



## medFEL Tuesdays

Summer fruits & vegetable European harvest forecasts and Conferences: **the entire sector meets online on May 4th, 11th and 25th!**



med  
FEL  
2021

## Discover the programme of your 3 online events!

On Tuesdays 4, 11 and 25 May, from 4pm to 6pm, medFEL will connect up with the sector with a two-part programme: **European forecasts for summer fruit and vegetable harvests**, followed by **round tables hosted by experts and covering subjects relating to the new challenges encountered by the sector.**

The conferences will be fully broadcasted live and in replay, in French, Italian and Spanish.



### Tuesday 4 May

#### 4pm: European forecasts for apricots & French forecasts for peaches and nectarines

With **Santiago Vazquez**, *Federation of Spanish cooperatives* (Spain), **Elisa Macchi**, Director of *CSO* (Italy) **Georges Kantzios**, *ASEPOP Cooperative* (Greece) and a representative of the *Peaches and Apricots of France PDO*.

Discussions chaired by **Eric Hostalnou**, Head of Fruit & Vegetable department at *Pyrénées-Orientales Chamber of Agriculture*.

#### 5pm: Round Table – “Doctor Citizen and Mister Consumer”

Citizens are quite demanding when it comes to their food. It must be of high quality, diversified, its origin matters, production methods must be environmentally friendly, social standards must be high. But when they transform into consumers, they are in search of low prices, ready-to-cook products, with not a care about the origin. We compare the results of opinion polls with analysis of consumer purchasing.

With the participation of speakers including **Delphine Taillez**, Deputy Director, *Aprifel*.

**The other speakers will be confirmed in due course.**

Discussion chaired by **Olivier Masbou**, Associate journalist, *Socopag press agency*.

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## Tuesday 11 May

### 4pm: Forecasts of melon plantations

With **Myriam Martineau**, Chair of the *Inter-professional Melon Association (AIM)*, **Jérôme Jausseran**, Head of Communications at *AIM*, **Marion Mispouillé**, Project Officer at *AIM*.

Discussion chaired by **Olivier Masbou**, Associate journalist, *Socopag press agency*.

### 5pm: Round Table – “How far will organic go? New challenges ahead”

How is the organic sector still growing? Organic products must meet expectations from society (environmental commitment, more local, more ethical) while remaining a source of added value for its stakeholders within the framework of a new foundation of more stringent European regulations.

With **Laure Verdeau**, Director of *Agence BIO*, **Gil Kressmann**, Economist and Consultant, member of the *French Academy of Agriculture* (to be confirmed).

**The other speakers will be confirmed in due course.**

Discussion chaired by **Olivier Masbou**, Associate journalist, *Socopag press agency*.

## Tuesday 25 May

### 4pm: European forecasts for peaches and nectarines

With **Javier Basols**, *Federation of Spanish cooperatives* and **Manel Simon**, *Afrucat, Catalonia* (Spain), **Elisa Macchi**, Director of *CSO* (Italy) **Georges Kantzios**, *ASEPOP Cooperative* (Greece) and **Bruno Darnaud**, *Peaches and Apricots of France PDO*.

Discussions chaired by **Eric Hostalnou**, Head of Fruit & Vegetable department at *Pyrénées-Orientales Chamber of Agriculture*.

### 5pm: Round Table – “Click+collect, room for improvement for fresh fruit and vegetables?”

Click+collect, and more broadly online shopping, is a fast-developing retail sector. France leads Europe for the market share of online-purchased consumer goods (7.1%). But while most of our neighbours prefer home delivery, French consumers are more receptive to click+collect (8 out of 10 online purchases). The fresh fruit and vegetable sector has yet to find its place on this market.

With the participation of speakers including **Philippe Goetzmann**, Consultant specialized in new consumption.

**The other speakers will be confirmed in due course.**

Discussion chaired by **Olivier Masbou**, Associate journalist, *Socopag press agency*.

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## Discover the full programme on medFEL Tuesdays website.

medFEL Tuesdays are sponsored by the Occitanie / Pyrénées-Méditerranée Regional Authority and organised by the regional economic development agency AD'OCC and SPAS Organisation.

### 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: organic product trade shows and consumer exhibitions in Paris and around France, trend areas and a digital marketplace.

- **Bio et Nature exhibitions in Paris:** Marjolaine, Vivre Autrement, Naturally, Vivez Nature, Permae
- **Tradeshows:** medFEL (Perpignan, Digital), Natexpo (Paris, Lyon, Digital), Natexpo International Tour (a touring event)
- **The Zen & Bio exhibition network around France:** Zen & Bio (Nantes, Angers, Tours, Bordeaux, Lyon), Artemisia (Marseille), NaturaBio (Lille), Respire La Vie (Poitiers, Vannes, Rennes, La Rochelle)
- **Wellness and Art de vivre shows:** : Bien-être Médecine Douce (Paris, Lyon, Marseille), Les Thermalies (Paris, Lyon et Digital), Zen (Paris), Saveurs des Plaisirs Gourmands (Paris)
- **Trend forums:** at its consumer events, SPAS unveils tomorrow's trends and showcases them on dedicated forums: Bio & Vegan, ViniBio, Le Rendez-vous de la conscience.
- **Sevellia.com** : an online marketplace for organic and natural products (600 traders and 40 000 product references)

[www.spas-expo.com](http://www.spas-expo.com)

Find out more on [www.medfel.com](http://www.medfel.com)

### Press contacts

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