



Fruit Logistica 2019

The European produce market continues to grow for exports of US fresh produce. With increased consumer concerns about food safety, food miles and obesity, the outlook for expanded consumption of such products is good. Sales of pre-cut fruits (frozen and fresh) and vegetables are expanding as well, as European consumers look for convenience in their purchases of food products. Government health authorities continue to conduct campaigns promoting healthy eating. Fresh fruit and vegetable consumption is highest in southern European countries, but rapidly increasing in Scandinavian countries as well as Ireland and the UK.

In 2018, Fruit Logistica had over 78,000 visitors from 130 countries, and over 3,200 exhibitors coming from roughly 84 countries! A great number of fresh produce buyers from the European continent attend this tradeshow and in recent years the show's popularity has extended to other regions. For example, Eastern European and Middle Eastern buyers have demonstrated more interest in the tradeshow. Therefore Fruit Logistica does not only cover the large German market for fresh produce but other countries within Europe, as well as the Middle East. Fruit Logistica covers 25 exhibition halls and is considered the largest fresh produce event in the world.



Activity Managers

Florida Department of Agriculture & Consumer Services
Debra Cox May, CPM,
Chief, Trade Development
(850) 617-7316
Debra.May@freshfromflorida.com

North Carolina Department of Agriculture & Consumer Services
Michelle Wang, Int'l Trade Specialist,
Row Crops, Produce and Poultry
(919) 707-3141
michelle.wang@ncagr.gov

Berlin, Germany February 6-8, 2019

Participation Fee

Participation Fee: \$1,904

Early Bird: \$1,704 if you register and pay by September 6, 2018

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 6, 2018

(No refunds for cancellation after this date)

Industry Focus

Food Service Products, Ingredient, Natural/Health, Organic, Produce, Retail Products

Product Description

Suitable products for event: fresh fruits and vegetables, as well as any: Herbs, Nuts & Dried Fruit, Edible Flowers, Organic and Fair Trade Products, Sweet potatoes, Tropical Fruits, Blueberries, Strawberries, Green Beans, Organic Fresh Fruits and Vegetables

50% CostShare

[Apply now](#) for **SUSTA's 50% CostShare** to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!