

PRESS RELEASE



The international
event for
the fruit & vegetable
sector in France!

22-23
April 2020
Perpignan - France

medfel.com

100%
sustainable
practices

An event by



Organised by





medFEL 2020

The only event in France for professionals committed to sustainability in the fruit & vegetable sector.

2 days to discover a range of **positive initiatives** in the areas of the environment, soil conservation, eco-friendly production methods and zero waste.

Already

140

exhibitors
registered!

+ A **compact, business-focussed and sourcing-oriented** tradeshow.

+ The meeting place for professionals committed to sustainability in the fruit and vegetable sector.

+ In step with **expectations from society and consumer trends..**

2

days of
business

250

exhibitors
expected

6,000

professional
visitors

26%

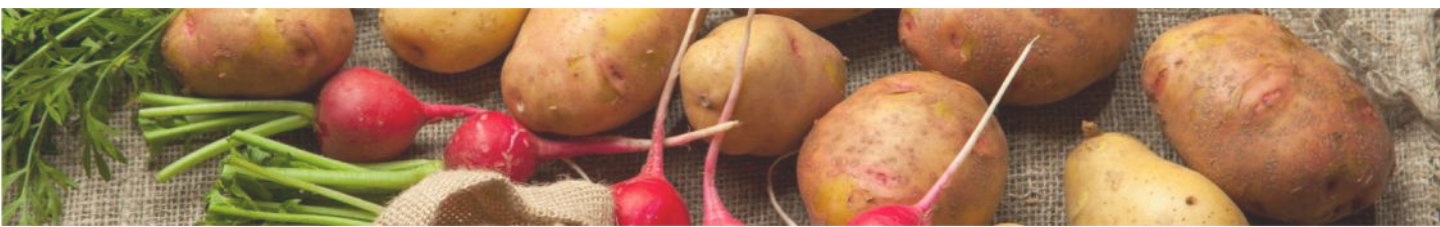
international
visitors

100

international
VIP buyers

87%

visitor
approval rate



CENTRE STAGE FOR INNOVATION

Innovation lies at the heart of the sector. New production methods, natural treatments, preserving soils and protecting insects, eco-designed packaging, waste recycling and less-polluting transport: medFEL shines a light on sustainable initiatives promoted by actors for change.

The FEL'INNOV Challenge

The **FEL'INNOV Challenge** is a competition for solutions that aim to improve the performance of farming activities and fruit and vegetable firms. Each candidate has 3 minutes to pitch their solution to a judging panel made up of experts and scientists.

This event, which will take place during the show, sets out to **place innovation at the heart of the fruit & vegetable sector** and thus help to bring about the convergence of the supply of innovative solutions with demand.

**2020
theme**

Zero waste

Loose goods, the circular economy, how to manage unsold goods and waste recycling are all subjects that are central to the concerns of distributors and retailers today.

This is the key focus of the 2020 FEL'INNOV CHALLENGE.

Employment at the heart of the show

In partnership with Apecita, medFEL supports employment in the sector and will host a **Job Dating** area to accommodate meetings between the labour force and recruiting firms.



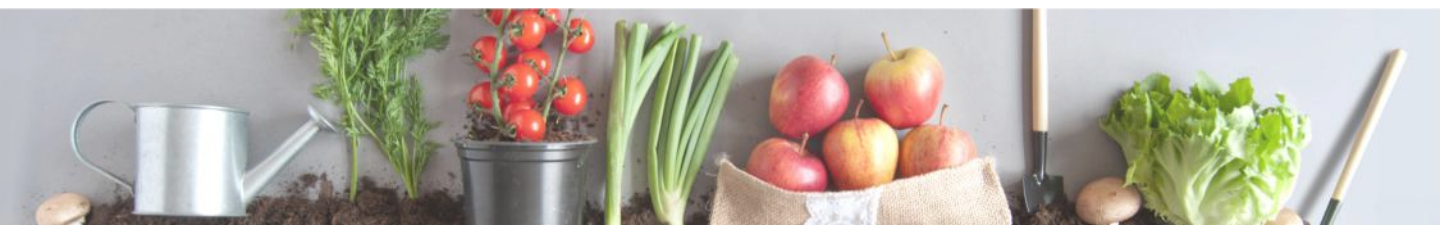
BUSINESS-FOCUSED EVENTS AT medFEL

The international VIP buyers programme

medFEL organises the visit to the show of **100 international buyers**, all key players in the sector. They benefit from a top-quality hospitality programme allowing them to concentrate on discovering the show and its exhibitors and providing them with all the keys to meet consumer expectations.

Business meetings

With this springboard for business, medFEL organises more than 5,000 **targeted meetings** between exhibitors and buyers to instigate new business relationships and make medFEL a **key meeting place for all professionals** working in the fruit & vegetable sector.



medFEL, A VENUE FOR MEETINGS, EXCHANGE AND INFORMATION

Talks, debates and workshops: the beating heart of medFEL

Trends, analysis, foresight and a sneak preview of harvest forecasts ...

medFEL is the place where industry professionals come to get information at source, gain inspiration and engage in dialogue.

One special guest per day invited to give insight into the major issues and challenges of the fruit & vegetable sector.

The debate programme

Wednesday 22 April

10:00: The key role of ports in **sustainable logistics** for fruit and vegetables.

11:00: **FEL'Innov Challenge** – Zero waste

12:30: Official exhibition inauguration



14:00: **Special Guest - Serge Papin**, consultant, former CEO of Système U.

15:00: Fruit and vegetables committed to **sustainable and responsible farming** with Serge Papin (High environmental value, “eco-friendly orchards”, Collectif Nouveaux Champs, Demain la Terre, etc.).

16:00: Forecasts for **Melons, New potatoes, Ware potatoes**



17:00: **“Organic, but not ugly”** Cat. II fruit and vegetables, with Serge Papin, consultant, former CEO of Système U.

Other issues examined:

+ **Origin and quality markers** (PDO, PGI, Label rouge)

+ **Varietal research**

Thursday 23 April

10:00: Forecasts for **Peaches/nectarines, Apricots**



11:15: **Special Guest - Isabelle Autissier**, yachtswoman and chairwoman of WWF France (to be confirmed)

12:15: High school competition award ceremony

14:00: The role of fruit and vegetable production in the framework of the **"4 per 1000 - Soils for Food Security and the Climate"** initiative, with guests including Paul Luu, Executive Secretary of the 4 per 1000 initiative, with Isabelle Autissier (to be confirmed)



15:00: **Organic debate**, with Isabelle Autissier, yachtswoman and chairwoman of WWF France (to be confirmed)

16:00: Fruit and vegetables in **collective catering**: meeting the goals of the Egalim Act.



EXHIBITORS COMMITTED TO NEW FORMS OF CONSUMPTION

Pesticide trace-free, zero waste, circular economy: these are the keys to success in the sector, from upstream to distribution. Consumers are increasingly demanding with regard to these commitments that guide their purchasing behaviour.

medFEL deciphers these fundamental movements and brings together industry players who are all committed to accompanying the sector in its shift towards environmental protection, soil conservation, waste reduction, the circular economy and local sourcing, in step with today's high expectations from society.

Already onboard!

ABIOTEC

AD'OCC

CHAMBRE REGIONALE D'AGRICULTURE PACA

CINATUR GROUP SL

CRENO

CUADRASANIA, S.L.

EACCE

ESCANDE PLANTS SARL

GVAPRO

IDMAT

IDYL

JINGOLD SPA

MARROIG PRIMEURS / EL DIABLO

NICOLAI FRUIT NV

POM'ALLIANCE

PORT DE BARCELONA

SAICA FRESH PACK

SAINT-CHARLES INTERNATIONAL / EXPORT

SYPRUSI

TRANSCAUSSE SAS

UTAP – TUNISIE

Soil conservation, biodiversity and agroecology



ABIOTEC

Abiotec is a company specialising in UV technology. For over 30 years it has been developing **chemical treatment alternatives** in the area of water, insect control and air treatment aimed at industrial firms and local authorities. It contributes to **reducing companies' environmental impact** whilst still offering effective treatments.

IDMAT

IDMAT is a specialist in **protecting fruit orchards and vegetable crops** against natural hazards: hail and rain protection, wind breakers, insect protection, etc. The firm offers producers the right solution to keep their crops out of harm's way.

These systems allow crops to grow in the best possible conditions **without the need for chemical processes** to ward off pests.



EXHIBITORS COMMITTED TO NEW FORMS OF CONSUMPTION

Eco-awareness: promoting sustainable consumption

New labels, a need for transparency, consumption of locally-sourced products: in step with consumer expectations, the exhibitors at medFEL display their commitment to more local, more sustainable agriculture.

CRENO

Creno is a French network made up of 23 regional distributors of fresh fruit, vegetables and seafood. The group has developed the concept “**Jardin d’ici**” (the garden here) and is committed to **supporting agriculture close to its markets and favouring local supply chains.**



POM'ALLIANCE

Pom'Alliance is the leading firm in France for the collection and packing of potatoes. **The company is one of the founders of the collective “Nouveaux Champs” (New Fields), committed to the goal of “pesticide trace free” production.**

Focus on

The organic offering at medFEL

medFEL is the **legitimate business event to develop an organic offering** and is a must-attend show for organic fruit and vegetable buyers.

Several special features are laid on for visitors to help them discover the organic range on offer at medFEL:

- + **Organic Road:** the visitor trail to help international buyers easily identify the organic range at the show.
- + **Organic Market:** a special display area located in the centre of medFEL, to showcase exhibitors' organic offerings.
- + **Talks & debates:** the show content focusses substantially on organic market players promoting eco-friendly and circular economy initiatives. The show will host one major round table per day devoted to organic issues.



EXHIBITORS COMMITTED TO NEW FORMS OF CONSUMPTION

Logistics and care for the environment

Plastic alternatives, eco-friendly transport, the circular economy: along the full length of the supply chain, the whole sector is stepping up its commitment to reduce its impact on the environment.

SAINT CHARLES INTERNATIONAL

Saint Charles International is the **leading platform for the sale, transport and logistics of fruit and vegetables in Europe**. The firm owns the world's largest building-integrated **solar farm**, with 97,000 photovoltaic panels. Saint Charles has also abandoned waste landfill and incineration in favour of **composting**.

Thanks to its premises accommodating links to all forms of transport – rail, sea, ground and air -, Saint Charles International also **reduces the carbon cost of the transportation of fresh produce**.



SAICA PACK

Saica Pack provides **eco-friendly solutions for packaging**, and for the management and recovery of waste. The firm transforms **recycled paper** into packaging made from P Flute Wave, a material that can hold 30% more units per standard pallet and thereby reduce carbon emissions during its transportation.



An event by



Organised by



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About Ad'Occ :

AD'OCC : SUPPORTING BUSINESS DEVELOPMENT AND BOOSTING JOB CREATION

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.

The agency is the Occitanie region's armed wing for economic development, innovation and job creation. It deploys regional funding mechanisms in order to anchor employment firmly within the territory.

AD'OCC is a **responsive, highly-skilled and efficient** local point of contact to answer all the needs of regional businesses. With a comprehensive range of support packages, project leaders can find assistance and solutions to meet development challenges and objectives. The agency's action is guided by three core principles: agility, simplicity and performance

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 30 events, trend forums and a digital marketplace.

- + **Organic and natural product exhibitions:** Marjolaine (Paris), Vivre Autrement (Paris), Naturally (Paris), Noël en bio (Paris), Vivez Nature (Paris), Permae (Paris)
- + **Tradeshows:** medFEL (Perpignan), Natexpo (Paris, Lyon), Natexpo International Tours (a touring event)
- + **The Zen & Bio exhibition network around France:** Zen & Bio (Nantes, Angers, Tours, Bordeaux), Artemisia (Marseille), NaturaBio (Lille), Respire La Vie (Poitiers, Vannes, Rennes, La Rochelle), Vivez Nature (Lyon)
- + **Wellness and Art de vivre shows:** Bien-être Médecine Douce et Thalasso (Paris, Lyon, Marseille), Les Thermalies (Paris, Lyon), Zen (Paris), Saveurs des Plaisirs Gourmands (Paris), Mednat & AgroBIO Expo (Lausanne)
- + **Trend forums:** SPAS unveils tomorrow's trends and showcases them on dedicated forums at its consumer events: Bio & Vegan, ViniBio, Go Healthy, Le Rendez-vous de la conscience.
- + **Sevellia.com** : an online marketplace for organic and natural products (400 traders and 22,000 product references)

www.spas-expo.com

