



The essential meeting for the Fruit and Vegetable sector in France

Press release
May 2022

medFEL 2022: the meeting for a 100% committed sector

Sponsored by the Occitanie / Pyrénées-Méditerranée Regional Authority and organised by the regional economic development agency AD'OCC and SPAS Organisation, **medFEL event has drawn to a close, with very good results for this edition, gathering the whole Fruit and Vegetable sector.**

3 151 professionals happy to be there!

During two days, on Wednesday 27th and Thursday 28th April 2022, more than 3 100 visitors have been walking through the aisles of Perpignan Exhibition Center to meet 200 exhibitors on site, representing the entire Fruit and Vegetable sector: producers, processors, suppliers, brands and retailers, transport and logistics...

This edition was the occasion to debate on the news challenges of the sector: companies in the Fruit and Vegetable sector are today obliged to fulfil consumer demands related to sustainability, CSR, environmental protection, zero pesticide residue, etc.

To this end, medFEL offered 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**. On each intervention the Agora pulled in the crowds!

Organic at medFEL

The organic players in the sector showcased their production, their contributions and highlighted their specificities: **nearly 50 exhibitors offering certified organic ranges were present** at the show. **The Organic Market**, located at the entrance of the show, allowed buyers, visitors and the press to take stock of the organic offer and commitments of the exhibitors concerned.





Innovation at medFEL

In order to meet the expectations of both professionals in the sector but also end consumers, **a dozen innovative young companies have exhibited within the Lab'Innov by medFEL**. This village, which is a true space for innovation, has highlighted innovative products and/or services in terms of sustainable development, CSR, eco-responsibility, circular economy, zero-waste, ecological initiatives or technological eco-innovations.

The success was there! The Lab'Innov is promised a bright future for future editions.

The « sectors of the future » : a major issue, an essential subject

medFEL has shed light on the structuring of new markets and was the occasion to **present the "sectors of the future"**. Indeed, today the agricultural world is changing and production is relocating. The French territory which is rich and varied, can accommodate many – and new – productions thanks to an agricultural sector that knows how to show agility.

The spotlight was placed this year on nuts – almonds, walnuts, chestnuts and oilseeds – lentils.



medFEL, the place for Business Meetings between the sector's players

This year, **1030 Business Meetings** took place during the 2 days of the event. This pre-scheduled program allowed local market players to meet buyers and retailers from many countries, to develop international business and turnover. They were coming from: Austria, Belgium, Colombia, Ivory Coast, Denmark, Egypt, United Arab Emirates, Spain, Estonia, Finland, Hungary, Italy, Nigeria, Netherland, Poland, Qatar, Czech Republic, United Kingdom, Senegal, Sweden, Tunisia..



Around twenty conferences during those 2 days to have an complete overview of the market

medFEL has welcomed for the first time two Headlines: **David Djaïz and Olivier Dauvers**, invited to give their insights into the big issues and challenges for the Fruit & Vegetable sector from their expert point of view.

David Djaïz, essayist and lecturer at Science Po shed the light on **French agriculture, at a time of competitive transition**.

Retail specialist, **Olivier Dauvers** opened the debate on **retail chain vertical strategies**.

4 round tables gathered the Fruit and vegetable players: producers, retailers, cooperative or institution members, specialists, to talk about the main challenges of the market: organic offer development, « low carbon » label, chemical inputs and soils.

Of course, medFEL was **the occasion to announce the European harvest forecasts for apricots, and melon plantations anticipation**. After a 2021 European apricot campaign badly affected by frost, 2022 should return to levels closer to average. Regarding melons, the shutdown of the main operators in the sector and bad weather conditions will reduce the areas planted in all the production areas.

All the conferences are available in replay on www.medfel.com

medFEL Tuesdays

The event continues online on Tuesday 24th May

medFEL considers its role to be a tool to support the sector's stakeholders. To keep in touch, after the show, with the actors of the Fruit and Vegetable sector, medFEL continues in digital format, with a 2-part program.

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.

Harvest forecasts will be broadcasted on French, Spanish and Italian.

Discover the program

4pm: **European harvest forecasts for peaches and nectarines**

5pm: **Round table: « Food education: learning to eat is as important as learning to read and to write »,** with the participation of Olivier Dauvers.

List of speakers and free registration on www.lesmardisdemedfel.eventmaker.io



More information on 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.

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

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.

[Find more information and download the events calendar here](#)

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