



FOR IMMEDIATE RELEASE

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## NEW FRESHFEL CONSUMPTION MONITOR SHOWS STAGNATING CONSUMPTION TRENDS

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. Overall, 2011 experienced a slight 2.6% raise in the consumption pattern to 382 g/capita/day for fresh fruits and vegetables, still below the WHO 400 gr/day minimum recommendation. Specifically, the per capita fruit consumption in 2011 stands at 197.08 g/capita/day on average for the EU-27. It has increased by 3% in 2011 compared with 2010, but it also shows a decrease by 3% in 2011 compared with the average consumption of the previous five years (2006-2010). Per capita vegetable consumption in 2011 stands at 185.52 g/capita/day for the EU-27. It has increased by 2% in 2011 compared with 2010 but declined by 3% in 2011 compared with the average consumption in the previous five years. Given these trends and levels persisting below the WHO minimum recommendation, sustainable actions at all levels are needed to stop this downward trend and boost consumption patterns to satisfactory levels.

The 2012 *'Fresh fruit and vegetable production, trade, supply & consumption monitor in the EU-27'* is the tenth edition of the report. It covers the period from 2006 to 2011. 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 2012 *'Consumption Monitor'* show that in 2011 the per capita fruit consumption stands at 197.08 g/capita/day, while the vegetable consumption stands at 185.52 g/capita/day. On an aggregate EU-27 basis, this figure is slightly below the World Health Organisation's (WHO) 400 g/day minimum recommendation, and below that threshold in too many Member States: Just 10 Member States are above the recommended level, while 17 countries are below that norm.

Philippe Binard, General Delegate of Freshfel, commented: *"Although we observe a slight increase in the consumption of fresh produce, the long-term trends remain worrying and are characterised by stagnation or rather a decline. The sector needs a collective effort of all stakeholders to stimulate the consumption, and operators from the private sector as well as public authorities need to join forces to remedy the current trend. In the last years Freshfel took the lead for the sector at the European level to engage in a proactive attitude to halt this negative development. The launch of the ENJOY FRESH ([www.enjoyfresh.eu](http://www.enjoyfresh.eu)) and KIDS ENJOY FRESH ([www.kidsenjoyfresh.eu](http://www.kidsenjoyfresh.eu)) online platforms have been a positive step which was welcomed by many as filling a gap and showed the potential of a positive and forward looking messaging and attitude. These first steps will still have to be reinforced in order to unleash their full potential."*

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Copies of the 2012 'Freshfel Consumption Monitor' (154 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.

## **Main findings Freshfel Consumption Monitor 2012**

### Production in 2011

- Fruit production in the EU: In 2011, the production of fruit in the EU increased by 5% compared with 2010, to reach a total of 38,1 mln T. Total fruit production remained stable (0.9%) compared to the average of the previous five years (37.8 mln T).
- Vegetable production: The production of vegetables increased by 4% in 2011 compared with 2010, reaching a total of 42.9 mln T. The production remained stable (0.1%) compared to the average of the five previous years, which stands at 42.8 mln T.

### Trade in 2011

- Imports of fruit originating in third countries have continued to decrease in 2011, reaching a total of 10.9 mln T, resulting in a 2% decrease as compared to 2010. On a longer perspective, the 2011 import level is 5% below the average import volume of the previous five years, which stands at 11.45 mln T.
- In 2011, imports of vegetables originating in third countries continued to decrease. The total volume imported amounted to 1,8 mln T, resulting in a decrease of 2% compared to 2010, but remained stable compared to the average of the five previous years.
- Exports of fruit destined for third countries increased in 2011 to reach a total of 3.5 mln T, resulting in a 7% increase compared to 2010. The 2011 fruit export level is also 28% above the average import volume of the previous five years, which stands at 2.7 mln T.
- Exports of vegetables destined for third countries increased in 2011 to reach a total of 1.7 mln T, resulting in a 4% increase compared to 2010. This volume is 18.8% above the average of the previous five years, which stands at 1,5 mln T.

### Supply and consumption in 2011

- Per capita fruit consumption in 2011 stands at 197.08 g/capita/day on average for the EU-27. It has increased by 3% in 2011 compared with 2010, and shows a decrease of 3% in 2011 compared with the average consumption of the previous five years (2006-2010).
- Per capita vegetable consumption in 2011 stands at 185.52 g/capita/day for the EU-27. It has increased by 2% in 2011 compared with 2010 and shows a decline of 3% in 2011 compared with the average consumption in the previous five years (2006-2010).

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**Note to the Editors:** Freshfel Europe is the European Fresh Produce Association, representing the interests of the fresh fruit and vegetables supply chain 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](mailto:info@freshfel.org) or visit the association website [www.freshfel.org](http://www.freshfel.org).



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