

Press release

With medFEL 2025, the fruit & vegetable sector has its reference industry gathering

May 2025



 **3 523**
trade visitors

 **+200**
exhibitors

 **1** Big Debate

with Marie-Amandine Stévenin
and Christel Teyssedre

 **45**
international buyers

 **29**
nationalities represented

 **11%**
of exhibitors from outside
France

On 23 and 24 April 2025, Perpignan Exhibition Centre was the setting for the **15th edition of the tradeshow medFEL**, the only gathering in France dedicated to fruit and vegetable professionals. Organised by the Occitanie/Pyrénées-Méditerranée regional authority, its regional economic development agency AD'OCC and SPAS Organisation, the 2025 edition closed on a positive note.

3,523 professionals converged upon the venue for two busy days of meetings, discussions and thought, thereby confirming medFEL's central role as the **unmissable event for all the players in the industry**.

CONNECTING ALL THE LINKS IN THE CHAIN

Buoyed by a **convivial atmosphere and a resolutely forward-looking mindset**, the show was once again attended by all the links in the fruit & vegetable value chain: producers, distributors, processors, institutions, and sector experts. **Around 40% of the exhibitors were producers**, which served to underline the essential position held by grass roots players in the debates held and the business discussed.



The first day of the show set the tone, with a massive influx of visitors as soon as the doors opened, and a lot of action on exhibitors' stands. This vitality was corroborated from a **business perspective (+1.3% more business meetings than in 2024)**, illustrating the growing interest for this strategic event.

medFEL attracted all the main buyers from French mass retail, along with many buyers from Europe and around the world representing **29 a total of nationalities**, and the debut participations of Belgium and Switzerland.



PRICES AND ORGANIC AT THE HEART OF THE DEBATE

The **talks held during the event were popular and well-attended**. The by-now familiar presentations of harvest forecasts featured throughout the show, the other highlights included the Great Debate on the question "Are fruit and vegetables expensive?" with **Marie-Amandine Stévenin (UFC-Que-Choisir)** and **Christel Teyssedre (Saveurs Commerce)**, offering clear insights into the issues of purchasing power and fair remuneration. Discussions around the **organic sector** also attracted a lot of interest, with approximately 50 exhibitors representing this category.



15TH EDITION CELEBRATIONS

On the **Wednesday evening**, medFEL celebrated its fifteenth edition with style. It was a **festive and friendly occasion**, mirroring the spirit so characteristic of the exhibition: **proximity, professionalism and commitment to sustainability, for a constantly changing sector.**

medEMPLOI also delivered on its promises this year, helping businesses to find new employees and adding an HR aspect to the predominantly sales-related focus of the show.

75% of exhibitors have already confirmed their intention to return for the 2026 show: a loyalty rate that speaks to the solidity and appeal of the medFEL model.

MAKE A DATE FOR TUESDAY 28 AND WEDNESDAY 29 APRIL 2026!
COMING SOON...



AND THE SHOW GOES ON !

The next diary date is **Tuesday 20 May 2025** at 4.00pm CET for the traditional **peach and nectarine harvest forecasts**, as part of the Mardis de medFEL seminars (presentation available in French, Spanish and Italian).

PROFESSIONALS WISHING TO JOIN THE EVENT CAN SIGN UP NOW ON

On the medFEL website, the apricot, plum and melon harvest forecasts are available for viewing. The talks held on the Agora can also be watched in catch-up mode on medfel.com.





CONTACT US

More information on www.medfel.com

Stay up to date on the latest developments from medFEL on social: [#medfel2025](https://twitter.com/medfel2025)



ABOUT AD'OCC

The regional economic development agency supports companies in the Occitania / 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 20 events: organic, consumer and trade exhibitions in Paris and around France and trend forums.

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

MEDIA ENQUIRIES

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