

## Summer fruit & vegetable European harvest forecasts & Conferences

The entire secteur  
meets online on  
**May 24th 2022**



Press release  
January 2022

medFEL Tuesdays are part of the medFEL event, sponsored by the Occitanie / Pyrénées-Méditerranée Regional Authority and organised by the regional economic development agency AD'OCC and SPAS Organisation. For more 10 years, the Fruit and Vegetable community has been congregating in France's Occitania region at medFEL, a trading exhibition that facilitates connections between exhibitors and visitors, **professionals in the Fruit and Vegetable sector**. It is also a fertile source of information and content, with key highlights including the announcement of **European harvest forecasts for summer fruits** and a whole series of **debates and round tables on topical issues**.

In 2021, this physical event was unable to take place; however, connections between professionals in the Fruit and Vegetable sector were maintained thanks to medFEL Tuesdays, digital seminars offering people the chance to learn all the information they needed to anticipate their orders.

**medFEL, it's also digital content with medFEL Tuesdays**

### A LOOK BACK ON MEDFEL TUESDAYS, SUCCESSFULLY LAUNCHED IN 2021

- 3 editions in 2021
- 2 angles covered each Tuesday: European harvest forecasts and in-depth debates on topical issues: consumer behavior, e-commerce, the challenges of organic farming, 2021 frost wave ...
- 22 speakers: representatives of fruit unions, economists, consultants, experts in new consumption, specialized distribution managers, etc.
- 1,250 participants / 39 countries
- Simultaneous interpreting into Spanish and Italian

### MEDFEL TUESDAYS 2022, BACK FOR A NEW EDITION!

**medFEL considers its role to be a tool to support the sector's stakeholders.**

- The European harvest forecasts for apricots and melon plantation anticipation will take place during the show, at Perpignan on April 27th and 28th.
- The European Peaches/Nectarines harvest forecasts will be streamed online on May 24th 2022 during medFEL Tuesdays, and short and efficient format to communicate these information at the right time.

The harvest forecasts will be streamed online into French, Spanish and Italian.

**Registration to the online meeting on [www.lesmardisdemedfel.eventmaker.io](http://www.lesmardisdemedfel.eventmaker.io)**

### MEDFEL IS COMING BACK IN PHYSIC AS WELL!

2022 will at last mark the comeback of the exhibition: **save the date for medFEL on 27th and 28th April 2022 at Perpignan exhibition center**

**medFEL's mission?** To bring together all the stakeholders in the Fruit and Vegetable sector from throughout the supply chain gathering **200 exhibitors** during **2 days of show and conferences** around these consumer trends and topical issues. And secondly, to allow professionals to **present and discover products and services in connection with these essential themes**: local sourcing, quality, environmental and health protection labels, new packaging, product quality certification laboratories, eco-aware logistics, etc.

**Visitor badge and exhibitor registration on [www.medfel.com](http://www.medfel.com)**

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Stay up-to-date on medFEL new on social networks #medfel2022:



### Press contacts

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### About Ad'Occ

The regional economic development agency supports companies in the Occitanie / Pyrenees-Mediterranean region at each stage of their development: creation, **set up, innovation, growth**, funding, **export**, transfer of ownership, while strengthening regional attractiveness and acting as a beacon for talent.

[Download here Ad'Occ press kit](#)

### About SPAS Organisation

SPAS Organisation is **the largest French organiser of trade shows and consumer events dedicated to organic products, wellness and art de vivre**. SPAS Organisation organises 25 events: organic product trade shows and consumer exhibitions in Paris and around France, trend areas and a digital marketplace.

[More information about SPAS and events calendar](#)

An event by:



Organised by:

