



med
fel
2023

PRESS RELEASE

**THE ESSENTIAL MEETING FOR THE
FRUIT AND VEGETABLE SECTOR IN
FRANCE**

JANUARY 2023

LEADING NAMES AND A WELL CULTIVATED PROGRAMME FOR 2023

On 26 & 27 April 2023, medFEL will offer the opportunity to all sector stakeholders to anticipate market change and will give them the keys to addressing expectations from society.

Between a strained geopolitical context and the growing climate challenges, consumer expectations are evolving. The entire Fruit and Vegetable Industry must adapt, in addition to dealing with economic and ecological issues: food sovereignty will be at the heart of the matter at medFEL 2023 on 26 and 27 April !

2 GUEST SPEAKERS OFFER THEIR INSIGHT

"Climate challenge: agri-food sectors in the era of agro-ecological transition"

26 April

A sociologist and associate director of research at CEVIPOF-CNRS, Jean Viard is a connoisseur of French society, particularly rural life and agricultural policies.

He will give us his view on how French agriculture will contribute to the agro-ecological transition through a special talk:

"Climate challenge: agri-food sectors in the era of agro-ecological transition".

"The new challenge is global warming, the fight to win the battle against it. And I am convinced that we are going to win it", he explained (France Inter, 30 October 2022).

Although the observation is now shared by most people, opinions differ on the methods to be used to fight global warming.

This talk will be hosted by journalist Olivier Masbou.



JEAN VIARD

"Food sovereignty: how to better feed the world tomorrow?"

27 April

Jean-Marie Séronie is an agricultural engineer and chartered accountant and a member of the French Academy of Agriculture. He is currently in charge of the agricultural economics and policies section. He is also the author of "2041, l'odyssée paysanne pour la santé de l'Homme et de la planète".

The Russian invasion of Ukraine in February 2022 has put the issue of food sovereignty back at the heart of the concerns of States and governments. This is particularly true in Europe, where the issue was overlooked. The consequences of climatic variations on agriculture are adding to the uncertainty. Is French agriculture well equipped to face this situation?

This talk will be hosted by journalist Olivier Masbou.



JEAN-MARIE SÉRONIE

BUT THAT'S NOT ALL !

The value proposition offered by medFEL also lies in series of talks and discussions on the sector's challenges. Over the space of two days, medFEL offers a programme dealing with the commitment of the fruit and vegetable sector to sustainable development goals.

Discover the pre-programme

"What prospects for the organic market?"

26 April



In 2021, the value of organic food purchases fell by 1.3% compared to the previous year. This average masks significant disparities. In the fruit and vegetable sector, some products are struggling significantly, leading to farmers converting away from organic in certain categories. Added to this is the inflationary backdrop placing an additional 7 million households in France in financial difficulty, in line with a European trend, given that on average an organic product is still more expensive than its conventional equivalent. In 2022, the upshot was a halt to alternative consumption, even if in the long term, organic remains on a strong trend (+15.5% growth in turnover between 2019 and 2022, 24% of baskets include at least one organic product, all products combined*). Consequently, how can consumers' baskets regain an organic dynamic? The latest studies point to a stronger need for reassurance, and the need to reaffirm the fundamentals to assuage doubts as to the benefits of organic: more environmental, local, nutritional. Can the organic fruit and vegetable sector set an example in this area?

*NielsenIQ survey

"Rethinking water management in a world in transition"

26 April



With climate change and the context of agro-ecological transition, our communities and our agriculture are facing unprecedented challenges with regard to the rational use of water. Irrigation or the fight against frost are the subject of heated debates with diverging views. Yet irrigation is one of the ways to adapt to and mitigate the effects of climate change. Good management of the water cycle necessarily involves storing water in wetlands, soils, new generation lakes and groundwater, scientific experts have recalled. Debates also focus on the reuse of treated wastewater, a major issue for land-use development and management, and also on urgency of finding solutions to mobilise. So, what strong consensus can we rely on to rethink water management as a whole?

"Putting value back into food: how can it be achieved?"

27 April



Our sector will have to come to terms with prolonged inflation, fuelled by production costs that are likely to remain high. Drilled all day long with worrisome discourse on "purchasing power", citizen-consumers are hesitating, slowing down, and seem to be temporarily abandoning the purchase of segmentation products in a move "back to basics". Upstream and downstream players have a huge responsibility not to stoke these concerns by talking about "prices and promotions" rather than "value". This situation raises the question of our sector's power of persuasion: will we be able to reassert the value of food in society, i.e. (re)instil in consumers' minds the notion that what they eat cannot be taken for granted, and that it has a value?

The decline in certain productions and rising imports are indicators that should be of concern. What initiatives can there be to reverse the trend?

Energy: agrivoltaics, a solution for fruit and vegetable production?

27 April



Energy bills are rising considerably for everyone: companies and individuals alike. The fruit and vegetable sectors are no exception to this situation. Even if, as hoped, this situation is temporary, consideration must be given to finding new sources of energy, if only from the point of view of the sustainability of production. Could agrivoltaics, which is currently being developed, with initial experiments in fruit and vegetables, be one of the solutions, while at the same time providing additional income for producers?

With the participation of France Agrivoltaïsme.

Naturally, medFEL will be the venue for the announcement. of European summer fruit harvest forecasts, with, live at the show, melon figures on 26 April and forecasts for apricots on 27 April, bringing enlightened answers to the questions of market players, both during the show and online as part of "Les Mardis de medFEL".

CONTACT US

Visitor badge and exhibitor registration on www.medfel.com
Stay up-to-date on the latest from medFEL on social : #medfel2023 :



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 the 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.

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

PRESS CONTACTS

Regional press : Jérôme Bouchindhomme – AD'OCC
jerome.bouchindhomme@agence-adocc.com - Tel. +33(0)6 50 93 90 42
National and International press : Jade FOUQUE DE MANHEULLE – SPAS Organisation
jfouque@spas-expo.com – Tel. +33(0)1 77 38 89 19

An event by



Organized by

