



med  
FEL  
2022

**The essential  
meeting for the  
Fruit and Vegetable  
sector in France**

**PRESS KIT**

**27th & 28th April 2022**  
**Perpignan Exhibition Center**



**The essential meeting for the Fruit and Vegetable sector in France**

**Press kit  
medFEL 2022**

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# MEDFEL IS BACK

For more 10 years, the Fruit and Vegetable community has been congregating in France's Occitania region at medFEL, a venue for exchange and meetings between the sector's professionals.

### 2022 will at last mark the comeback of the exhibition.

Sponsored by the Occitanie / Pyrénées-Méditerranée Regional Authority and organised by the regional economic development agency AD'OCC and SPAS Organisation, medFEL is a trading exhibition that facilitates connections between exhibitors and visitors, **professionals in the Fruit and Vegetable sector**, and 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**.

### New edition, new challenges

In response to societal expectations and environmental challenges – more acute than ever following the public health crisis that we have all experienced - companies in the Fruit and Vegetable sector are today obliged to fulfil consumer demands related to sustainability, CSR, environmental protection, zero pesticide residue, etc.

**medFEL is definitely the essential meeting for the Fruit and Vegetable actors in France!** With 200 exhibitors representing the whole sector, and twenty conferences around consumer trends and topical issues, the event will draw a complete overview of the market during 2 days.

medFEL is the only meeting of the Fruit and Vegetable sector to be held in France, bringing together **professionals in the Fruit and Vegetable sector fully committed to sustainability initiatives**, came to present 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.

### All the market players are meeting in Perpignan

#### The idea? Think global, act local.

By bringing operators from all French regions together in the same place for 2 days, including producers of endemic varieties and **products adapted to regional terroirs**, the local ecosystem and the season – with a significant proportion of organic produce. By encouraging **visits by purchasers from local distribution channels** so that they can meet the suppliers from their region while discovering the general trends in the sector.

Indeed, Occitania is one of the largest Fruit and Vegetable production region in France. Its brand **Sud de France**, with 10 000 products, offers a complete and representative overview of the region production.

- 2<sup>nd</sup> largest fruit and vegetable producing region in France
- The largest producing region of organic food and wine in France and largest producing region of protected food (PDO, IGP...)
- The largest dispatching centre in Europe: St Charles International in Perpignan



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# NEW SECTORS AT MEDFEL

medFEL 2022 sheds light on the structuring of new sectors in France

### What do we mean by sector structuring?

Today, the agricultural world is adapting to changes, whether related to new consumer trends or climate change. Production is changing and relocating, **the sectors must be reorganized.**

Fortunately, the agricultural sector knows how to be agile, the French territory is rich and varied, the land is diversified and can accommodate many – and new – productions.

On the one hand, demand is changing. Current food trends now give pride of place to nuts, legumes or oilseeds whose health benefits are well established. This is being driven by a growing focus on foods that are good for health.

On the other hand, climate change is reshuffling the cards and increasing production possibilities. Rising temperatures sometimes present themselves as an opportunity to reinvent themselves and find new crops to grow. Indeed, the landscape is changing with new initiatives such as the creation of new sectors of the future which, in Occitania in particular, give pride of place to hazelnuts, almonds, chestnuts, etc.

### Sectors are reappearing in France

A century ago, Aix-en-Provence was the almond capital of the world. But today, the United States dominates the market and produces 90% of the almonds consumed in the world.

The French consume twice as many almonds as ten years ago, but only 4% of them come from France. Although national production is quite low with about 500 tons per year, the sector is growing and France is trying to relaunch its local production in the south of the country.

Meet exhibitors of medFEL, involved in these sectors of the future: **CHÂTAIGNE DES CÉVENNES** (D33 bis), **MARCOU FRUITS SECS** (C42 bis), **CASTANEAS** (C34 bis), **TERRE D'AMANDES** (D41 bis), **CERNO SAS** (F43), **COMPAGNIE DES AMANDES** (B31).





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# CHALLENGES OF THE MARKET

## EGALIM, HEV, Organic, PDO labelling: the new challenges for the sectors

The HEV (High Environmental Value) production certification and the organic certification are the new hobbyhorses of this whole Fruit and Vegetable sector which is being reorganized, in particular since the application of the **EGALIM law**.

With the aim – among other things – of promoting healthy, safe and sustainable food for all, it aims to achieve 50% sustainable or labeled products (including organic products) in public collective catering since January 1, 2022.

Indeed, the EGALIM law also aims to defend the terroir and its local productions, in particular through imposed quality criteria, which have excluded local producers not certified PDO (Protected Designation of Origin), PGI (Protected Geographical Indication) or HEV. For them, market access is complicated. Innovation in this sector is therefore related to the **labeling of productions**, which requires a whole logistics process from the upstream of the sector.

Recently, another cyclical effect has appeared: producers are switching back to cereals and legumes, which are on the rise. The war in Ukraine is becoming a game changer. Today, the search for food sovereignty is crucial because with fewer and fewer farms, securing the sectors is a major issue. The actors of the sector now are acting upstream: producers become shareholders of companies or involve in retail as well. We see the creation of complete sectors controlled from upstream to downstream.

## An increasingly strict demand

In parallel with this observation in terms of structuring sectors, the CRENO group is also facing **changes in demand**, particularly in the world of catering, which is now looking for organic products and productions with High Environmental Value. Both sector players and end consumers pay particular attention to the ecological impact. The new challenges are therefore linked to the search for healthier products, without pesticides, which reassure. The confinement will also have highlighted it well: local food is privileged and considered now as a safe bet for consumers.

This local patriotism is important for sectors that struggle to obtain certification, when the foreign offer is more attractive.

**medFEL gives pride of place to all this national and organic certified offer, since the French terroir has a lot to offer and is constantly innovating to meet all these new expectations.**

## Organic at medFEL

The organic sector has its place at the heart of the event! medFEL responds to the growth in supply and demand for organic fruits and vegetables at national and international level.

- **The Organic Market by medFEL**

The exhibitors' organic fruit and vegetable offer is brought together at the entrance to the show in an "organic market".

- **The Organic Road by medFEL**

A circuit to identify organic offers more quickly.



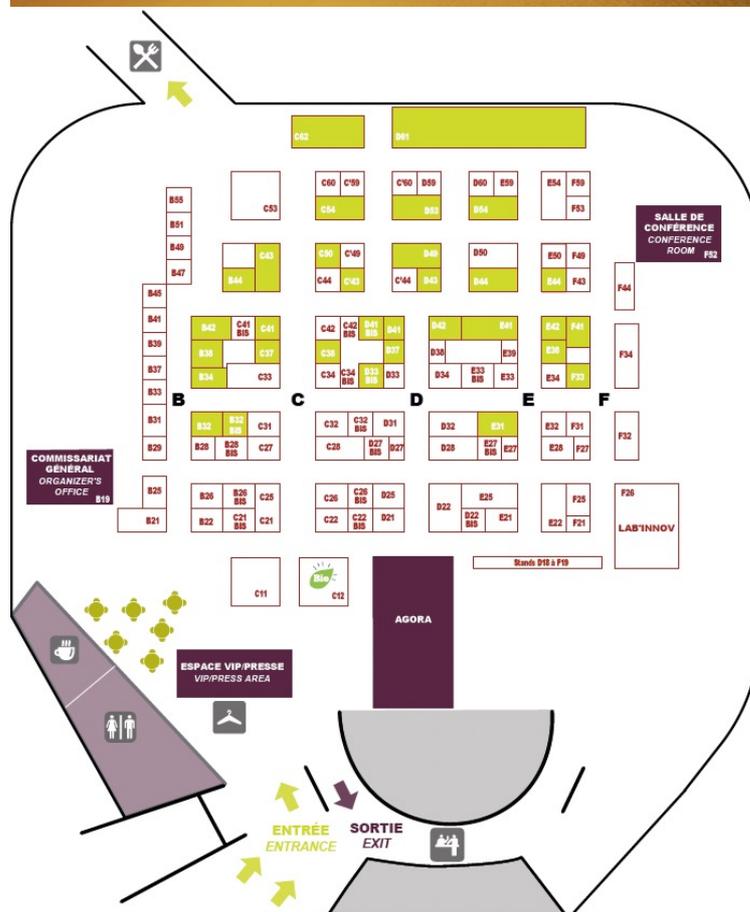
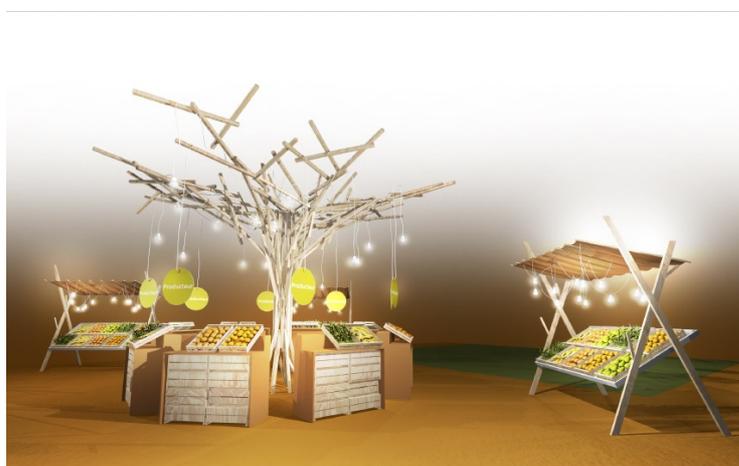
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## ORGANIC AT MEDFEL

This year, medFEL gathers nearly 50 exhibitors involved in the organic market. Discover their products under the spotlight at the entrance to the show on the Organic Market by medFEL, and do not miss the opportunity to meet them thanks to the Organic Road by medFEL 2022.

- AGRI COMMERCE – AGRIBIO - TERRA ORGANIC
- AGRIVIVA
- AGROSEMENS SEMENCES 100% BIO
- AGRUCORSE
- ALROPRIM - BLASCO
- ALTERBIO
- ALTERNEA
- ANECOOP FRANCE
- ARMAND FABRE
- BARBERA INTERNATIONAL
- CARDELL
- CHÂTAIGNE DES CÉVENNES
- COFRUID'OC MEDITERRANEE
- CONSORTIUM FRESH NATURE
- COOPERATIVE LA MELBA
- EDENYS
- FLOREN'SUD
- FORCE SUD
- FRUITS ROUGES & Co.
- GUANTER RODRIGUEZ
- ILLE ROUSSILLON - JARDINS DU ROUSSILLON
- IMAGO BIO
- JIC France
- JMC FRUITS
- JOUFFRUIT
- LA TOUR BIO
- LE VERGER BIO DE VERONIQUE
- LEGROS BIO
- LES HERBES DU ROUSSILLON
- MAISON VIALADE
- MESFRUITS
- PLAINE DU ROUSSILLON
- PLATEFORMES DES PRODUCTEURS
- D'OCCITANIE
- SAINT-CHARLES INTERNATIONAL EXPORT
- SOCAFNA
- SOFRUCE
- SOLAGORA
- STM BIO
- TERRE D'AMANDES
- TOMABEL
- TOP FRUITS
- UNIVERT
- VAL LÉGUMES FERME DE FONTENAY





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# INNOVATION AT MEDFEL

Beyond the pure reduction of food waste, all our **consumption patterns** should be revisited to have a genuine impact on the **environment**. In this mission, professionals in the fruit and vegetable sector, **producers, processors, suppliers, brands and retailers** have an obvious role to play and a leading responsibility. medFEL aims to support the fruit and vegetable market on these issues, in particular through a sector dedicated to young innovative companies offering solutions for the sustainable consumption of tomorrow.

### The Lab’Innov by medFEL

Discover this new sector, a center stage for innovation dedicated to start-ups involved in the challenges of the future:

- Circular economy,
- Zero waste,
- eco-friendly initiatives,
- sustainable development,
- CSR, etc.

The Lab’Innov gathers innovative initiatives, creating added value. To go further and discover exhibitors, meet them on site: **AGRI WAVE (E22)**, **ALTERNATIVE PLASTICS (D18)**, **BIOTRAQ (D18 bis)**, **C-LIBRE (E20 bis)**, **ELZEARD (E19 bis)**, **FLEETEVER (F19)**, **LA CLE DES CHAMPS (F25)**, **PANDOBAC (E19)**, **UGOFRESH (F21)**.

### Fruits and Vegetables: it’s a wrap!

**The Fruit and Vegetable sector faces many challenges.** Since the application of the AGEC law (anti-waste for a circular economy) on January 1st 2022, it is no longer possible to sell unprocessed fresh fruits and vegetables in plastic packaging. While it is estimated that today 37% of fruits and vegetables are wrapped to be sold, this measure will eliminate more than a billion unnecessary plastic packaging each year. This is a real **opportunity for players in the sector**. Indeed, a new market is being created, giving pride of place to **innovations in terms of eco-responsible packaging** and allowing the emergence of new players in the sector who are increasingly seeking to differentiate themselves.

Meet medFEL exhibitors, who strive to offer standard and tailor-made products, to satisfy the requirements of quality, certifications, traceability, degradability and durability: **BIOAPPLY (D22 bis)**, **DIBAL, S.A (E27 bis)**, **ETIQUETTES X2C (E21 )**, **FIMAT (E21)**, **JC FRANCE (D28)**, **SAICA FRESH PACK (D22)**, **SOFRUPAK (E25)**.



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## MEDFEL 2022 EXHIBITORS

### IMPORT EXPORT

AGRI COMMERCE - AGRIBIO TERRA ORGANIC  
AGRISPA  
ALBAFRUIT  
ALROPRIM - BLASCO  
ALTERBIO  
ALTERNEA  
ARMAND FABRE  
BUONANNO  
CONSORTIUM FRESH NATURE  
CRENO  
CROC'ELLA  
FAUS DURA  
FLOREN'SUD  
FRULEXXO  
GHIS-CAR FRUITS  
GREYPE FRANCE  
JIC FRANCE  
JMF PARTENARIAT  
LEGROS BIO  
MARQUILLANES  
PA SA GE INTERNATIONAL  
PAVIFRUIT  
PINTO  
PORT DE PORT-VENDRES - CCI PYRENEES  
ORIENTALES  
PRIMAFEL  
PRIMSUD  
SAINT CHARLES PRIMEURS  
SAINT-CHARLES INTERNATIONAL / EXPORT  
SANTOS & PEREIRA, LDA  
SODIS FRANCE  
SOFRUCE  
SOLAGORA  
SOLEIL ROY INTERNATIONAL  
SPANFRUIT  
SUNCROPS  
TOP FRUITS  
VITAFRESH DISTRIBUTION  
ZORODDU

### PRODUCTION

AD'OCC  
AGRIVIVA  
AGROSEMENS SEMENCES MARAÎCHÈRES 100% BIO  
AGRUCORSE  
ANECOOP FRANCE  
AOP PECHEES ET ABRICOTS DE FRANCE  
BARBERA INTERNATIONAL  
CARDELL  
CASTANEAS  
CERNO SAS  
CHÂTAIGNE DES CÉVENNES  
CINATUR GROUP  
COFRUID'OC MEDITERRANEE  
COMPAGNIE DES AMANDES  
COOPERATIVE LA MELBA  
CUADRASPANIA

DOMAINE DES COTEAUX  
EDENYS  
ESCANDE  
ESTAGEL  
FONTESTAD FRANCE  
FORCE SUD  
FRUITS ROUGES & Co.  
GREEN PRODUCE  
ILLE ROUSSILLON / JARDINS DU ROUSSILLON  
IMAGO BIO  
JMC FRUITS  
JOUFFRUIT  
LA TOUR BIO  
LE POTAGER MAROLLAIS  
LE VERGER BIO DE VERONIQUE  
LES HERBES DU ROUSSILLON  
LES RUBIS DE LANSAC SAS  
LOVITA  
LYMOUNA-MATYSHA-TOUTY BERRY  
MADNOOS AROMATIQUES  
MAISON VIALADE  
MARCOU FRUITS SECS  
MESFRUITS  
MZ FRUITS ET LEGUMES  
PLAINE DU ROUSSILLON  
PLATEFORMES DE PRODUCTEURS D'OCCITANIE  
REART VALLEE / PECHE SUD  
ROYAL  
SAVEURS DES CLOS  
SOLARENN  
STM BIO  
TERRE D'AMANDES  
THEZA FRUITS ET LÉGUMES  
TOMABEL  
UNI-VERT  
VAL LÉGUMES - FERME DE FONTENAY

### TRANSPORT / LOGISTICS

ALMA TRANSITAIRES SAS  
GUANTER RODRIGUEZ  
J.H. MESGUEN TRANSPORTS  
LEOPROEX  
MEDINA TRANSPORTS - GROUPE MEDINA  
OCCITANIE POIDS LOURDS  
PORT DE BARCELONA  
PRIMEVER  
RAIL LOGISTICS EUROPE  
SOCAFNA  
TOYOTA MATERIAL HANDLING  
TRACTEUR SCANIA  
TRANSITAINER  
VÉHICULE ATEGO MERCEDES

### PACKAGING

BIOAPPLY  
DIBAL, S.A  
ETIQUETTES X2C  
FIMAT

JC FRANCE  
SAICA FRESH PACK  
SOFRUPAK

### PROCESS / EQUIPMENT

ABIOTEC  
ABSOGER SAS  
ASF EDITION  
BAYWA R.E.  
CAUSTIER BY STC  
GAMMA-WOPLA  
IDMAT - EKTAR  
INDUSTRADE  
IRISOLARIS  
MAF RODA AGROBOTIC  
QUERCY RÉFRIGÉRATION - HD COLD  
REDEN  
SETOP GIRAUD TECHNOLOGIE  
SMART ENERGIES  
TOUR-ANTIGEL.COM - RN7 AS

### BANKING / INSURANCE

ALLIANZ TRADE  
ATRADIUS CRÉDITO Y CAUCIÓN  
BANQUE COURTOIS  
BANQUE POPULAIRE DU SUD

### ENGINEERING

AKANEA  
CAP 2020  
CENTRE D'ANALYSES MÉDITERRANÉE PYRÉNÉES -  
LABORATOIRE DÉPARTEMENTAL D'ANALYSES  
(CAMP)  
CONTROL UNION  
ENI  
KOPPERT FRANCE  
LABORATOIRE CARSO

### LAB'INNOV VILLAGE

AGRI WAVE  
ALTERNATIVE PLASTICS  
BIOTRAQ  
C-LIBRE  
ELZEARD  
FLEETEVEER  
LA CLE DES CHAMPS  
PANDOBAC  
UGOFRESH

### PRESS AND INSTITUTIONALS

EUROFRESH DISTRIBUTION  
FRANCE AGRIMER  
FRUCTIDOR.COM  
RÉGION OCCITANIE EMPLOI - COMPÉTENCES - RH  
RESEAU OCCIT'AGRI FORMATIONS-DRAAF SRFD  
VEGETABLE



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# MEDFEL 2022 HEADLINES

This year, medFEL has the pleasure of welcoming **two Expert Guests**, invited to provide their insight into the major issues and challenges facing the Fruit & Vegetable sectors.

### David Djaïz.



An alumnus of École Normale Supérieure and the École Nationale d'Administration, and also a graduate in political philosophy from the Sorbonne, David Djaïz is currently a lecturer at Sciences Po. As an essayist, he offers an analysis of economic, ecological and societal problems in his works, which include *Le nouveau modèle français* and *La Guerre Civile n'aura pas lieu*. **David Djaïz is one of the signatories of an op-ed published in Le Point on 28 January 2021 entitled *Pour une république écologique* (For an ecological republic), an excerpt of which reads:**

*"We call for a new ecological Republic with citizenship at its heart instead of the constricted figure of the consumer. A Republic of equals where each person must be able to participate in the creation of the common good and in the promotion of ecological reconstruction."*

**He is also a member of the Collectif des 40 which authored the *Manifeste pour une échelle humaine* (Manifesto for a human scale).** This manifesto drawn up by 40 figures of civil society – business leaders, NGO heads, top civil servants, intellectuals and public office holders – offers another French path for the decade ahead: that of an ecological and altruistic Republic, on a new human scale.

**David Djaïz will honour us with his presence on Wednesday 27<sup>th</sup> April 2022 at a panel discussion on the theme of: "French agriculture, in the era of the competitive transition."**

### Olivier Dauvers.



A journalist with 30 years of experience in the world of consumer goods, Olivier Dauvers has an academic background as an agricultural engineer. Previously editor-in-chief of the trade journals *Linéaires* (1994-2001) and *Rayon Boissons* (1993-1996), **he co-founded Editions Dauvers** in 2002, which is today one of the leading names in the retail media landscape. He offers daily content on his **website *Le web grande conso***, a blog which gives an uncompromising view of the latest news and developments in the retail world through newsletters, short articles, videos and podcasts.

Olivier Dauvers also chairs the agri-agro Think tank of the business daily *Les Échos* and does not hesitate to take a public stance on the various causes he advocates such as #BalanceTonOrigine (#originstoo) or Food education. His community, with which he engages through an active presence on social media, is constantly growing and today boasts **76,000 retail decision-makers and professionals**. **Through his different outlets, he offers an uncompromising view of the latest news and developments in the retail world.** Olivier Dauvers regularly makes contributions on **issues regarding consumer economics and sociology**, "Think Customer" approaches in points of sale or on the retail world or the shop of the future.

**Olivier Dauvers will open the debate on Thursday 28<sup>th</sup> April at 2.00 pm on "Retail chain vertical strategies."**



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# PROGRAMME

## Conferences and round tables

medFEL goes beyond the meeting between exhibitors and visitors and aims to provide information and useful content regarding societal expectations and environmental challenges. These themes will be at the heart of the programme of this new edition.

On 25th September 2015, the 193 Member States of the United Nations together pledged to jointly implement 17 Sustainable Development Goals (SDG). These make up what is known as Agenda 2030. Farming sectors, including fruit and vegetables, are already involved in these sustainability approaches. medFEL 2022 will highlight the projects already.

### Wednesday 27th April 2022

#### 10:00AM Organic fruits, vegetables and potatoes: developing supply, boosting demand

With **Florence Rossillion**, CNIPT, **Cécilia Céleyrette**, Interfel and **Dorian Flechet**, Agence Bio  
Hosted by **Olivier Masbou**, Journalist and **Dany La Noé**, Interbio Occitanie

Fresh fruits and vegetables are in second place among organic products consumed in France, behind grocery products and ahead of dairy products. They represent 17% of organic product sales, and generate just over 2 billion euros in turnover. For some time now, like other organic sectors, we have observed a slowdown in market growth. And this in a context where production is developing. Is there a risk of stalling? How can the organic sector organize itself to continue to develop the offer while boosting consumption?

#### 2:00PM Forecast for melon plantations

With **Myriam Martineau**, **Jérôme Jausseran** and **Marion Mispouillé**, Association Interprofessionnelle Melon  
Hosted by **Olivier Masbou**, Journalist

#### 3:30PM French agriculture, at a time of the competitive transition

With **David Djaïz**, Philosopher, Essayist and Senio Official

David Djaïz is the author of various books. The latest "*Le nouveau modèle français*" (Allary Editions) questions the speech on French decline. Contrary to this "decline", he proposes to draw on our republican resources, in order to draw "the model which will project us into the 21st century". This model is "already there, but low noise" he says. And to explain: "confidence regained in the nation as a sluice of globalization, return of the long term to the heart of our institutions, green reindustrialisation, development of a well-being economy creating value and social links: a new project of society is emerging, capable of bringing together a majority of us". French agriculture has its place in this "new social project".



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### 5:00PM The “Low Carbon” label, an opportunity or a new value creating label?

With **Xavier Le Clanche**, ANPP, **Bertrand Swiderski**, Carrefour, **Etienne Variot**, Rize and **François Moulias**, Compagnie des Amandes

Presented by **Florence Rabut**, Journalist for *Végétable*

The “low carbon” label has been operational for three years. It offers certification to projects that sequester or avoid carbon emissions. The prerequisite for the certification of a project is to use a calculation method approved by the Ministry.

What are the methods that already exist or are under development for the fruit and vegetable sector? Who can finance these projects and what are the available types of finance? How many projects have already been labelled in the farming sector, and for what result(s)? Is this a simple opportunity or a genuine development lever to profoundly transform farming practices, increase value along all the links in the chain, and more widely reach other territorial players?

### Thursday 28th April 2022

### 10:00AM Chemical inputs: heading to “all zero” ?

With **Gisèle Broquier**, Koppert, **Muriel Millan**, AOP Pêches et Abricots, **Cécilia Céleyrette**, Interfel, **Ange Rama**, Saveurs des Clos and **Marianne Naudin**, Lidl France

Presented by **Florence Rabut**, Journalist for *Végétable*

What is the common denominator between sustainable farming approaches or labels such as HVE (high environmental value), zero-trace or trace-free, *Demain la terre* or Bee Friendly®? They all offer the guarantee of using less chemical inputs or none at all, and thus reduce environmental impact, while the AB label (organic agriculture) guarantees an absence of synthetic chemical treatments. Behind the reality of these positive approaches, an entire ecosystem is at work to identify, design, test and continually improve production systems towards new agricultural practices. What is the state of play in this area? Is reducing chemical inputs necessary and sufficient to pass as agro-ecology? What are the alternative solutions available, on stream or ahead, to cater to the substantial needs?

### 11:00AM Soil, this other living being

With **Xavier Dubreucq**, Advisor in vegetable production, **Sébastien Serot** and **Yohann Lethoueil**, Pom’Evasion, **Anne Trombini**, Pour Une agriculture du Vivant and **Jérôme Fanet**, Pomona  
Presented by **Florence Rabut**, Journalist for *Végétable*

After bees, “when soil dies, mankind’s days are numbered,” the saying could go! Soil has recovered a status following decades of neglect or, rather, indifference. Up until the fateful day when nothing grows properly anymore. Following in the footsteps of pioneering researchers, an entire movement is building in farming to re-incorporate a soil approach within production ecosystems. In practical terms, how can a positive agronomic approach be developed based on living soils? How far should we go in a soil approach, what and where are the approved models?



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# PROGRAMME

### 2:00PM Retail chain vertical strategies

With **Olivier Dauvers**, Journalist and founder of Editions Dauvers

Societal demand always wants more. More local, more short distribution networks, more proximity, more quality indicators, including organic or even more performance indicators (such as the "pesticide-free" guarantee, "zero residue", etc.).

### 3:30PM European harvest forecasts for apricots

With :

- For Spain: **Santiago Vazquez**, Federation of Spanish cooperatives and **Manel SIMON**, Afrucat
- For Italy: **Laura Stocchi** et **Tomas Bosi**, CSO
- For Greece: **Georges Kantzios**, ASEPOP cooperative
- For France: **Bruno Darnaud**, AOP Pêches et Abricots de France and **Jean Pratz**, Le Verger Bio de Véronique

Hosted by **Eric Hostalnou**, Chambre d'agriculture des Pyrénées Orientales



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# PROGRAMME

## Exhibitors' conferences and convergent events

Wednesday 27th April 2022

### 11:00AM Agriculture and energy: what sustainable solutions to fight climate change?

By *Margot Bibes and Laurent Barrau* from BAYWA-RE

Combining agricultural production and electricity production on the same plot, a utopia? Agrivoltaism is today a concrete and sustainable solution limiting the impacts of climate change on fruit and vegetable crops. With the increase in extreme episodes (heat wave, hailstorm, frost, etc.), sensitive crops are protected thanks to raised structures and bifacial panels that allow light to pass through.

The workshop led by BayWa r.e., placed under the sign of exchange and conviviality, will aim to present our proven agrivoltaism technology to you as well as the first feedback. The opportunity to ask all your questions to our experts and to discover our AgriPV model as real as life!

### 12:00PM Press conference from La Compagnie des Amandes

With *Arnaud Montebourg and François Moulias*

### 2:00PM The supply chain challenges of reusable packaging

By *Anaïs Ryterband* from Pandobac

Packaging is an increasingly strategic subject for players in the fruit & vegetable sector. The AGEC law already imposes new obligations since it prohibits the over-packaging of Fruits & Vegetables in single-use plastic packaging for packaging weighing less than 1.5 kg. The reuse of packaging makes it possible to anticipate the next regulations which will inevitably affect packaging, under pressure from communities and companies. This conference will address the various issues and examine the advantages and disadvantages of using reusable packaging.

### 3:00PM CargoBeamer an innovative technology

By *Dr.-Ing. habil. Hans-Jürgen Weidemann* from Cargo Beamer

CargoBeamer is reinventing the future of logistics! We offer intelligent solutions in the field of intermodal traffic, in order to ensure the ecological transport by rail not only of craneable semi-trailers, but also of non-cranable semi-trailers. The globally unique CargoBeamer terminals allow horizontal loading of up to 36 semi-trailers onto a single freight train.



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### **4:00PM How to automate a weekly harvest forecast and prevent the impact of climate risks?**

By **Patrick Armengaud**, Smart farming business developer and **Serge Zaka**, agroclimatologue from ITK

In a market with very volatile selling prices, Presto® is the first service to forecast the production of blocks for the following weeks. With Presto® free up time and automate sharp expertise to better sell production. Equipped with an artificial intelligence engine, Presto® makes it possible to better value fluctuating production such as old varieties and small tomato fruits. Once again this year, the arboriculture sector suffered from late frost on crops at a very sensitive stage. Prevent® is the only solution that can mitigate the risk of economic loss in the face of severe climatic hazards. Prevent® makes it possible to better prevent and alert producers to the most effective means of protection.

**Thursday 28th April 2022**

### **10:00AM – 12:00PM AOPn Kiwi meeting**

### **2:00PM Discover the OYA pack**

**A case containing the OYA software suite and equipment for supplying and processing fruit and vegetable stations.**

By **Gilles Tenoire**, Founder of OYA Project C-LIBRE

OYA is a modular software platform including the management of harvest forecasts, the recording of bins from the field to the processing workshops, full traceability monitoring up to the sale and all the management modules of a ERP. Developed with web technologies and on an open-source model, OYA is easily deployed in isolated stations with a simple LTE/3G/4G connection or wifi. Come and discover OYA around a simple demonstration including harvest forecast, producer input, sorting and storage of processed products. All installed from equipment that can be contained in a suitcase.



## The essential meeting for the Fruit and Vegetable sector in France

Press kit  
medFEL 2022

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# MEDFEL KEEPS IN TOUCH ON TUESDAY 24TH MAY

It is also a digital content proposition, with medFEL Tuesdays, launched in 2021. This new online event allows to keep in touch, after the show, with the actors of the Fruit and Vegetable sector.

The aim is to stay in touch with their expectations and share the european harvest forecasts at the right dates, for them to anticipate their respective order.

### Let's meet online on Tuesday 24th May: European harvest forecasts for peaches and nectarines

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

The European harvest forecasts for peaches and nectarines will take place online on May 24th, during medFEL Tuesday's meeting, a short and efficient format to share these information at the right time.

The harvest forecasts will be live streamed in French, Spanish and Italian.

After these forecats, continue the experience and assist a round table and debate around the sector challenges.

Register for the online meeting on [www.lesmardisdemedfel.eventmaker.io](http://www.lesmardisdemedfel.eventmaker.io)

### A look back on medFEL Tuesdays, successfully launched in 2021

- 3 editions in 2021
- 2 angles covered every Tuesday: European harvest forecasts and debates on topical issues: consumer behavior, e-commerce, organic challenges, inventory after the frost wave of 2021...
- 22 speakers: representatives of fruits federationst, economists, advisors, experts in new consumption, representatives of specialized retail...
- 1 250 participants from 39 countries
- Simultaneous translation in Spanish and Italian



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# ABOUT MEDFEL

More information on [www.medfel.com](http://www.medfel.com)



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



### 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.

### 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.

### Press contact

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An show by:



Organized by:

