



# **PRESS RELEASE**

medFEL unveils its 2024 programme !

*January 2024*



medFEL invites all Fruit and Vegetable sector professionals to its next edition on 24 and 25 April at Perpignan exhibition centre. As the benchmark event for the fruit and vegetable industry in France, medFEL is a genuine venue for dialogue between professionals committed to sustainability, whether exhibitors or visitors: **trading relations, summer fruit harvest forecasts, insight into market trends and expectations from society** are all at the heart of the show. The programme of talks held in the Agora will be an opportunity to decipher the big issues facing the sector's professionals.

medFEL is an exhibition owned by the Occitania / Pyrénées-Méditerranée Regional Council, organised by the regional economic development agency AD'OCC and SPAS Organisation.

## THE TWO SPECIAL GUEST SPEAKERS AT THIS 2024 EDITION

Every year – and this has become a standout feature of the exhibition – medFEL invites two special guest speakers to offer their perspective and share a moment of thought and discussion with the professionals in attendance.

For this 2024 show, Isabelle Autissier and Tomás García Azcárate will join us to offer you some fascinating food for thought.

MEDFEL 2024  
GUEST SPEAKER



**ISABELLE AUTISSIER**

AGRONOMIC ENGINEER &  
NAVIGATOR

While she had an academic background in agronomic engineering, **Isabelle Autissier** became the first woman to sail around the world single handed in 1991. After a succession of ocean-bound adventures, she became president of WWF France in 2009. She has been Chairwoman of the Board of French Southern and Antarctic Territories since 2021.

Isabelle Autissier will be honouring us with her presence as Special Guest Speaker at medFEL 2024 and will deliver an exceptional talk on the subject of "How do you navigate through a world in crisis" in the exhibition's Agora on 24 April, hosted by Florence Rabut, editor-in-chief of the magazine *Végétale*.

A doctor in agricultural engineering and an agricultural economist, **Tomás García Azcárate** is the former head of the Fruit and Vegetable bureau at the European Commission's DG Agri. He was behind the creation of the Producers' Organisations and today is a member of the French Society of Agriculture and a writer for the magazine *Végétable*.

We are privileged to welcome Tomás García Azcárate as Special Guest Speaker at medFEL 2024. He will answer questions from Olivier Masbou, associate journalist at Socopag, at a talk on the subject of "What European agricultural policy for fresh fruit and vegetables?" on 25 April in the medFEL Agora.



## A COMPREHENSIVE TALKS PROGRAMME

The contributions from our Special Guest speakers will be rounded out by a programme of talks and round tables to discuss the main topical issues for the industry:

### WEDNESDAY 24 APRIL

#### Is the increasing amount of plant-based food in collective catering to the benefit of fruit and vegetables?

Hosted by Olivier Masbou, associate journalist at Socopag, at 2.00pm

#### How to navigate through a world in crisis ?

Hosted by Florence Rabut, editor-in-chief of the magazine *Végétable*, with Isabelle Autissier, agronomic engineering and navigator, at 3.30pm.

#### Organic: how to reinvent oneself ? Conquering without going astray.

Hosted by Olivier Masbou, associate journalist at Socopag, at 4.45pm

**THURSDAY 25 APRIL**

### **Can artificial intelligence revolutionise our sector?**

Hosted by Florence Rabut, editor-in-chief of the magazine *Végétale*, at 10.00am.

The arrival on the market of large-scale and universally accessible artificial intelligence is a major turning point for society. Some are predicting that it will be revolutionary, and that it will be implemented faster than digital technology. The French Ministry of the Economy and Finance sees it as a "tool for innovation and competitiveness" for businesses. We are already seeing it in action: AI is influencing both our lives and the way we work. Yet the majority of businesses are still far from familiar with this technology, or even from knowing how to exploit its potential. A number of questions need to be asked: how can we move from exploratory or isolated activities to collective performance? What are the tangible benefits of AI? Can this technology help us to solve certain major challenges more quickly, such as increasing the consumption of fruit and vegetables, collecting essential data at the point of sale, streamlining transactions and relations within the sector, increasing the competitiveness and profitability of models, enhancing precision farming, etc.? What are the risks and constraints in terms of data ownership and traceability? All these questions will be explored and discussed at this talk, aimed specifically at our sector!



### **What European policy for fresh fruit and vegetables?**

Hosted by Olivier Masbou, associate journalist at Socopag, at 2.30pm

On the eve of the European Parliament elections, agricultural matters feature among the most sensitive. Many decisions are mired in controversy: the continued authorisation of glyphosate, the European Parliament's rejection of the SUR regulation on pesticides, the Green Deal, Farm to Fork, the debate around new genome editing techniques, etc. During this time, the 2023-2027 CAP has come into application with a reinforced role for each Member State (with a national strategic plan) and regions (through FEADER). How do all these policies impact the production and commerce of fresh fruit and vegetables? Is there still a role for the fruit and vegetable CMO?

With Tomás García Azcárate, agricultural engineering PhD and an agricultural economist, former head of the fruit and vegetable bureau at the European Commission's DG Agri (and behind the creation of the Producers' Organisations), today a member of the French Society of Agriculture and a writer for the magazine *Végétale*.

## Climate change: the “new” production sectors

Hosted by Florence Rabut, editor-in-chief of the magazine Végétale at 4pm

In the face of climate upheaval, our agriculture is under pressure to change course. It is already a matter of urgency, but our sectors are taking the long view. François Gemenne, one of the co-authors of the IPCC's 6th report, urges the farming community "not to treat climate change as a crisis", since it is "going to be with us for the rest of the century". "It is urgent to think about the future climate of one's region, and adapt certain agricultural models and crop types that will save water and guarantee sustainable production," he concludes. Our sectors have already begun this transition. It is becoming increasingly apparent, particularly in the south of France, where new plantations - sometimes of new species - are being tested or introduced. Beyond the opportunistic effects, are we capable of building profitable, high-performance sectors? Do we have enough experience of agronomy and cultivation techniques for diversification crops? What knowledge do we still need to acquire? Is it possible to map out possible changes over the next ten, twenty or even thirty years?



## THE TRADITIONAL PRESENTATION OF SUMMER FRUIT HARVEST FORECASTS

But that's not all! Another key highlight of the medFEL calendar each year is the traditional presentation of summer fruit harvest forecasts, which will come in addition to the talks programme. The anticipations for melon plantations and European apricot harvests will be unveiled live at the show, then those for peaches and nectarines will be presented during a webinar as part of the “medFEL Tuesdays” on 21 May 2024.



This edition is once again shaping up to be an exciting, fulfilling and productive event for professionals committed to sustainability.

To make sure you don't miss anything,  
**apply for your press accreditation**  
by clicking here!



## CONTACT US

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

Stay up to date on the latest developments from medFEL on social: [#medfel2024](https://twitter.com/medfel2024)



### ABOUT AD'OCC

The regional economic development agency supports companies in the Occitanie / Pyrenees-Mediterranean region at each stage of their development: creation, establishment, innovation, growth, finance, export, transfer of ownership, while strengthening the appeal of the region.

[Download the Agence Ad'Occ press kit \(in French\).](#)

### ABOUT SPAS ORGANISATION

SPAS ORGANISATION is the largest French organiser of tradeshow and consumer events dedicated to organic products, wellness and art de vivre. SPAS Organisation organises 25 events: organic, consumer and trade exhibitions in Paris and around France, trend forums, and a digital marketplace.

[Further information and exhibition calendar here.](#)

### MEDIA ENQUIRIES

**Local media : Jérôme Bouchindhomme – AD'OCC**

[jerome.bouchindhomme@agence-adocc.com](mailto:jerome.bouchindhomme@agence-adocc.com) - Tel. +33(0)6 50 93 90 42

**French and international media : Clarisse HARDY – SPAS Organisation**

[chardy@spas-expo.com](mailto:chardy@spas-expo.com) – Tel. +33(0)1 77 38 89 19

A show by



Organized by

