

fresh 10

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01 Major concerns over new EU standards

MARKETING

As the European Commission releases new guidelines on quality for agricultural products this month, European fresh produce association Freshfel Europe has called into question the Commission's policy and in particular moves to dismantle EU-wide quality standards for 26 fruit and vegetables.

On 1 July, regulation 1221/2008 entered into force, introducing a revamped framework of marketing standards for fresh produce.

According to a statement issued by Freshfel, many industry players are worried that the new system will increase the amount of paperwork involved in fresh

trading, leading to higher costs, while also creating confusion within the supply chain and possibly allowing lower-quality products to be sold on the market.

The new rules will only retain detailed marketing standards for the 10 leading products in terms of volume, with basic conformity checks for other fruit and vegetables.

According to Freshfel estimates, new controls and paperwork will have to be introduced for up to 400 different fruit and vegetables.

Freshfel's General Delegate Philippe Binard called on the Commission to "take action and alleviate the sector concerns".



Grading items like cucumbers may become more costly and time-consuming

02 Low demand hits Indian grapes

GRAPES

A new report by India's Agricultural and Processed Food Products Export Development Authority (APEDA) has revealed that India's grape exports to Europe have fallen 6 per cent this year to 38,688 tonnes. The decline was due to lower demand in the region, according to APEDA director Sanjay Dave. On the positive side, India had no rejections in Europe this year following the introduction of its new Grape Net Traceability technology.

03

Envy apple hits market

APPLES

With production levels reaching the point where it can make a retail showing, apple marketer Enza released its Envy apple variety in the commercial market during June.

Several of the world's largest retailers are already on board, according to Enza's Campbell Naish, with introduction staggered across different markets.

"This year, volumes on Envy are still very small, so



we're going to wait until next year before we make a major consumer push with the product," he told Eurofruit Magazine. "We don't want to create demand this year that we can't satisfy, but next year when production starts ramping up we'll be doing more marketing."

Commercial production for the next few years will be limited to New Zealand, but Envy has already followed in Jazz's footsteps to establish orchards in 12 countries globally.

↘ Brand Dossier, p23

04

RSA cuts Navel export forecast

CITRUS

Navel export volumes from South Africa are likely to be less than last year's total after the country's Citrus Growers Association (CGA) cut the country's crop forecast by 1.2m cartons, leaving it at an estimated 20.4m cartons compared with 2008's 21.2m cartons. As a result, the country is now expected to send a total volume of 92.2m cartons of citrus for export, with northern Europe receiving the bulk of the shipments.