and Promotion (AMAP) meeting with avocado stakeholders from around the world, and to meet with California avocado industry representatives and key retailers in attendance.

CAC has a strong tradition of supporting and participating in produce trade shows in the United States with the Produce Marketing Association's Fresh Summit, the United Fresh Produce Association exposition and numerous regional produce expositions with our target accounts.



*Greg Reinauer, president of Tom Lange Co.; Jan Delyser, vice president of marketing for CAC; Ross Wileman, senior vice president of sales and marketing for Mission Produce Inc.; and Julie Koch, vice president, member relations of the Produce Marketing Association*

I had always heard that Fruit Logistica is a ‘must do experience’ because of its size and scope and that it is a real “eye opener” when it comes to fresh produce marketing innovation. It definitely lived up to its billing.

The layout of the exposition covers 106,600 square meters throughout numerous exposition halls across three floors of the center owned by Messe Berlin. The show floor is organized by country with a large area for equipment and machinery.

Fruit Logistica stands out from other produce expositions because of the quality of the displays as well as the brisk pace with pre-set meetings resulting in program and sales commitments. The Holland exhibitors did a wonderful job of creatively incorporating their products in hanging displays throughout the booths. Additionally, apples, blueberries and avocados ranked high on the list of prominence throughout the show.

On Thursday, February 5, avocado representatives from 16 countries, including Brazil, Chile, Colombia, France, Germany, Israel, Kenya, Mexico, Peru, South Africa, Spain, the United States and the United Kingdom, attended the AMAP meeting. Each country reported on estimated production of Hass and other varieties, in-country bearing and non-

bearing acreage, projected growth and percent of volume they plan to ship domestically, to the United States and to Europe. Derek Donkin, South African Subtropical Growers’ Association, served as chair of the AMAP meeting.

James Bosworth Crovetto, president, ProHass, presented a proposal in support of the formation of a European Association, similar to the U.S.-based Hass Avocado Board, with assessments paid by the main avocado suppliers to Europe to be used for marketing to build avocado consumption in Europe. The proposal calls for the establishment of a volunteer, non-profit corporation with each member assessed based on the volume of avocados marketed in Europe. According to the presentation, members from a specific country or origin can request that membership dues or contributions be spent on specific origin promotions as long as the assessments collected per origin are sufficient.

Following the presentation, Donkin asked the attendees who ship volume to Europe to evaluate the opportunity and respond regarding their interest in committing to the new organization by March 31, 2015. The next meeting of AMAP will be held in conjunction with the World Avocado Congress in Peru in September, 2015. 🥑