



Fruit Logistica 2024

Berlin, Germany
February 7-9, 2024

Europe is a large, mature market, with stable demand for most fresh fruit and vegetables. The demand for year-round availability and a wide choice of produce is keeping Europe dependent on external suppliers. Europe has a large population, and it accounts for 43% of the total global trade value of fresh fruit and vegetables. Europe includes five of the ten largest importing countries in the world. The European fresh produce consumption market is expected to steadily grow over the next few years, driven by increasing demand for healthier food options and the growing popularity of sustainably produced fruits and vegetables.

Fruit Logistica is the largest fresh produce event in the world. Fruit Logistica covers every single sector of the fresh produce business and provides a complete picture of the latest innovations, products, and services at every link in the international supply chain. Thus it offers superb networking and contact opportunities to the key decision-makers in every sector of the industry. Fruit Logistica does not only cover the large German market for fresh produce but other countries within Europe, and the Middle East as well.

Participation Fee: \$2,177; **Early Bird Special:** \$1,977 (if you register and pay by September 7, 2023)

Fee Includes:

- 4.5m² booth and standard furniture package
- Chef present on-site to prepare food samples
- Up to \$500 reimbursement for shipping product samples with proper documentation

Registration Deadline: November 21, 2023 (No refunds for cancellation after November 7, 2023)

Industry Focus: Fruit and Vegetable

Product Description: (Suitable products for this event): Fresh Fruit and Vegetables, Nuts, Dried Fruit, Fresh Convenience Products, Fresh Herbs, Sprouts, Spices, Flowers, Plants, Organic Products, Fair Trade Products, Frozen Fruits And Vegetables

50% CostShare: Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

Activity Managers

Florida Dept. of Agriculture & Consumer Services

Whitney Lett

Development Representative Supervisor

(850) 617-7333

Whitney.Lett@FDACS.gov

North Carolina Department of Agriculture

Jenny Fulton

International Marketing Specialist III

(919) 707-3218

jenny.fulton@ncagr.gov

Global Event Coordinator: Angelique Rhome, Angelique@susta.org

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#)

and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139 www.susta.org, (504)568-5986, susta@susta.org

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