

For immediate release

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NEW FRESHFEL CONSUMPTION MONITOR RELEASED

Freshfel Europe has released the newest edition of its '*Freshfel Consumption Monitor*', analysing trends in the production, trade and supply of fresh fruits and vegetables across the EU-27. This report is a unique and homogeneous source of information on fresh fruit and vegetable trends. It is also part of the actions undertaken by Freshfel in the framework of the EU Platform for Action on Diet, Physical Activity and Health. Freshfel is a member of the platform since 2005, representing in this forum the interests of the fruit and vegetables sector. After a slight recovery in 2008 compared to 2007, the per capita fresh fruit consumption within the EU-27 declined again in 2009 by 6%, remaining also below the average of the previous five years. Fresh vegetable consumption declined marginally by 0.5% compared to 2008, remaining however clearly below the average of the last five years by 11.7%.

The 2010 '*Fresh fruit and vegetable production, trade, supply & consumption monitor in the EU-27*' is the eighth edition of the report. It covers the period from 2004 to 2009. The monitor identifies a number of EU-wide trends on production, import and export and includes specific information on fresh fruit and vegetable net supply and consumption trends on aggregate basis for the EU-27 as well as for all its Member States specifically.

Findings from the 2010 '*Consumption Monitor*' show that in 2009 the total net supply of fruit per capita stands at 250.2 g/day, while the vegetable total net supply per capita stands at 229.5 g/day. On an aggregate EU-27 basis, this figure is higher than the World Health Organisation (WHO) 400 g/day minimum recommendation, but below that threshold in too many Member States.

"Although consumption data should only be understood as a trend indication, rather than the precise amount of fresh produce really consumed by the population, on average the trend indicators in the monitor confirm that around half of EU Member States remain below or just above the 400 grams a day minimum recommendation of the WHO. Besides the overall declining trends, it also shows that important efforts remain to be made in order to bring consumption up to satisfactory and healthy levels across all EU Member States", stated Philippe Binard, General Delegate of Freshfel.

The '*Consumption Monitor*' constitutes an important instrument for both public and private stakeholders. According to Ramon Rey, Freshfel's President, *"the monitor contains an impressive source of information on trends in the EU-27 Member States and also identifies consolidated EU trends. It is a unique report and a valuable tool for companies in the fresh produce sector and public sector alike."* He added: *"The report also clearly demonstrates the need for on-going actions within the sector to supply quality and tasty products to consumers. It is also underlining the responsibility of public authorities to further support the sector by public health campaigns to lead consumers towards a healthier diet. Freshfel will also continue its efforts in the coming weeks to value the assets of fresh produce both to public authorities and consumers."*

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Copies of the 2010 'Freshfel Consumption Monitor' (141 pages) are available from the Freshfel Secretariat. Freshfel Members receive the report free of charge; non-members can purchase the report at €500. The document includes the following sections:

1. total gross supply of fruit and vegetables in the EU-27 including trends in production, exports and imports of fruit and vegetables;
2. a comparative review of consumption trends across the EU-27;
3. a review of the total net supply, trends in production, exports and imports of fruit and vegetables in the countries of the EU-27; and
4. consumption trends in Norway, Switzerland and the USA.

Main findings Freshfel Consumption Monitor 2010

Production in 2009

- Fruit production in the EU: The production in the EU decreased by 2.64% compared to 2008, to reach a total of 37.717 mln T. Total fruit production remained below (2.7%) the average of the previous five years (38.771 mln T).
- Vegetable production: The production of vegetables experienced a decrease of 1.2% in 2009 compared to 2008, reaching a total of 40.928 mln T. This is also a decrease (11.5%) compared with the average of the five previous years, which stands at 46.257 mln T.

Trade in 2009

- Imports of fruit originating in third countries have decreased, reaching a total of 11.177 mln T, and resulting in a 8.1% decrease as compared with 2008. On a longer perspective, the 2009 import level is 1.17% above the average import volume of the previous five years, which stands at 11.047 mln T.
- Imports of vegetables originating in third countries slightly increased. The total volume imported amounted to 1.826 mln T, resulting in an increase of 0.6% compared with 2008 and 17.5% compared with the average of the five previous years which stands at 1.554 mln T.
- Exports of fruit destined for third countries increased to reach a total of 2,854 mln T, resulting in a 13.4% increase compared with 2008. The 2009 fruit export level is also 27% above the average export volume of the previous five years, which stands at 2.245 mln T.
- After the increase in exports of vegetables destined for third countries experienced last year, 2009 represents a decrease of 7.3% compared with 2008, reaching a total of 1.513 mln T. This volume is however 15.0% above the average of the previous five years, which stands at 1.316 mln T.



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Supply and consumption in 2009

- Fruit consumption trend in the EU: After a slight recovery in 2008 compared to 2007, the per capita fresh fruit consumption within the EU-27 declined again in 2009 by 6%, remaining also below the average of the previous five years.
- Vegetables consumption trend in the EU: Fresh vegetable consumption declined marginally by 0.5% compared to 2008, remaining however markedly below the average of the last five years by 11.7%.

ENDS

Note to the Editors: Freshfel Europe is the European Fresh Produce Association, representing the interests of importers, exporters, wholesalers and distributors, and retailers of fresh fruits and vegetables in Europe and beyond. Freshfel Europe currently has over 200 members, including both companies and associations. For more information, contact the association at info@freshfel.org or visit the association website www.freshfel.org.



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