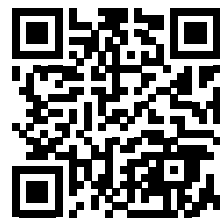


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## *Grow your knowledge & network*

*Poland Fruits is the largest agri-food trade platform in the country which offers the opportunity to present products and services at the international level.*

*We want to be close with our Readers and with matters that concern them, therefore we dedicate a lot of space to practical information acquired directly on the market. We would like to draw your special attention to the article authored by Barbara Groele, Secretary General of the Polish Association of Juice Producers: 'The Apple as a Symbol of Poland's EU Presidency'.*

*We encourage you to read the article authored by Witold Boguta, Chairman of the Board of the National Association of Fruit and Vegetables Producer Groups: 'One Apple a Day Stops the Decline in Consumption in Poland'.*

*We follow current trends concerning trade with curiosity and attention, both on domestic and global markets. Presence at the fairs is a vital element of managing a business, which provides a way of making new contacts. It also allows to present the offer to new markets. Because of this we dedicate much space to include international fair events. We are also counting on direct meetings with you during the largest fair events including Fruit Logistica in Berlin, medFEL Perpignan, Anuga Select India, Asia Fruit Logistica in Hong Kong, Fruit Attraction in Madrid, Fruit Poland in Warsaw, numerous conferences, business congresses and economy forums.*

*Let them contribute to the exchange of experiences and seeking new opportunities.*

*Please enjoy the reading.*

*Anna Dąbrowska*



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Haroldo de Macedo Ribeiro

## Poland-Brazil Trade Relations: Potential, Successes and Challenges

Interview with HE Haroldo de Macedo Ribeiro,  
Ambassador Extraordinary and Plenipotentiary,  
Embassy of the Federative Republic of Brazil

by Anna Dąbrowska

### How would you evaluate the economic relations between Poland and Brazil? How close are contacts between our countries?

Brazil and Poland celebrated, in 2019 and 2020 respectively, the 150th anniversary of the great Polish immigration to Brazil and the centenary of the establishment of diplomatic relations between our countries. Brazil was the first Latin American country and one of the first in the world to recognize the Independence of Poland back in 1918. The community of Polish origin in Brazil is the second largest in the world, integrated by around 3 million Brazilians of Polish descent. Because of such important historic and social links, the contacts between Brazil and Poland are very close and traditional.

In spite of such a good bilateral relationship, neither the level of our bilateral trade nor the scale and structure of the inflows of direct investments on both sides correspond to the weight of the two economies in the world. Awareness of this reality does not represent a mere regret, but rather it means that the governments of Brazil and Poland are conscious of the need to work harder to change it.

### In what areas, sectors of the economy, we can talk about successes in cooperation between Poland and Brazil? Which sector raises the greatest hopes for good cooperation?

The profile of trade exchanges between the two countries reveals a predominance of exports of commodities by Brazil to Poland and, on the other way round, a prevalence of exports of industrial goods from Poland to Brazil. Nevertheless, it is just fair to point out the exports of Brazilian aircrafts to Poland as an emblematic story of success in the bilateral trade. The cooperation between LOT Airlines and the Brazilian manufacturer Embraer since 1999 has led to the Polish airline currently operating a number of 44 Embraer airplanes, what account for 57% of the operator fleet. Nowadays, such cooperation goes beyond trade once that Embraer currently also provides to LOT after-sales support, machine maintenance and component supply services.

Polish trade and investments in Brazil have also great success stories to show. For example, a Polish company has supplied control equipment for the subways of São Paulo and Rio de Janeiro and another



Photo: archives Haroldo de Macedo Ribeiro, Fruit Attraction

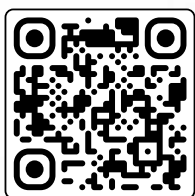




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has recently won a tender to supply subway lathes for São Paulo's subway.

According to trade experts in both countries, sectors like natural stones, iron ore, beauty products, electronic games and coffee have good prospects to improve exports from Brazil to Poland, while Polish chocolate, fertilizers, chemicals, hard coal cokes and auto parts could see their exports to Brazil grow significantly.

In both directions, the prospects for the fruit sector also stand out. Brazil is an important exporter of tropical fruits and Poland responded for only 0,04% of the Brazilian fruit exports in 2024. In 2023, Brazil was only the 19th provider of fruits for Poland, behind other South American countries like Ecuador, Colombia, Peru and Chile.

On the other hand, Poland is a great exporter of high quality temperate fruits to the world. Nevertheless, Brazil is not a relevant importer of fruits from Poland, being the destination of only 0.03% of the Polish fruits exports. Opening the Brazilian market would create a big opportunity for Poland to expand its fruit exports. Brazil imported in 2023 around USD 165 million in fresh apples mainly from Chile, Italy, Argentina and Portugal. There is also a potential to increase the volume, for example, of frozen strawberries exported to Brazil, whose main providers in 2024 were Egypt, China, Chile, Hong Kong and Argentina.

## **What prospects do you see for the development of trade between our countries?**

The trade influx between Brazil and Poland reached USD 2,413 billion in 2024 according to Brazilian trade data (Comex Stat). Brazil exported USD 1,385 billion to Poland and imported USD 1,027 billion from Poland last year, numbers representing a reduction in the Brazilian exports but an increase of Brazil's imports from Poland. It is evident that the bilateral trade may increase substantially thanks to the complementary nature, in different sectors, of the two economies.

As two of the largest economies in the world, Brazil (8th) and Poland (21th) would certainly benefit greatly from the implementation of the Mercosur-EU free trade agreement, concluded in Montevideo, Uruguay, on December 6th 2024. The agreement, the largest and most relevant trade instrument ever negotiated by both the European Union and Mercosur, contains a whole set of instruments to favor the increase of the bilateral.





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Luboš Laštůvka

# Economic cooperation between Poland and Czechia

Interview with Luboš Laštůvka,  
Commercial Counsellor at the Embassy of the Czech Republic

by Anna Dąbrowska

## How would you evaluate the economic relations between Poland and Czechia? How close are contacts between our countries?

Poland and Czechia share strong and multifaceted economic relations, significantly enhanced by their memberships in the European Union and NATO. Their partnership has evolved over the years, marked by increasing trade, mutual investments, and collaboration across various sectors. Both countries are key partners in Central Europe and their economic ties continue to strengthen. The Russian invasion of Ukraine has reinforced the need for close cooperation and dialogue between Poland, Czechia and other key actors responsible for the future of Eastern Europe.

Poland and Czechia have established a strong trading relationship, with significant exchanges in goods and services. As of 2023, the trade turnover between the two countries reached an impressive EUR 34.4 billion, marking a historic high and solidifying Poland's position as Czechia's second-largest trading partner within the European Union, following Germany. For Poland, the Czechia is also the second largest trading partner in terms of exports and the seventh largest in terms of imports.



Poland is becoming an important infrastructure and logistics hub in the region. Government investment programs aimed at developing road and rail infrastructure, increasing port and transshipment capacity, modernizing the energy sector and enhancing digital infrastructure are playing a significant role in this transformation. Due to its political and geographical proximity, Poland is also actively involved in preparing post-war reconstruction programs in Ukraine, positioning its domestic companies to participate in these efforts. These initiatives are encouraging Czech companies to engage more actively in the Polish market and explore new business and investment opportunities. Czechia is ranked 15th among foreign investors with a total investment volume of EUR 3.4 billion. In addition, Czechia has become a popular destination for Polish investors. In 2023, Czech investors made significant strides in Poland's commercial property market.

## In what areas, sectors of the economy, we can talk about successes in cooperation between Poland and Czechia? Which sector raises the greatest hopes for good cooperation?

The economic collaboration between Poland and Czechia is characterized by notable achievements in several sectors, reflecting their strong bilateral ties. It focuses in particular on the most important aspects for the security of our countries.

As previously noted, Poland is Czechia's second-largest trading partner within the EU. Czech companies are increasingly active in Poland, particularly in sectors such as construction and engineering, capitalizing on the opportunities presented by Poland's dynamic economic growth. Both countries are closely working together to enhance energy security by interconnecting their energy markets. This collaboration includes initiatives aimed at modernizing energy infrastructure to reduce dependency on external suppliers and achieve complete independence from Russian oil and gas. Furthermore, cooperation on the development of renewable energy is in line with the EU's objectives for a

Photo: archives Luboš Laštůvka, pexels.com



sustainable energy transition. Polish and Czech companies are actively involved in infrastructure projects in both countries, focusing on the construction of roads, railways, the modernization of transport networks and the supply of transport equipment. In the Warsaw metro, for example, we see Czech trams, that were especially designed for the Warsaw subway, named ŠKODA Varsovia.

An important aspect of trade relations is the exchange of agricultural and food products. For example, in 2023, they accounted for more than 11% (EUR 1.9 billion) of Polish exports to Czechia. These goods include mainly meat and dairy products, as well as fruit, vegetables and cereals.

Additionally, cultural exchanges and tourism initiatives are fostering stronger people-to-people connections, promoting mutual understanding and collaboration across various economic sectors. In this context, we should mention the new Czech-Polish Baltic Express train line (direct line from Prague to Gdynia Główna), which connects Czechia with numerous Polish cities and regions along the Baltic Sea. This development opens up further opportunities for enhancing tourism and economic relations.

#### **What prospects do you see for the development of trade between our countries?**

Both countries recognize that enhancing their economic ties is essential for ensuring mutual security and stability in the region.

The latest Czech-Polish intergovernmental consultations, held on October 9, 2024, in Prague and chaired by the Prime Ministers of both countries, outlined key areas for further cooperation. These include strengthening cross-border collaboration, particularly in transport infrastructure and flood protection. Energy security remains a priority, focusing on the development of nuclear energy and the diversification of energy sources. Support for Ukraine, including military assistance and reconstruction efforts, is also integral to future cooperation. Additionally, both countries agreed on the necessity of a coordinated approach to addressing irregular migration and providing financial support to nations affected by the refugee crisis.

The prospects for trade development between Poland and Czechia appear promising, supported by strong economic fundamentals, strategic cooperation in key sectors, and mutual interests in regional stability and growth. By leveraging their respective strengths and addressing challenges collaboratively, both countries can enhance their trade relationship significantly in the coming years.

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# FRUIT | 2025 LOGISTICA



David Ruetz

## How Digitalization and AI will Transform Agriculture?

Interview with David Ruetz, Senior Vice President of Messe Berlin regarding FRUIT LOGISTICA 2025

by Anna Dąbrowska

### What are the main topics and trends planned for discussion during Fruit Logistica 2025?

FRUIT LOGISTICA will once again showcase the entire fresh produce supply chain through its three core segments: Fresh Produce, Logistics, and Machinery & Technology. To get an idea of the trends I recommend our Trend Report, which provides an in-depth analysis of emerging sources and new trade patterns in fruit and vegetables. This white paper is available for free download on our website and serves as a key resource for understanding shifts in the global market. Discussions in our conferences will focus on sustainability, digital innovation, automation, AI in agriculture, and vertical farming, showcasing how technology and responsible practices are shaping the industry's future.

### Which innovations in the fruit and vegetable industry are expected to be showcased at the 2025 event?

Innovation is at the heart of FRUIT LOGISTICA 2025, especially in Hall 3.1, where our expanded three-days „Startup World” and the „Farming Forward” stage will be located. Trade visitors can expect to see pioneering technologies across agtech, digital farming, crop science, and post-harvest solutions. It's a great opportunity to explore how these advancements can help make production more efficient and sustainable. As always, the FRUIT LOGISTICA Innovation Award (FLIA) will shine a spotlight on the most impactful innovations.

It is the world's most prestigious award for the fresh produce industry. In addition to the FLIA award for innovative fresh produce, last year we introduced the FLIA Technology prize for outstanding innovations in machinery and technology. I can't wait to see the winners!

### What goals do you aim to achieve with Fruit Logistica 2025 compared to previous editions?

Our overarching goal is to foster more meaningful connections – hence this year's theme, „Fruitful Connections.” We want to go beyond being just an exhibition and become a space where industry professionals can build lasting partnerships. Ultimately, we want attendees to leave with new business opportunities and valuable insights.

### How will Fruit Logistica 2025 continue to promote sustainability in the fresh produce sector?

Sustainability is a key focus for us. We'll be showcasing technologies and best practices that help reduce environmental impact, such as precision agriculture, water-efficient irrigation systems, and AI-driven supply chains. The Organic Route will feature over 180 certified organic exhibitors, addressing the increasing demand for sustainably grown produce. In the Smart Agri exhibition segment, the focus remains on eco-friendly innovations like for example controlled environment agriculture



Photo: archives David Ruetz, Fruit Logistica



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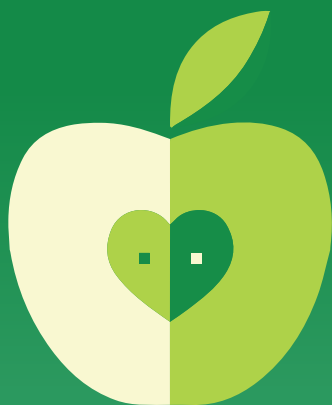


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**What are the key highlights and new initiatives we can expect at Fruit Logistica 2025? What sets this trade show apart from other industry gatherings?**

FRUIT LOGISTICA is not only a meeting place for contacts old and new. It is also a source of inspiration and a driver of innovation. We cover the entire value chain – from producer to consumer, from point of seed to point of sale. Unlike other trade shows, FRUIT LOGISTICA is not confined to regional or national markets. It is a truly global event. Exhibitors from over 90 countries will meet in Berlin. More than 66,000 visitors, alongside a further 24,000-plus exhibitor staff and 450 media representatives, took part in 2024. Around 85 percent of the participating trade visitors from over 140 countries are decision-makers. The sheer volume of trade visitors provides an opportunity to build partnerships and connections that companies from all over the world should not miss out on. A major highlight of this year's event is the introduction of Fruitful Friday (Friday, 7 February), an exciting new concept on the third day of the show. This special day shifts the focus towards deeper engagement and fresh ideas, offering attendees time for intensive networking, science-based presentations on the Science Stage, and a bit of fun with the debut of a mascot race.

**What challenges does the fresh produce industry face? Where do you currently see the biggest challenges?**

The industry faces a range of challenges, including climate change, geopolitical tensions, and rising production costs. Climate change is particularly concerning, with extreme weather impacting crop yields and supply chains. There's also the challenge of adapting to shifting trade policies, as seen with tariffs or trade pacts. These disruptions make it crucial for companies to stay flexible and innovative. That's where FRUIT LOGISTICA can help, by providing a platform to discuss these issues and explore solutions.

**How will the fruit trade develop in the future?**

The fruit trade will likely become more technology-driven and climate-resilient. We're seeing a shift toward controlled-environment farming, precision agriculture, and AI applications to optimize production. Consumer preferences are also evolving, with a growing focus on sustainability and transparency. In the future, we'll see more efficient supply chains, supported by digital solutions to manage logistics and reduce waste. FRUIT LOGISTICA will continue to play a role in facilitating these developments by connecting stakeholders and showcasing the latest innovations.





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Milind Dixit



## Trends, Sustainability and International Trade at Anuga Select India 2025

Interview with Milind Dixit,  
Managing Director of Koelnmesse Pvt Ltd.

by Anna Dąbrowska

### What are the main goals and expectations for Anuga Select India 2025?

Anuga Select India 2025 strives to create an unparalleled platform for businesses to connect, innovate, and grow within the food and beverage industry. The event's focus is to address industry challenges, showcase groundbreaking innovations, and facilitate meaningful partnerships. This year, the emphasis will be on expanding the event's global reach and delivering tangible business outcomes for participants. With a significant rise in exhibitor and visitor participation expected, the event is poised to strengthen its reputation as a must-attend gathering for industry professionals in India and beyond.

### What innovations and new initiatives will be showcased during this year's edition of the fair?

Anuga Select India 2025 is

introducing several new initiatives to enhance the experience for all participants. The „Innovative Trends Zone” will spotlight the latest advancements in food & beverage industry, sustainable practices, and emerging consumer trends. The „Culinary Corner” will feature renowned chefs unveiling creative culinary techniques, providing live demonstrations and interactive sessions. Additionally, the „Retail Walk” offers participants a unique opportunity to experience the latest trends in retail technology and grocery solutions, focusing on impactful innovations that can be applied to meet current industry challenges.

### How does Anuga Select India 2025 support collaboration between SMEs, start-ups, and industry leaders in the food sector?

Anuga Select India 2025 is designed to bridge gaps between SMEs, start-ups, and established industry leaders. The event features a

„Start-up Pavilion” that allows emerging businesses to showcase innovative products and connect with larger players. The tailored matchmaking program encourages meaningful interactions, enabling SMEs to tap into a market that is projected to grow at a CAGR of 14% in India's processed food sector by 2025. Such opportunities are critical for smaller companies to scale and thrive in a competitive landscape.

### Which segments of the food market will be particularly promoted during this year's fair?

Anuga Select India 2025 will highlight the diversity of the food and beverage industry through its exclusive sectoral concept. Key segments include Fine Food, Dairy, Beverages, Organic products, Bread & Bakery, and Sweets & Snacks. By focusing on these segments, the fair aims to cater to a wide range of interests and promote comprehensive industry growth.



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### How does the fair contribute to the development of international trade relations in the food sector?

Currently, the expo sees participation from international countries such as Brazil, Indonesia, Poland, Vietnam, Malaysia, Sri Lanka, Malaysia, South Africa, Iran, Poland, Russia, South Africa, South Korea, and Turkey. This, in conjunction with Anuga Select India serving as a bridge between global producers and Indian buyers, creates significant opportunities for cross-border trade and collaboration.

India's food processing industry, expected to surpass \$535 billion by 2025, remains a key attraction for international businesses. The event facilitates direct engagement between overseas companies and Indian stakeholders, including distributors, retailers, and HoReCa professionals.

Additionally, we have strong industry partners such as the Forum of Indian Food Importers (FIFI), India's apex organization representing the interests of food and beverage importers. FIFI plays a vital role in supporting the industry's retail segments, with its members contributing more than 1,550 brands from 120 countries to the Indian retail portfolio and representing a buying power of \$7.3 billion USD. By fostering global connections and leveraging key partnerships, Anuga Select India continues to strengthen India's position as a hub for food innovation and trade.

### How does Anuga Select India 2025 promote sustainability in the food industry?

Sustainability is a core focus of Anuga Select India 2025. The event will feature dedicated sessions and exhibits

that highlight sustainable practices in food production, packaging, and distribution. The „Innovative Trends Zone" will showcase advancements in sustainable food technology, while seminars and panel discussions will address topics such as reducing food waste, sustainable sourcing, and eco-friendly packaging solutions. By promoting these initiatives, the fair aims to encourage the adoption of sustainable practices across the industry.

### What are the future plans for Anuga Select India after the 2025 edition?

Looking ahead, Anuga Select India plans to expand its scope and scale in future editions, aiming to become the most premium F&B expo in the region. Moving forward, we aim to further increase the number of participating nations, strengthening global engagement and fostering new business opportunities.

This expansion will be complemented by the introduction of new thematic segments reflecting emerging industry trends and enhanced digital integration to provide a seamless experience for participants. We remain committed to adapting to the evolving needs of the F&B industry, ensuring that Anuga Select India continues to be a pivotal platform for innovation, collaboration, and growth on a global scale.





## Call for Exhibitors and Organising Committee

In collaboration with Alimarket, PRIVEL has established an organising committee composed of prominent sector leaders. PRIVEL 2025 will take place at IFEMA MADRID on 5–6 November, bringing together private label manufacturers, retailers, and distributors.

**P**RIVEL, set to debut on 5 and 6 November 2025, has officially formed its Organising Committee and held its first meeting to define the strategic vision for the inaugural trade fair. The event will bring together the entire value chain of the private label industry. They also announced the launch of the participation period for companies in the sector.

PRIVEL 2025, organised by IFEMA MADRID in partnership with Alimarket, is poised to become a landmark event on the private label industry calendar. Anticipating participation from over 100 companies, the event will feature a tailored format designed to address the industry's specific needs. This approach aims to reduce investment requirements while maximising ROI for all participants. Acting as a hub for business and direct negotiations between manufacturers and retailers, focusing on removing barriers and streamlining the decision-making process.

### PRIVEL 2025 Organising Committee Structure

The PRIVEL 2025 Organising Committee brings together prominent leaders from across the private label industry's value chain, ensuring the event is tailored to meet the expectations of businesses and align with the sector's needs.

The meeting was attended by key industry leaders, including Ignacio García Magarzo, Director

General of ASEDAS (Spanish Association of Distributors, Self-Service and Supermarkets); Antonio Font Soler, General Manager of the Euromadi Group; Laureano Turienzo Esteban, President of AER (Spanish Retail Association) and Founder of the Círculo Iberoamericano del Retail; Francisco Aranda Manzano, President of UNO (Spanish Business Organisation for Logistics and Transport); María Naranjo Crespo, General Manager of the Food Industry at ICEX Spain Export and Investment; José Antonio Latre Ballarín, Senior Advisor of Zelnova Zeltia, member of the advisory board for Patatas Meléndez, and Senior Business Advisor of AECOC; and Sergio Resille, General Manager of Publicaciones Alimarket, among others.

### PRIVEL: Building Trade Bridges between Europe and Latin America

PRIVEL stands as the only trade fair in Spain exclusively dedicated to the private label industry. The event

unites a diverse range of professionals from across the supply chain, including producers, manufacturers, distributors, packaging and design companies, service providers, and consultants. It serves as an essential networking platform for retailers, international distributors, supermarket and hypermarket chains, department stores, discount retailers, importers, exporters, sales agents, and consultants.

The 'My Private Label Madrid' initiative will be structured into two: Food and Non-Food. This strategic approach is designed to cater to the logistical, operational, and commercial needs of each sector, providing an optimised setting to highlight trends and innovations within each category.

PRIVEL's key strategic objective is to drive internationalisation through a comprehensive programme of buyers and B2B meetings. This initiative aims to serve as a vital commercial bridge between Europe and Latin America, fostering new opportunities for collaboration and opening doors to untapped markets. Madrid serves as the perfect location for this event, providing a vital connection between Europe and Latin America while offering genuine opportunities for business expansion.

You can apply to participate as an exhibitor at the following link:  
<https://www.ifema.es/privel/expositores/solicitud-participacion>





# MACFRUT 2025

## International presentations and new industry players for an increasingly international event

From Europe to the Americas, a series of international promotional initiatives and the participation of key players such as Chiquita and Del Monte indicate that this year's edition will have the highest number of exhibitors ever.



**T**he organisers of the 42nd edition of Macfrut, the international trade fair for the fruit and vegetable supply chain, to be held at the Rimini Expo Centre from 6 to 8 May 2025, are currently busy organising a series of international presentations in both EU and non-EU countries over the coming months, as part of a promotional campaign for the trade fair that began last summer, with Macfrut delegations at the heart of events all over the world.

Since last June, just a few weeks after the end of the 2024 edition, Macfrut has been organising international missions on three continents, with the aim of strengthening relations with the main players in the sector and promoting new business opportunities, thus contributing to making the trade fair an increasingly global event.

In Africa, Macfrut was able to strengthen its commercial relations by holding a presentation in the Democratic Republic of the Congo, which attended last year's edition with 20 exhibitors, where local authorities and industry professionals revealed that Congolese exhibitors are becoming increasingly interested in the opportunities offered by the trade fair. In fact, the DRC imports 60% of the food it consumes and therefore urgently needs to develop its agricultural sector in order to meet all the food needs of its population, which is growing at a significant rate. Tunisia also hosted meetings with sector professionals, producer

organisations and institutions, strengthening Macfrut's collaboration with the North African country, which has confirmed its participation in Macfrut 2025 with a joint stand, as in the previous edition.

In Europe, Macfrut met with producer organisations, local authorities and universities in the province of Vojvodina in Serbia and in Bosnia and Herzegovina, where apple growing, horticulture and soft fruit production play an important role. Bosnia and Herzegovina has participated in the last three editions of Macfrut with the aim of increasing the number of visitors and exhibitors from this country.

Macfrut's international activities also involved Latin America. In Argentina, the Macfrut delegation visited the capital, Buenos Aires, and travelled to Patagonia and the province of Río Negro to meet with industry professionals and local authorities, who confirmed that Argentina will participate in Macfrut 2025 with its own stand. In Peru, one of the most dynamic countries in the South American fruit and vegetable sector and a long-standing participant in Macfrut, representatives of the trade fair gave a presentation to the main industry professionals and institutions in the sector and attended a meeting at the University of Piura.

The presentations will continue to take place around the world in February: Warsaw (Poland), Bogotá (Colombia), Brazzaville and Kinshasa (Democratic Republic of the Congo), Nairobi (Kenya) and Baku (Azerbaijan). There are also a number of missions planned for the month of March with the aim of attracting buyers: Brussels (Belgium), Rotterdam (Netherlands), São Paulo (Brazil) and Dubai.

The 2025 edition of Macfrut will be the one with the highest number of exhibitors ever. By December 2024, more than 90% of the available exhibition space at the last edition of the trade fair had already been sold. One of the most important new additions is the participation of leading global industry players, including Chiquita and Del Monte, as well as major Spanish exporters in the berry industry.

Photo: Macfrut





Vadhana Khath

## New Initiatives and Side Events What's New This Year?

Interview with Vadhana Khath,  
Director of medFEL, the international  
event for the fruit & vegetable industry

by Anna Dąbrowska



### Are there any new initiatives or side events planned that will make medFEL 2025 stand out from previous editions?

This year, medFEL will gather all professionals of the F&L sector prior the event thanks to reunions organized by local producers. Also, for the first time this year, medFEL will extend its hours on the first day for an event dedicated to business in a friendly atmosphere. It would be the perfect occasion for exhibitors to network.

### Will there be any conferences or workshops on the future of organic farming during medFEL 2025?

The organic industry is always represented during medFEL with an organic market at the entrance of the exhibition and also a round-table discussion on Thursday 24th : "Organic sector : what is the impact of new retail concepts?" with Bertrand Chaveron, Bio Frais President and Sébastien Lévy, Head of Supply and Purchase at Naturalia

### What are the key challenges currently facing the fruit and vegetable industry, and how does medFEL support addressing them?

The key challenges of the F&L industry are systematically discussed during our conferences and round table program. For instance, "Processing : developing French origin in processed F&V" but also "are fruit and vegetables expensive?" on the first day. And on the second day : "Fruit & vegetable : does communication support consumption?" and "The label jungle : obligation or real promotion?"

### How does medFEL 2025 engage young professionals and start-ups in the fruit and vegetable sector?

The objective is to give them a platform to exhibit but also to speak up in order to promote their innovative activity. We maintain a permanent contact with the French Digital Farm and other competitive clusters.



Photo: archives Vadhana Khath, Medfel

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# Polish Apples

## Export Pride and Symbol of European Leadership

This is a unique period for the apple sector. The Polish Presidency of the Council of the European Union will use apples as the official fruit of its presidency, drawing on Poland's positive experience with strawberries during its 2011 presidency.

**I**t is a great honor that over the next six months, apples—fruits of special significance—will be positioned as a flagship product and promoted at various events, meetings, and directly to consumers. These will include apples with Protected Geographical Indication, specifically Grójeckie and Łąckie apples, which are recognized for their exceptional regional quality.

This initiative is also expected to positively influence policymakers' perception of the need for changes to address environmental and social challenges related to climate change. Fruits and vegetables, including apples as the leading category in terms of size and value, play a crucial role in addressing these challenges.

Apples have been a part of Polish tradition for centuries, dating back to 1545 when Queen Bona received vast tracts of land, leading to the establishment of fruit orchards. Since then, Polish apples, benefiting from a naturally favorable climate, generational farming traditions,

and innovative production methods, have captivated consumers with their unique flavor both domestically and worldwide. Poland is the leading apple producer in the EU and ranks fourth globally. The Grójec-Warka region, known as the "largest orchard in Europe," is at the heart of Polish apple production, which extends across the entire country.

Poland is a leading apple exporter. Polish apples reach Europe, Asia (India, Vietnam, Thailand, Malaysia), Africa (Egypt), and South America (Colombia).

In February this year, as part of our EUAppleandKiwi promotion program, we are launching a campaign to promote Polish apples in Indonesia's largest supermarket chains.

Poland is also a global leader in apple processing. Of the 4.2 million tons of apples produced annually, 50-70% are processed, depending on the season. The flagship apple-based products in Poland include concentrated and non-concentrated apple juices. Most of the concentrated apple juice produced in Poland is

exported, with Germany being the main recipient (about 40%). The apple sector is therefore a crucial part of Poland's economy.

However, the sector faces several challenges that must be addressed. By positioning apples as the official fruit of the presidency, we are confident that we can engage positively with other EU member states to elevate apples on the political agenda.

Producers need the right set of tools to protect their crops while improving competitiveness and product quality. Finally, strong support for fruit and vegetable consumption, including apples, is essential for consumer well-being both in Poland and globally. Transitioning to a more sustainable and healthier lifestyle requires concrete action. The Polish Presidency's initiative should therefore be welcomed and praised as an important step in the right direction.

### One Apple a Day!

A single apple provides around 75 kcal, depending on its size and variety. It is rich in essential nutrients, including vitamins A and C, antioxidants, potassium, calcium, magnesium, and fiber. This makes apples beneficial for:

- Supporting digestion
- Strengthening the immune system
- Improving skin health
- Protecting the cardiovascular and nervous systems
- Helping prevent lifestyle diseases such as cancer, hypertension, type 2 diabetes, and neurodegenerative disorders like Alzheimer's and Parkinson's, thanks to the antioxidants found primarily in the skin.

### Polish Apple Production at a Glance:

- 150,000 hectares of apple orchards (the largest area in the EU)
- 80,500 orchards
- Approximately 4 million tons of apples produced annually
- 817,000 tons exported in 2023
- 50-70% of the annual production is processed

### Organic Apple Production in Poland:

- 5,500 hectares of organic orchards
- 172,000 tons of organic apples
- 2,000 hectares of orchards in the process of converting to organic farming, placing Poland fourth in the EU after Germany (8,000 ha), Italy (8,800 ha), and France (17,700 ha).

*Paulina Kopec*  
Secretary  
General of the  
Association  
of Polish Fruit  
and Vegetable  
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Photo: Unia Owocowa





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# ASIA FRUIT LOGISTICA

## Bangkok Meet Up Returns with ASEAN Focus

ASIA FRUIT LOGISTICA is back in the Thai capital on 25 June for a day of networking and knowledge-sharing focused on the dynamic ASEAN fresh produce market

**A** SIA FRUIT LOGISTICA'S Meet Ups are back in 2025! The roadshow of content-backed networking events builds even more momentum for ASIA FRUIT LOGISTICA's return to Hong Kong on 3-5 September – and the series culminates with the Bangkok Meet Up on 25 June 2025.

Riding on its successful debut in 2024, ASIA FRUIT LOGISTICA Bangkok Meet Up returns to offer fresh produce professionals a unique opportunity to connect, share knowledge and explore industry trends in the fast-growing ASEAN markets.

The Bangkok Meet Up serves as a central hub for networking and business development with a specific focus on the ASEAN region, including Thailand, Malaysia, Vietnam, the Philippines and Indonesia.

The one-day event on 25 June, hosted at the Carlton Hotel Sukhumvit, kicks off with a supplier

showcase where leading companies present the latest products and solutions to local and key regional buyers.

This is followed by an engaging afternoon programme curated by ASIA FRUIT LOGISTICA's Knowledge Partner, Asiafruit Magazine. The agenda offers expert-led discussions on the most pressing issues shaping the ASEAN fresh produce business.

### Dive deep into topics such as:

- The landscape for imported fruits across key ASEAN markets
- Important changes in the Thai market, from retail to food safety
- The evolving role of China as a supplier to South-East Asia
- The durian boom: challenges and road ahead
- Opportunities for controlled environment agriculture
- Untapped potential in intra-Asia trade

The event also features ample opportunities for networking and knowledge exchange, including an evening cocktail reception to foster business connections in a relaxed setting. International attendees can also join a study tour on 26 June, taking in Talaad Thai Wholesale Market, the largest agri wholesale market in South-East Asia, as well as a rare opportunity to visit the facilities of City Fresh Fruit, one of Thailand's top fruit importers.

"ASIA FRUIT LOGISTICA Bangkok Meet Up is an excellent forum

for networking and information exchange and we had a great time last year", said Bill Wongsakom Chatamomwong, Deputy Chief Executive Officer of City Fresh Fruit (Thailand).

"To reinforce our competitive edge and remain at the forefront, we are eager to meet new exporters and suppliers interested in the Thailand market. We're excited to host the study tour to foster interaction and experience sharing. We're really looking forward to many interesting connections and conversations ahead."

### ASIA FRUIT LOGISTICA 2025: exhibitor booking deadline

The Bangkok Meet Up wraps up the event series prior to the flagship ASIA FRUIT LOGISTICA event in 3-5 September 2025 in Hong Kong.

Exhibitor registration for ASIA FRUIT LOGISTICA closes on 28 February 2025.

ASIA FRUIT LOGISTICA does not finish in Hong Kong this year – it takes visitors deep into the Chinese market. Participants of the ASIA FRUIT LOGISTICA China Study Tour will have the opportunity to meet key players in the Guangdong region over the weekend, while those participating in the AFL Fresh Produce Golf Cup can network and unwind in a more relaxed environment. Both activities will culminate in the China Meet Up, taking place in Guangzhou on 8-9 September.

Photos: ASIA FRUIT LOGISTICA





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# StePac PPC Packaging

## Helps Foodservice Operations Minimize Waste



Innovative modified atmosphere/modified humidity bulk packaging gains momentum in the US for boosting food service efficiency and sustainability

**S**tePacPPC's advanced modified atmosphere/modified humidity (MA/MH) packaging solutions are transforming the US foodservice sector with proven success in reducing waste and improving operational efficiency. The visionary food packaging developer, together with its partner Windham Packaging Ltd. Inc., USA, is serving the demand for impactful solutions to the widespread issue of food waste in the sector. These solutions will be

showcased at the upcoming Fruit Logistica, 5-7 February in Berlin, booth no. C-30, Hall 5.2.

The European Food Information Council estimates that some 1.05 billion tons of food waste is generated globally, out of which 60% comes from households and almost 30%—or a distressing 290 million tons—emanates from the foodservice industry.

The foodservice industry is often forced to discard large volumes due to the perishable nature of fresh

produce, supply chain temperature fluctuations, spoilage, and kitchen waste, creating a costly cycle and ethical dilemmas that persist despite improved inventory management measures and donation efforts.

To address these challenges, StePacPPC and its partner Windham Packaging have developed a range of bulk modified-atmosphere packaging solutions to extend the shelf life of fresh produce headed to foodservice outlets—predominantly restaurants, hotels, and canteens. These films are already gaining momentum among fresh produce packagers in the US, specifically for the delivery of ready-to-use sliced mushrooms, green beans, Brussels sprouts, and broccoli, with demonstrated success in improving operational efficiency and reducing waste.

"We've been using StePacPPC's films to pack five-pound bundles of fresh green beans and Brussels sprouts for foodservice operations," reports Miguel Ibarra, Operations Manager of PEA King Produce, Inc. "As soon as we switched to this film, we experienced a 5% reduction in scrap rate compared to the previous material. Additionally, its enhanced sealing properties require shorter sealing times, increasing bagger speeds and improving operational efficiency. The real standout benefit is the film's ability to better dissipate humidity from the bag and provide an optimal modified atmosphere, effectively increasing shelf-life by 10% and thus boosting customer satisfaction."

The lean, resealable MA/MH packaging designed by StePacPPC is built with water vapor transmission rates (WVTR) to help eliminate excess moisture buildup. This preserves the quality and appearance of the fresh produce, helping it withstand long-haul shipments, extend storage time, and reduce food waste. Optimized for



Photo: stepacppc





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both horizontal and vertical form-fill and seal (HFFS and VFFS) operations, these lean films minimize plastic consumption with proven improvements in packaging process efficiency. The films are also available with chemically recycled content with accreditation from RedCert2.

StePacPPC's portfolio of films and packaging formats includes its popular branded Xtend® bags and Xflow™ films. They incorporate a patented high-performance sealing layer that seamlessly adapts to both manual and automated packing across a range of produce items, enhancing operational efficiency and potentially reducing labor costs.

"We have received a lot of rave reviews from our customers commending the superior quality of fresh vegetables such as green beans and sliced mushrooms," exclaims Gary Ward, Ph.D., CTO for StePacPPC. "They report their products are arriving with better quality and less waste at hotels, restaurants, caterers, and other foodservice destinations across the US. The innovative design not only ensures peak freshness upon arrival but extends shelf life even after opening. If resealed, the packaging will continue to preserve the quality of partially used produce under refrigeration, providing flexibility for future use and significantly reducing food waste. We are now focusing efforts on replicating the success in the UK and Europe and adapting the packaging to accommodate a broader range of fresh produce for the foodservice sector."

StePacPPC's formats have also been instrumental in eliminating the need for ice. For example, when shipping broccoli from Salinas Valley to a major restaurant chain across the US, the iceless packaging enabled the transport of 66% more broccoli per container, resulting in the need for fewer deliveries and reducing the carbon footprint.

StePacPPC formats have been customized to pack vegetables in varying volumes according to the needs of foodservice operations, taking into account each product's unique requirements. The design considers key factors such as respiration rates, moisture sensitivity, dehydration risk, and required atmospheric conditions, as well as post-harvest handling and supply chain requirements. This results in packaging that provides optimal moisture control and modified atmosphere conditions for each specific produce type, preserving quality, extending shelf life, and reducing waste.



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## Tropical Blue

### A Game-Changer for the Blueberry Industry in Southern Europe

Tropical Blue, the early season low-chill blueberry variety developed by Global Plant Genetics (GPG), is once again proving its remarkable potential for the upcoming fruiting season in Spain.

**T**ropical Blue began flowering approximately one month earlier than in the previous year, leading to the commencement of commercial harvesting in late December. This places it at the forefront of the blueberry market in terms of earliness. Apart from its seasonal advantage, the variety boasts exceptional fruit quality, characterized by impressive size and firmness for this time of the year.

Soufiane Lahtati, Business Development Manager at GPG, emphasized the outstanding performance of the variety: "It is incredible to see a plant just 17 months after planting that is so full of early fruit—this is Tropical Blue. Growers in Huelva expect to harvest more than 40% of the fruit for sale between January 10th and 25th, leading to very favourable prices."

#### High Yield and Market Potential

Even young fields of Tropical Blue, only six months post-planting last year, managed to produce nearly 3 kg of marketable fruit per plant in Spain. This highlights the enormous yield potential of the variety, which is expected to increase as plantations mature further.

Jamie Petchell, co-founder of GPG, noted the growing interest in Tropical Blue: "Plantings of Tropical Blue have been consistently ramping up over the past two years, but the interest has increased significantly in recent months. This is mainly due to the variety's high-quality early-season fruit, which is among the best in the blueberry market. The first commercial plantings from two years ago are now showcasing their full potential, with high yield expectations for the early part of the season in Southern Europe."

#### Additional features of Tropical Blue include:

- Fruit Size: Ranging between 16 to 22 mm
- Flavor Profile: Sweet with a slight hint of acidity, making it highly enjoyable
- Shelf Life: Excellent post-harvest qualities, ensuring longevity in the supply chain

As the demand for high-quality early-season blueberries continues to grow, Tropical Blue is positioning itself as a premier choice for growers in Southern Europe. With its exceptional performance in both yield and quality, it is set to redefine the blueberry market for years to come.



Photos: Global Plant Genetics





Our company is located on the area of apples district which is the biggest in Europe. It's located in Poland about 50km south from Warsaw. Our company is determined to export of apples. We are looking for new markets and we would like to cooperative with other countries. Our products are prepared according to customers needs.

With years of experience, our company in the cultivation of fruit quality and our commitment to sales, we have created the highest quality product enjoying a high reputation in our country and abroad. Our company introduce the process of fruit production.

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# Bags for watering trees

Watering growing trees and other plants is one of the basic care treatments. Thanks to watering bags, you can irrigate your plants without using large amounts of water. They are mainly used for irrigating trees, but there are also versions for low-growing plants, shrubs, or perennials.

## Reliable workmanship

Tree-watering bags are sawn from the highest quality materials, thanks to which you can be sure they will fulfil their function. Aquadripes bags are made from 2 types of materials – rigidified and flexible. Additionally, they are properly reinforced against mechanical damage.

## Why is it worth it?

When using a watering bag, we provide the plant with even root irrigation. Our offer includes durable bags used mainly for irrigating freshly planted trees (drip method). Systematic watering using this method ensures proper growth conditions and provides the gardener with invaluable comfort.



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# Flexible garden pots

Flexible pots are a reliable product, showing up in both professional gardening and many households. This type of garden pots is made from high-quality porous fabric/material that enables free airflow. Thanks to flexible pots, plants get the chance for proper development with healthy roots and intensive growth.

In this category, we offer you flexible garden pots made from fabric and other materials (felt, nylon, cloth etc.). Solid reinforced stitches and handles allow for quick and hassle-free relocation. Flexible pots enable intensive plant growth. Thanks to many available colours, they can be matched to their location. Fabric pots help in regulating plants' temperature – they keep them cool in summer and warm in winter. Breathable fabric enables perfect drainage and proper aeration. Flexible garden pots are also eco-friendly, reusable, and their soft construction allows for perfect fitting.



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# Arrigoni's Heat-Reflecting Screens

## A Breakthrough for Sustainable and High-Yield Crops



### Arrigoni Showcases Innovative Agrotextiles at Fruit Logistica 2025

**A**rrigoni, a global leader in agricultural covering solutions, is set to showcase its cutting-edge Prisma® and Robuxta® heat-reflecting screens at Fruit Logistica 2025, taking place from February 5 to 7 in Berlin. Visitors to stand B-32 in hall 3.1 will discover how these solutions provide optimal microclimates, superior temperature control, water savings, and healthier crops—all essential factors in the era of climate change.

#### Addressing Climate Challenges with Innovation

Global agriculture faces growing challenges due to rising temperatures and decreasing water availability. These factors not only lower crop yields but also affect produce quality. The future of farming depends on solutions that increase productivity while reducing water consumption and reliance on artificial inputs. Arrigoni's latest agrotextile innovations meet this need, supporting farmers in open-field agriculture, greenhouses, and tunnel-grown crops such as tomatoes, bell peppers, aubergines, baby leaves, and soft fruits. With decades of expertise in crop protection nets,

Arrigoni has developed high-performance, durable, and easy-to-implement solutions that actively contribute to more efficient and sustainable farming.

#### Robuxta®: Advanced Temperature Control for Higher Yields

The Robuxta® range, designed for tensile structures, features a white version with an LD light diffusion additive, effectively reflecting infrared radiation. This technology results in:

- Temperature reductions of up to 5°C during summer, preventing heat stress.
- Up to 70% yield increases in tested environments.
- 20-30% improvement in water-use efficiency, reducing irrigation needs.

#### Prisma®: Smart Light Diffusion for Healthier Crops

The Prisma® range is specifically engineered for high-tech greenhouses, providing optimized light diffusion while maintaining temperature control. Key benefits include:

- Even light distribution, ensuring all parts of the plant, including

lower sections, receive sufficient illumination.

- Reduced risk of scorch damage, improving crop quality.
- Higher polyphenol content in vegetables, enhancing their nutritional value.
- Lower greenhouse temperatures, improving working conditions for farm staff.
- Significant water savings, making cultivation more sustainable.

#### Proven Results: A Three-Year Study in France

A three-year study conducted in Biltzheim, France (Haut-Rhin département) in 2022 demonstrated the outstanding effectiveness of Arrigoni's shading screens. Key findings include:

- Up to 50% reduction in irrigation needs for crops like tomatoes.
- Greenhouse temperatures up to 10°C lower compared to control tunnels.

These results highlight the significant impact of Arrigoni's agrotextiles in reducing water consumption and improving crop resilience against heat stress.

#### A Step Toward Sustainable Agriculture

With climate change reshaping the future of farming, Arrigoni's Prisma® and Robuxta® solutions provide a crucial advantage for growers looking to enhance productivity while preserving natural resources. By focusing on water efficiency, temperature control, and optimized light diffusion, Arrigoni is leading the way in sustainable and high-yield agriculture.

Photo: Arrigoni





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# The University of California Licenses Legacy **Strawberry** Varieties to GPG

In September 2024, GPG signed exclusive licensing agreements for all legacy strawberry varieties from the University of California, Davis (UC Davis). These contracts cover 12 protected varieties across 21 international markets. This follows the termination of the previous international master license agreements for these legacy varieties in May 2024.



**T**he agreements include the following varieties: Benicia, Camarosa, Camino Real, Fronteras, Merced, Petaluma, Ventura, Albion, Cabrillo, Monterey, Portola, and San Andreas. These licenses apply to territories such as Argentina, Brazil, Chile, China, Colombia, Ecuador, Egypt, the European Union, Israel, Jordan, Morocco, Peru, Poland, Switzerland, Turkey, the United Kingdom, and Uruguay.

From a business perspective, GPG highlights this step as a significant enhancement of its variety portfolio. The company already manages UCD Royal Royce, Valiant, Moxie, Victor, and Warrior. Expanding the offering with legacy strawberry varieties further strengthens its market position.

## Global Expansion and New Opportunities

In recent months, GPG representatives have traveled extensively to different countries, establishing collaborations with growers, distributors, and legal partners. Maintaining the supply chain of these legacy varieties is crucial for all stakeholders in each target market.



A prime example of the significance of these varieties in the global strawberry industry is South America, where approximately 90% of the market relies on UC Davis varieties. The transition to newer genetics will enhance productivity, fruit quality, and consumer experience. Additionally, new markets are opening, and knowledge-sharing between continents is driving industry-wide improvements in plant propagation techniques.

## Market Growth and Future Prospects

The strawberry industry continues to expand in every country where GPG operates. Improved plant quality, better varieties, and enhanced consumer purchasing experiences present excellent opportunities for growth.

San Andreas remains dominant in the day-neutral category across many markets. However, its position may soon be challenged by Royal Royce, Valiant, and Moxie. GPG is also set to begin trials of new varieties from the UC Eclipse series—Eclipse, Golden Gate, and Keystone—alongside its international clients.

In the short-day market, Victor and Warrior are gaining prominence. Meanwhile, attention is shifting toward the soon-to-be-released short-day varieties from the UC Eclipse series, including Surflin and Monarch.

## UC Davis' Strong Position in the Industry

The UC Davis breeding program is in one of its strongest positions in years. With the support of industry-leading breeders and cutting-edge scientific advancements, the University of California, Davis, is poised to further expand its dominance in the global strawberry market in the coming years.





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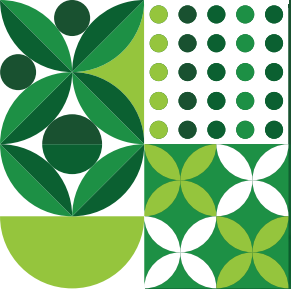
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## We Embrace Agriculture

Diachem, an Italian company specializing in agrochemicals, agronutrients, and organic farming solutions, has unveiled a new brand identity. The rebranding, introduced at Interpoma, merges the expertise of Chimiberg, focused on agrochemicals, and Diagro, specializing in agronutrients.

**T**his marks a new era," said Francesca Dubbini, Strategy & Planning Lead at Diachem. "We are a family-owned company with over 70 years of experience in crop protection. With this rebranding, we unify our brands under Diachem, guided by six core values: people, respect, evolution, dynamism, care, and industry expertise. Our vision is to offer sustainable agricultural solutions, integrating environmental, economic, and social sustainability. This is not just an aesthetic change but a redefinition of our identity."

Milena Crotti, Communication Manager, explained the rebranding process: "We questioned our values and realized we want to produce agrochemicals and agronutrients to ensure healthy food. Our industry needs repositioning, and we aim to contribute to sustainable product development. This message must be shared."

Diachem is shifting from a product-focused narrative to a brand-driven approach. "We are moving from B2B and B2C to a Human-to-Human (H2H) perspective, focusing on people—our employees, partners, and customers," Crotti added.

The rebranding was developed by Welcome, a communication agency that conducted a stakeholder assessment. "Diachem's new identity reflects nature's transformation process," said Luca Franceschini, Creative Director at Welcome. "The two 'D's represent both Diachem and the Dubbini family, symbolizing continuity and future growth."

The brand's color scheme has shifted from red to green, inspired by nature. A proprietary font, Diachem Type, was introduced to reinforce brand identity across communication channels. "We developed a warm yet authoritative tone of voice, balancing technical and scientific precision," Franceschini explained.

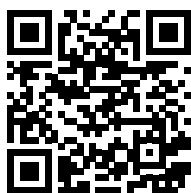
The new brand identity also supports Diachem's sales strategy. "Built on the values of the Dubbini family, this brand represents us. I am confident it will accelerate our growth," said Roberto Castiglioni, Sales Manager.

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## Fruit Attraction 2025 opens participation to its most powerful and dynamic edition ever

From 30 September to 2 October, companies from the fruit and vegetable industry will once again have a date at the world's leading event for the marketing of fruit and vegetables.

**F**ruit Attraction, organised by IFEMA MADRID and FEPEX, is holding its 17th edition from 30 September to 2 October. Under the slogan 'Discover the essence of the sector', the leading trade event of the fruit and vegetable sector opens its application period for all companies in the industry worldwide.

After the resounding success of the last edition, Fruit Attraction 2025 returns bigger and better than ever, offering new proposals to the industry as a whole that will help to invigorate and facilitate commercial interaction.

This year, Fruit Attraction is expanding with the addition of halls 12 and 14 at IFEMA MADRID; a strategic expansion that not only increases the size of the fair, but also improves the organisation and visitor flow.



With a new distribution of halls and sectorisation by geographical area, professionals will be able to locate producers and suppliers from each country and region more efficiently, optimising their time and boosting global interactions. This edition is expected to be the most outstanding to date, offering a more comfortable, accessible and enriching experience for all participants.

Fruit Attraction will occupy an area of over 70,000 m<sup>2</sup> across 10 halls at IFEMA MADRID - 3, 4, 5, 6, 7, 8, 9, 10, 12 and 14 - where the products, solutions, new varieties and formats, research, trends and innovations of more than 2,100 participating companies will be presented. The extensive offering will be distributed into four specialised areas: Fresh Produce, Auxiliary Industry, Fresh Food Logistics and Innova&Tech. In addition, the tomato will be this year's star product.

The powerful International Buyers Programme, supported as in previous years by ICEX and its commercial offices abroad, is once again featuring the Guest Importing Countries initiative, with the spotlight on Mexico and Malaysia at this edition. This action will foster international trade relations at the event, complemented by a full programme of roundtable discussions, guided tours of the trade fair and B2B sessions. Madrid, once again assuming the role of fruit and vegetable capital of the world, will welcome more than 1,000 buyers, retail purchasing managers, importers and wholesalers from around the world.

**Fruit Attraction, organised by IFEMA MADRID and FEPEX, will be held at the trade fair centre from Tuesday 30 September to Thursday 2 October, from 9.30am to 7.00pm and until 4.00pm on the last day.**

Photos: Fruit Attraction



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# One Apple a Day Stops the Decline in Consumption in Poland

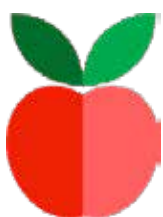
Since January 2025, apples have been the official fruit of Poland's presidency in the EU Council. For the first time, Polish fruit growers have managed to halt the long-standing decline in consumption and increase the number of people who regularly eat apples. This number grew by 1.3 million people year-over-year and is now approaching 10 million. Poland is implementing a strategy to boost domestic consumption.



**A** key strength of the Polish market is the high percentage of consumers with a habit of regular apple consumption—the highest in Europe. In this regard, Poland surpasses both Germany and Italy. According to Prognosfruit research, one in three Poles (33%) and one in four Europeans (25%) eat apples regularly. This was one of the reasons why the apple was chosen as the official fruit of Poland's six-month EU presidency.

## Apples as a National Fruit

In Poland, apples hold the status of a national fruit. A survey found that 63% of Poles believe apples should be promoted abroad as a product of Poland and a symbol of Polish horticulture—the highest percentage of support for any fruit. Additionally, 31% of Poles are aware that Polish apples are exported to 74 countries worldwide. Just two weeks into Poland's presidency, 29% of Poles already knew that the Polish apple was its official symbol.



## More People Eating Apples Regularly

In January 2025, 86% of Poles—28.3 million people—consumed apples. Among them, over 9.7 million ate apples regularly. In January of this year, 11% of

respondents reported eating apples "daily or almost daily," while another 19% consumed them 4-5 times a week. A year earlier, in January 2024, these figures stood at 9% and 17%, respectively. This represents an increase of 1.3 million regular consumers year-over-year.

A key challenge is raising awareness that eating apples regularly is a simple way to improve overall health. As the saying goes: An apple a day keeps the doctor away.

"We are eating too few apples," said Poland's Minister of Agriculture, Czesław Siekierski, in Brussels. The minister highlighted that, on average, a Pole eats only 1.5 apples per week. "If we all consumed at least one apple a day, our sector would look completely different."

## Everyone Should Eat One Apple a Day

In Poland, five fruit-growing organizations, with support from the Fruit and Vegetable Promotion Fund, have launched a campaign to encourage apple consumption. The idea is simple: remind people that everyone should eat at least one apple a day.

Poles already know a lot about apples—except for one key thing: how many should they eat to maintain good health? Consumers recognize apples as tasty (41%), a dietary staple (35%), an immunity booster (33%), a top source of vitamins, minerals, and antioxidants (29%), and beneficial for health, well-being, and appearance

Photos: archives W. Boguta





"If you want to have a good day,  
start with an apple.  
If you've eaten an apple,  
it's going to be a good day!"



(25%). Additionally, 35% associate apples with a healthy and active lifestyle. Apples also appeal to those who prioritize the quality and origin of their food, seeking out Polish, local, and seasonal products. About 25% of Poles express a preference for buying Polish apples.

However, knowledge about daily fruit and vegetable intake remains insufficient. Only 19% of Poles know that fruits and vegetables should make up half of their daily diet (or at least 400g, in five or more portions). Meanwhile, 10% answered this incorrectly, and 67% had no idea.

In Poland, fruit consumption remains low, but many people believe they are eating enough. The primary reason for this is a misconception—50% of Poles think they are already consuming a sufficient amount of fruit.

### The #1Apple Strategy

Apple growers have begun working with well-known dietitians and the prestigious Medical University of Warsaw. As part of a diabetes prevention initiative and the "One Apple a Day" campaign, they created the "largest apple-eating relay race." During this event, participants tasted ten different apple varieties and set a Polish record. Through education efforts, the apple has now become a symbol of fruit consumption as a way to maintain stable blood sugar levels (#1, #1 (23%)).

### Opportunities for Growth

There is still a lot of room for improvement.

- 52% of Poles are unfamiliar with the proverb An apple a day keeps the doctor away.
- 35% do not know that there is a recommendation to eat at least one apple daily.
- 34% are unaware that regular apple consumption is one of the simplest ways to improve overall health.
- Interestingly, 15% of respondents do not know that apples are available year-round.

Growers are promoting apple varieties by featuring a different one each month, which is changing how apples are displayed in stores. Joint campaigns with retailers are also in the works. A key part of the campaign is promoting the "apple time" concept. Research suggests that the ideal moment to eat an apple is during a mid-morning break, around 11:00 AM. This could become Poland's version of Five o'clock Tea Time—a symbolic equivalent of the English afternoon tea tradition, a time for a snack, or a "Crunch Time"—a critical moment that determines the rest of the day.

*Witold Boguta  
Chairman of the Board  
National Association  
of Fruit and Vegetables  
Producer Groups*





# List of National Association of Fruit and Vegetables Producer Groups Members

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# The Apple as a Symbol of Poland's EU Presidency

## Tradition, Economy, and Health in One Fruit

At the beginning of 2025, Poland assumed the presidency of the Council of the European Union, and the apple became the official symbol of this event. The apple, as a symbol of our leadership, is not only a nod to Polish tradition but also an acknowledgment of its role in European and global horticulture.

**T**he National Union of Juice Producers Association (KUPS) launched the project "Apple Juice – A Daily Dose of Health!" at the end of December 2024, encouraging the consumption of domestic apples and apple juices.

### A Small Fruit – A Great Tradition

The history of apple cultivation in Poland dates back to the late Middle Ages when apple trees began to adorn rural orchards and monastery gardens. However, the key development of Polish fruit growing occurred between 1918 and 1960 when it gained a modern character thanks to the work of Professor Szczepan Pieniążek. His research and innovations enabled apple trees to bear fruit regularly and introduced new apple varieties. Thanks to his contributions, we can now produce and properly store apples, ensuring their high quality throughout the year. Another outstanding figure in Polish horticulture was Professor Eberhard Makosz, a promoter of dwarf apple tree varieties, which allowed for the production of high-quality fruit.



Currently, more than 10,000 apple varieties are known worldwide, about 250 of which are cultivated in Poland. Apples vary in size, color, juiciness, and taste across different varieties. There are both wild varieties and specially selected and cultivated ones with characteristics desired by consumers.

### Polish Apples in Numbers and in Juices

Today, Poland boasts the largest apple production in Europe (and the fourth-largest globally) and the largest area of apple orchards in the European Union, covering 150,000 hectares (with over 80,000 fruit-growing farms). The annual apple production reaches 4 million tons, most of which is processed into products such as concentrated and non-concentrated juices, which are among Poland's key export goods. However, apple processing in Poland also includes other products, such as apple purées.

### The Apple A Nutritious Fruit for Our Well-being

Apples contain many vitamins and nutrients, such as vitamin C, polyphenols, and pectins. Polyphenols have antioxidant properties, which help reduce the risk of certain chronic diseases while supporting overall health and immunity. Pectins, on the other hand, improve intestinal peristalsis, which is essential for those struggling with constipation.

It is also worth noting that just one glass of apple juice (200 ml) provides as much as 220 mg of potassium, supporting the body's water balance and the nervous system's function.

A medium-sized apple can count as one of the five recommended daily servings of fruits and vegetables. Remember that one serving can also be a glass of juice!

Photos: archives B. Groele, pexels.com





### **The Choice is Simple Naturally Apple!**

The symbolism of the apple during Poland's EU presidency is not only a tribute to the country's horticultural tradition but also an emphasis on the economic and nutritional value of this fruit. Apple juice plays a particularly important role in Polish apple production and processing – and for good reason. Our export pride is a source of both taste and nutritional value. A glass of apple juice can supplement one of the five recommended daily servings of fruits and vegetables. So let's take full advantage of Poland's natural gifts!

### **Apple Juice The Most Popular Among Poles!**

Apple juices and nectars have surpassed orange flavor in popularity, which may confirm the influence of consumer patriotism on purchasing choices. According to the European Fruit Juice Market Report 2024, prepared for the European Fruit Juice Association (AIJN) by Euromonitor Consulting, apple was the number one chosen flavor both in the EU and Poland.

Germans consume the most juices and nectars in Europe, followed by Poland, France, Spain, and Italy. More and more consumers are choosing NFC (Not From Concentrate) juices, a growing category. In 2023, NFC juices accounted for the following percentage of the total juice and nectar market in terms of value: 10% in Germany, 28% in Poland, 54% in France, 12% in Spain, and 6% in Italy.

*Barbara Groele, Secretary  
General of the Polish Association  
of Juice Producers (KUPS)*



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# List of juices and nectars producers

COMPANY	ADRESS	PHONE	WWW
 ZPOW Agros Nova Sp. z o.o. Sp.k.	ul. Gen. Wł. Sikorskiego 5 99-400 Łowicz	+48 (22) 717 17 30	www.agrosnova.pl
 APPCO Sp. z o.o.	ul. Harfowa 8/1, 02-389 Warszawa	+48 601 238 401	-
 Appol Sp. z o.o.	Łąka Górna 35 32-731 Żegocina	+48 668 695 906	www.appol.pl
 Austria Juice Poland Sp. z o.o.	ul. Kolejowa 31, 22-100 Chełm	+48 (82) 562 21 11	www.agrana.pl
 Aluflexpack Poland Sp. z o.o.	ul. Trójpole 7, 61-693 Poznań	+48 (61) 855 16 73	www.aluflexpack.com
 ARED Rafał Stępniewski i Dagmara Sanchez Lopez sp. j.	ul. Krakowskie Przedmieście 103, 05-640 Mogielnica	+48 (48) 663 52 43	www.ared.com.pl
 BEWA Sp. z o.o.	Ruszczyń 1, 97-360 Kamieńsk	+48 (44) 737 77 50	www.bewa.pl
Binder Eko Sp. z o.o.	ul. Rakowiecka 36 lok. 40, 02-532 Warszawa	+48 (22) 626 89 65	www.binder.pl
 Biurkom Flampol Sp. z o.o.	Szligowo 1, 78-325 Szydło	+48 (79) 874-17-41	www.oryginalnysok.pl
 Bucher Unipektin Polska Sp z o.o.	ul. Lubomirskich 1E, 37-200 Przeworsk	+48 (16) 649 00 98	www.engineering-bp.com
 Centrum HACCP	ul. Z. Pawlaczka 10, 02-790 Warszawa	+48 (22) 648 09 16	www.centrumhaccp.pl
 Dreher Polska Sp. z o.o.	ul. Krakowska 126, 27-660 Koprzywnica	+48 884 044 145	www.spirit-of-fruits.de/home-polski/dreher-poland/
 Döhler Sp. z o.o.	Kozietuły Nowe 66J, 05-640 Mogielnica	+48 (48) 368 90 00	www.doehler.com
 Döhler Polska Sp. z o. o.	Kozietuły Nowe, 05-640 Mogielnica	+48 (48) 368 98 00	www.doehler.com
 Fortuna Sp. z o.o.	Tymienice 88, 98-220 Zduńska Wola	+48 (43) 825 38 01	www.polmlek.com/soki-fortuna/
 Flottweg Polska	ul. Annopol 22, 03-236 Warszawa	+48 (22) 732 22 30	www.flottweg.com
 Fructa Napoje Sp. z o.o.	ul. Lotnicza 6, 99-100 Łęczyca	+48 661 992 501	www.fructanapoje.com.pl
 Hortex Sp. z o.o.	ul. Mszczonowska 2, 02-337 Warszawa	+48 (22) 572 10 00	www.hortex.pl
 HPP Services Poland Sp. z o.o. Sp.k.	ul. Nadwiślańska 11/320, 30-527 Kraków	+48 500 432 923	www.hpp-servicespoland.com
 TPH Fructopol Sp. z o.o.	ul. Rakowiecka 36, 02-532 Warszawa	+48 (22) 606 36 75	www.fructopol.com.pl
 Gomar Sp. z o.o.	ul. Przemysłowa 6, 28-400 Pińczów	+48 (41) 357 30 21 do 22	www.gomar.net.pl
 Instytut Biotechnologii Przemysłu Rolno-Spożywczego - Państwowy Instytut Badawczy	ul. Rakowiecka 36, 02-532 Warszawa	(22) 606-36-00	www.ibprs.pl
 Instytut Ekonomiki Rolnictwa i Gospodarki Żywnościowej - Państwowy Instytut Badawczy	ul. Świętokrzyska 20, 00-002 Warszawa	(22) 505-44-44	www.ierigz.waw.pl



	Institut Ogrodnictwa - Państwowy Instytut Badawczy	ul. Konstytucji 3 Maja 3, 96-100 Skierniewice	(46) 833-20-41	www.inhort.pl
	KGH Polska Sp. z o.o.	ul. Chałubińskiego 8, 00-613 Warszawa	+48 506 372 702	www.kghpolska.pl
	Konvin Sp. z o.o.	ul. Leśna 3, 05-600 Grójec	+48 664 24 54	www.sonnlaender.de
	Krajowa Grupa Spożywcza S.A	ul. Kraszewskiego 40, 87-100 Toruń	+48 56 650 11 00	www.polski-cukier.pl
	Look Food Raw Materials Sp. z o.o.	Aleje Jerozolimskie 151/3u, 02-326 Warszawa	+48 883 303 996	www.lfrawmaterials.com
	Maxfrut Sp. z o.o.	Jarogniewice, ul. Ogrodowa 1a 64-020 Czempień	+48 (61) 282 31 63	www.maxfrut.com.pl
	NASZ OWOC Irena Korycka	ul. Leśna 56, 87-811 Szpetal Górny	+48 509 248 999	www.nasz-owoc.pl
	PPHU „Agrotex” Sp. z o.o.	33-314 Łososina Dolna 303	+48 (48) 548 40 48	www.gruenewald- international.com
	Manufaktura Maurera Sp. z o.o.	Zarzecz 1, 33-390 Łącko	+48 (18) 444 64 27	www.maurer.com.pl
	Quadrum Foods Sp. z o.o.	ul. Moniuszki 22a, 31-523 Kraków	+48 (12) 370 34 31	www.qf.com.pl
	Rauch Polska Sp. z o.o.	ul. Gen. Chruściela 13, 37-200 Przeworsk	+48 (16) 649 98 10	www.okok.pl
	Real S.A.	ul. Brzeska 76, 08-102 Siedlce	+48 (25) 787 15 28	www.realsa.pl
	Refresco Sp. z o.o.	ul. Fabryczna 8, 32-650 Kęty	+48 (33) 870 71 00	www.refresco.pl
	Sambor Sp. z o. o.	Samborzec 55, 27-650 Samborzec	+48 (15) 644 50 14	www.sambor.net.pl
	Owoc Łącki Koncentraty Sp. z o.o.	Olszana 270, 33-386 Podegrodzie	+48 (18) 447 03 81	www.owoclacki.pl
	SIG Combibloc Sp. z o.o.	ul. Bekasów 63/65, 02-803 Warszawa	+48 (22) 644 17 02	www.sig.biz
	LLC SOOK S	ul. Kashtanova 125-B, 58000 Chernivtsi, Ukraina	+38 067 350 54 93	www.sook.com.ua
	SVZ Tomaszów Sp. z o. o.	ul. Lwowska 128, 22-600 Tomaszów Lubelski	+48 (84) 664 44 31 - 39	www.svz.com
	Tetra Pak Sp. z o. o.	ul. Osmańska 14, 02-823 Warszawa	+48 (22) 543 40 00	www.tetrapak.com
	Tymbark-MWS Sp. z o.o.	Tymbark 156, 34-650 Wadowice	+48 (18) 332 56 22	www.maspex.com
	Warwin S.A.	ul. K. Pułaskiego 2, 05-660 Warka	+48 (48) 666 15 75	www.warwin.plm
	Wild Flavors Polska Sp. z o.o.	ul. Marcina Flisa 4, 02-247 Warszawa	+48 (22) 578 60 00	www.wild.de
	Wosana S.A.	ul. Batorego 35a, 34-120 Andrychów	+48 (33) 873 41 51	www.wosana.pl
	Viands Sp. z o. o.	ul. Spółdzielcza 3, 05-600 Grójec	+48 (48) 664 59 90	www.viands.pl



# SOURCEX INDIA - India's Global Marketplace for Brands

The Federation of Indian Export Organisations (FIEO), with the support of the Ministry of Commerce, Government of India, proudly announces the launch of the 3rd edition of SOURCEX INDIA – an exclusive Exhibition and Reverse Buyer Seller Meet (RBSM) designed to catapult Indian brands onto the global stage. Scheduled to take place from March 26-28, 2025, at the state-of-the-art Yashobhoomi Convention Centre, Sector 25, Dwarka, New Delhi, this grand event promises to be a game-changer for Indian businesses seeking international exposure.

**S**OURCEX INDIA 2025 is set to host over 200 reputed buyers and procurement heads from more than 45 countries, representing leading retail chains, supermarkets, importers, and potential business partners. With the participation of 2500+ pre-registered B2B visitors, this premier event will serve as a melting pot for global trade opportunities, enabling Indian brands to connect with international markets. The event will feature an impressive array of Indian goods and services ranging from FMCG, textiles, and home decor to IT services, logistics, and education.

## Driving India's Export Vision

Mr. Ashwani Kumar, President, FIEO said that SOURCEX INDIA 2025 represents a critical opportunity for Indian businesses to elevate their brands and create lasting partnerships across the globe. It underscores FIEO's commitment to empowering Indian exporters, especially MSMEs, and supporting them in their journey to establish a strong foothold in international markets.

Dr. Ajay Sahai, Director General & CEO, FIEO said, "SOURCEX INDIA is a testament to India's vision of transforming itself into a global manufacturing and export powerhouse. Through this platform, we aim to showcase the best of India's goods and services while fostering partnerships that drive mutual growth and innovation." The event's



theme, "To Become a Global Brand – Be at SOURCEX INDIA 2025," underscores its mission to empower Indian businesses to establish a lasting presence in international markets.

SOURCEX INDIA 2025 will host over 200 overseas buyers, attract 2500+ pre-registered visitors, and enable Indian brands to engage in more than 2500 one-on-one business meetings. It offers



a unique opportunity to showcase goods and services from sectors such as food and beverages, apparels, health and beauty, toys, e-commerce, entertainment, logistics, and professional services.

The 2nd edition of SOURCEX INDIA, held in January 2024, concluded with resounding success, bringing together 150 Indian companies and 100 international buyers from 30+ countries, resulting in 2500+ business meetings. The event not only showcased India's export prowess but also demonstrated the Government's unwavering support for promoting Indian businesses on the global stage.

Indian exporters, MSMEs, and industry leaders are encouraged to seize this opportunity to elevate their brands globally. SOURCEX INDIA 2025 promises to be a defining moment in India's journey to becoming a global export leader.

Photos: Sourcex India





# 3<sup>rd</sup> Edition SOURCE X INDIA

Promoting Indian Brands Globally

**Exhibition & Reverse Buyer Seller Meet**  
**26-28 March, 2025 | Yashobhoomi, New Delhi**

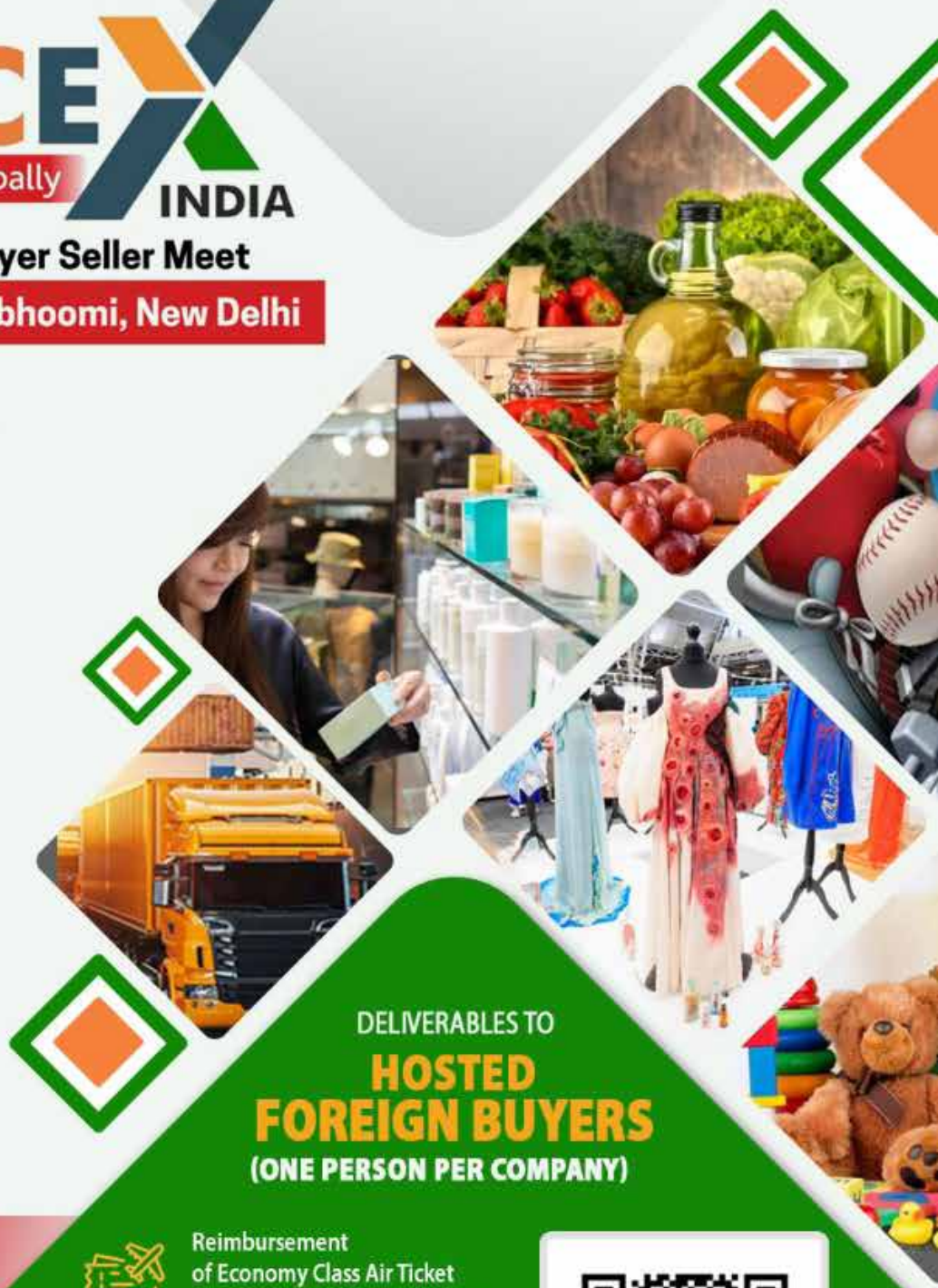
## FOCUSED SECTORS

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- HEALTH & BEAUTY
- FMCG & FMCD
- APPARELS & GARMENTS
- TEXTILES & HOME DECOR
- TOYS & CHILDREN PRODUCTS
- SPORTS & FITNESS
- STATIONARY & OFFICE SUPPLIES

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## Martignani: for a greener world

Martignani, yesterday's pioneer, today's international protagonist for the sustainable use of pesticides, can be introduced as a result of the short story of a long passion, dedicated to the development of a cutting-edge technique for a more efficient, cost-effective and more environmentally sustainable protection of plants, while respecting the health of agricultural workers and agricultural food products consumers, allowing significant savings in operating costs over time.

**T**his story began in 1958 when Claudio Martignani, founder of the Company that bears the same name, presented and began to spread in Romagna, the Italian homeland region of Sangiovese wine, particularly devoted to wine production and fruit growing, the first Low Volume Mist Blowers, resulting from a joint initiative of expert Dutch plant pathologists that dates back to 1946.

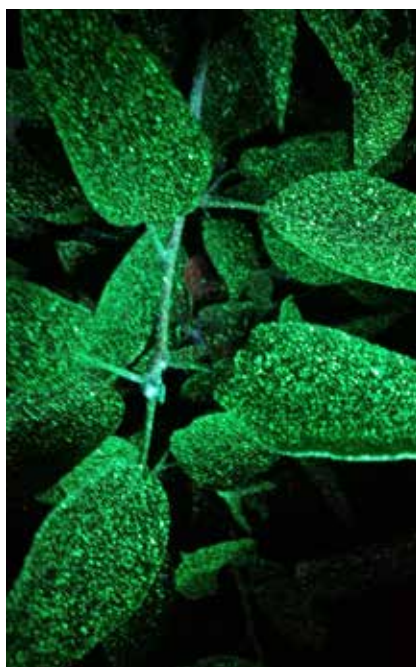
Martignani continues one's way, introducing first in Europe the Electrostatic Spraying System (1981), the only one tested in Italy and abroad with phytotherapeutic results.

Already established in farming practise with thousands of vine and fruit-growers throughout the world, it represents one of the most important contributions towards progress in research into new solutions able to optimize application techniques. Thanks to the electrostatic fields formed between the plants, which are good conductors (sap, mineral salts, moisture, etc.) and the chemical mist sprayed from „Martignani" mist blowers with their special electrostatic charge, droplets saturated with active principle are attracted by the vegetation (branches, leaves, etc.). Numerous tests have shown that it can reduce losses through drifting by 85%, even in windy weather.

### Pneumatic spraying and electrostatic charge: how it works

Martignani electrostatic sprayers can guarantee perfect, homogeneous, and precise coverage in treatments thanks to the pneumatic nebulization and special nozzles that allow for a high concentration.

It should be taken into consideration that while pure and simple pneumatic nebulization with any dispensing volume eliminates any fall on the ground by dripping, it only partially reduces the air drift losses typical of the conventional sprayer. On the other hand, the electrostatic charge imparted to



### To sum up, here are the main benefits of Martignani technology:

- Plant protection products are evenly distributed and adhere perfectly even under the leaves
- Less losses due to drift
- Total use of the pesticide, therefore less product required per hectare
- Total coverage of even the highest part of the trees (where conventional sprayers are unable to reach), since the chemical mist that forms over the plants is attracted by these latter
- Work is done faster (up to 12 km / hour)
- More time saved
- Healthier plants and better-quality products
- A notable reduction in environmental pollution
- The risk of the operator being contaminated by pesticides (both by inhalation and by contact) is reduced by 70%

Photos: Martignani





the microdroplets, which determines the attraction between them and the vegetation, considerably reduces these losses.

In fact, the 12V battery of the tractor is equipped with a device that multiplies the voltage up to 18 000-20 000 Volts, but with a very low amperage. The electric charge obtained from the battery is inductively transmitted to special electrodes inserted in front of the micronization nozzles, according to the parameters of the Coulomb law, and thus to the droplets produced (100 to 150 microns VMD were shown to be much more effective).

While these droplets are approaching the vegetative apparatus (which are excellent conductors), they are charged with the same tension, but of opposite sign, forming the electrostatic field of mutual attraction.

The polarized microdroplets (-), since they are of the same sign repel each other, while they are attracted by the vegetation of opposite sign, thus manage to settle on all the surfaces, even the most hidden (lower parts of the leaves, and internal of the foliage, etc.) in a perfectly uniform manner, without any risk of accumulation of overlapping; this is the secret, combined with the reduced „chemical doses”, to obtain productions without undesirable residues, which all consume less water (80-90%), - 40% chemicals and - 70% dispersion in the soil (Run-off).

Martignani sprayers are suitable for all types of crops and treatments. Our machines are particularly suitable for fruit growing and berries, both in the greenhouse and in the field, including biological/organic ones thanks to the very low operating pressure and the use of simple centrifugal pumps. In fact, the main mission of the company is to find the right balance between crop protection and environmental protection.

# Fleuren

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## The future of fruit labelling recognised at launch

Following the launch of the Sinclair T55 certified compostable label, feedback from the industry has been positive and exciting, generating interest globally and in the launch regions.

**T**he launch is in collaboration with Zespri, who, as first adopters, are transitioning their label program over the next 12 months.

### An opportunity to reduce plastic packaging in the fresh produce industry

Duncan Jones, Senior Marketing Manager, commented: "We are presenting Sinclair – T55 as an environmentally conscious alternative to plastic packaging and conventional plastic labels. The demand for compostable fruit labels is growing and given the variety of shapes and sizes available from 100+ choices, Sinclair T55 fulfils practical consumer and retailer requirements as well as complementing branding and sustainability programs."

### Product stewardship: Why end-of-life performance is key and the focus

With no material bias – paper or film – Sinclair compostable product



development is focused on certified end-of-life performance. 'End-of-life performance' is defined as the process of the label breaking down and biodegrading to become part of usable home or industrial compost within a specific timeframe. This focus means Sinclair-certified compostable fruit labels provide key benefits by aligning with current legislation and meeting global composting standards.

### What's next for compostable fruit labels?

Knowing that there is a certified compostable fruit label – both industrial and home compostable – is just the first step. According to Sinclair, there is an ongoing education and awareness campaign that needs to be supported by all industry stakeholders.

Duncan Jones commented; „We (Sinclair) need to ensure all interested parties are aware that certified compostable labels are on the table. Finished product certified compostable fruit labels offer a practical and sustainable packaging solution to decrease packaging volume and reduce plastic waste. Fruit labels will continue to effectively market fresh produce, enhance branding, distinguish products, promote healthy eating, and fulfil retail produce traceability and point of sale needs."



### Sinclair compostable label:

- Can reduce the use of plastic packaging and plastic waste.
- Become part of usable natural compost with zero negative impact on the environment with no harmful substances affecting plants or animals.
- Can be disposed of in home or industrial compost waste streams requiring no additional process or mechanical action to ensure safe disposal or recycling.
- Will disintegrate and biodegrade as part of the composting process within a specified timeframe.

Photo: Sinclair





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# Stacje pogodowe **WolkyTolky** stworzone specjalnie dla sadowników

Stacje pogodowe stają się coraz częściej standardem dla producentów owoców w Europie. WolkyTolky to firma, która koncentruje się szczególnie na sadownikach. Powstała prawie 3 lata temu, ale zaczęła się rozwijać już 6 lat temu. Firma powstała z inicjatywy Boomkwekerij Fleuren i obecnie działa jako samodzielna firma. Inicjatorzy wywodzą się z branży sadowniczej i meteorologii, więc są doskonale zorientowani w tym obszarze. WolkyTolky to niezawodny produkt, którego cena i jakość są wyjątkowo dobrze dopasowane.

## **Zawsze szukamy rozszerzeń w zakresie czujników i funkcjonalności.**

Doceniamy, gdy sadownicy myślą razem z nami, na przykład rozszerzając aplikację o przydatne rozwiązania.

## **Mamy bezproblemową integrację z Agromanager oraz łączy z RIMpro i Fruitweb do przewidywania parcha.**

Obecnie WolkyTolky działa już w 15 krajach, w tym w Polsce. Większość stacji pogodowych znajduje się w Holandii, Belgii i Niemczech. Plantatorzy owoców chętnie

korzystają z aplikacji WolkyTolky, portalu i wysoko cenionego nocnego czujnika mrozu Night Frost Detector.

Zapraszamy do odwiedzenia naszej strony internetowej [www.wolkytolky.com](http://www.wolkytolky.com).

Aby uzyskać więcej informacji, przejdź do formularza kontaktowego i prześlij nam zapytanie.

### **Zespół WolkyTolky**

- Monika Gajewska
- Luc Verkoelen
- Yannick Smedts







## What does distinguish the HUSAR sprayer?

### ✓ Low power demand

The C-330 tractor is enough. It works well at low engine speeds (eg Ursus 2802 800-1200rpm) and PTO, which consumes a small amount of fuel, and the tractor and the sprayer do not wear much, because they do light work.

### ✓ A unique column

1. Which does not rust, made of resin (just like the tank). It has 2 fans with reversed air draft, and the bottom fan axis is located at the top of the sprayer's tank.
2. We use technical solutions which have been used for many years without failure in various agricultural machines.
3. The frame is made of strong metallurgical steel.
4. Drawbar and axle made of thick quality steel.
5. Steerable drawbar is beared and oiled.
6. A three-chamber resin water tank (polyester-glass plastic).
7. There is a large container for plant protection products that can hold up to several 20 liter cans between the column and the tank.



## Что отличает опрыскиватель HUSAR?

### ✓ Не требует большой силы

Трактора С-330 достаточно. Хорошо работает на низких оборотах двигателя (например, Ursus 2802 800-1200 об / мин) и ВОМ, благодаря чему расходуется небольшое количество топлива, а сам трактор и опрыскиватель не сильно изнашиваются, поскольку выполняют легкую работу.

### ✓ Уникальная колонна

1. Которая не ржавеет, сделана из смолы (также как бак). Имеет 2 вентилятора с обратным потоком воздуха, а нижняя ось вентилятора расположена на уровне верхней части бака.
2. Применены технические решения, которые уже много лет безаварийно функционируют в различных сельскохозяйственных машинах.
3. Рама изготовлена из прочной металлургической стали.
4. Дышло и вал изготовлены из толстой качественной стали.
5. Поворотное дышло посажено на подшипники и смазано.
6. Трехкамерный смоляной резервуар для воды (полиэфирно-стеклянный пластик).
7. Большой контейнер для средств защиты растений, который может вместить до нескольких канистр емкостью 20 литров между колонной и резервуаром. between the column and the tank.



# TSW16

21-23 JANUARY 2026

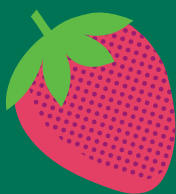
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- 460 Exhibitors
- 17.000 Visitors from Poland and abroad



**tsw.pl**



## The jubilee XV TSW 2025 Fruit and Vegetable Industry Fair is behind us!

**This is a new record!**



**T**he jubilee 15th Fruit and Vegetable Industry Fair turned out to be the largest and most successful event in its history, gathering a record number of exhibitors and visitors. This year's edition was exceptional both in terms of scale and variety of solutions presented. On January 22-23, 2025, Kielce once again became the horticultural capital of Central and Eastern Europe.

### **The record-breaking Fruit and Vegetable Industry Fair TSW 2025 is behind us!**

On January 22-23, 2025, Kielce once again became the horticultural capital of Central and Eastern Europe. The 15th Fruit and Vegetable Industry Fair turned out to be the largest and most successful event in its history, gathering a record number of exhibitors and visitors. This year's edition was exceptional both in terms of scale and the variety of solutions presented.

### **Impressive TSW 2025 numbers:**

- 460 exhibitors including 72 companies from outside Poland, which presented their products on an impressive area of 28,000 m<sup>2</sup>.
- 16,737 participants attended, including 678 from outside Poland, which is a record result in the history of the event.
- 80 lectures and panel discussions were held, divided into 7 thematic conferences.

### **What was breath taking about the TSW 2025?**

TSW featured numerous lectures and panel discussions. Experts from Poland and abroad discussed





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the most important challenges facing modern horticulture, including climate change, rising production costs. Lectures on new technologies and ecological production methods attracted great interest.

This year's edition of the fair was unique in many respects. Participants had the opportunity to learn about the latest technologies and solutions that support the development of horticulture and vegetable farming. The exhibitors presented, among other things, modern horticultural machinery, plant protection systems, fertilizers, chemicals and ecological technologies responding to the challenges of climate change.

### Awards and prizes at TSW 2025

An integral part of TSW is the prestigious Prof. Szczepan A. Pieniążek Award, which is awarded for products and solutions that support the development of horticulture, environmental protection and the welfare of society. This year, for the first time, awards were also presented to orchard farms. The title of Orchard Farmer of the Year 2024 in Poland, which highlights the contribution of Polish fruit growers to the development of the industry, attracted particular attention of the attendees.

### TSW 2025 - more than an industry fair

TSW is not only a presentation of cutting-edge technologies, but above all a place for industry meetings, experiences exchange and establishing valuable business contacts. Thanks to the wide range of exhibitors and participants, TSW 2025 has become a platform for connecting fruit and vegetable producers, distributors, technology suppliers and scientific experts.

### With an eye to the future

The organizers of TSW 2025 are not resting on their laurels and are already inviting to the next edition, which will be held on January 21-22, 2026. The event aims to further support the development of the horticultural industry in Central and Eastern Europe, as well as promote innovative technologies and sustainable solutions.

We would like to thank all exhibitors, participants and partners for participating in the Jubilee 15th edition of TSW and we hope to meet again next year.

**If you have any questions,  
please contact us at: [tsw@tsw.pl](mailto:tsw@tsw.pl)**

## See you at TSW 2026!

# TSW 15

## Exhibitors' premieres



### AGRIMPEX PRO agro-textile cover fabric

an innovative crop cover with Agroflox technology. A polypropylene core ensures weather resistance, while a polyethylene coating provides flexibility. It allows air and water flow, offers UV protection, and adapts to plants.

More at: [www.agrimpex.pl](http://www.agrimpex.pl)

### CARRARO V75

The narrowest 75 HP orchard tractor with an air-conditioned cab (100 cm wide, turning radius <3 m). Deutz AG 2200cc engine, 24+24 transmission, 4WD, 540/1000 RPM PTO, 3 hydraulic pairs. Comfortable cab with radio and LED lights.



More at: [www.amg.info.pl](http://www.amg.info.pl)



### ANTONIO CARRARO TONY 8700V

75.4 HP, 358 Nm torque, Deutz AG 2925 cm<sup>3</sup> engine, CVT transmission (0.01-40 km/h). 100 cm wide cab, pneumatic seat, 4 rear & 5 front hydraulic pairs, 540/750 RPM PTO, TUZ, radio.

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### THALER 2838T

A German articulated loader with a 38 HP Yanmar engine (Stage 5), 1,300 kg lift capacity, and 4.05 m lift height. Heated cab, 3 LED work lights, 60 L/min pump, arm cushioning, and differential lock.

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### Polihalit Complex®

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More at: [www.goudenkorrel.com](http://www.goudenkorrel.com)

### AIR & ELITE coconut substrates

AIR has increased permeability (2-3 seasons), ELITE offers maximum durability (up to 4 seasons). They retain moisture, ensure root aeration, and have a neutral pH (6-7). Perfect for demanding crops.



More at: [www.ceres.pl](http://www.ceres.pl)

### LS Tractor MT7.101

Korean 101 HP tractor with a Fiat engine, Power Shuttle transmission, 3 PTO speeds, 6 hydraulic outlets, air-suspension seat, 4WD. Available in Synchro Shuttle, EHL, and EHL Auto versions.



More at: [www.ls-tractor.pl](http://www.ls-tractor.pl)



### SIEBECK JET T-50

A high-tech tying machine for nurseries and orchards. It enables eco-friendly tying with cotton string, adjustable tension, and high mobility. Up to 42 cycles per minute for increased productivity.

More at: [www.hortipak.pl](http://www.hortipak.pl)



### LIBRA optimizing fruit packaging

This new software manages handheld weighing systems, increasing staff productivity by 30-50%, reducing losses, and improving production planning.

More at: [www.milborpmc.pl](http://www.milborpmc.pl)

### Olimpus Blueberries

a new blueberry variety from Cieplucha Nursery, developed since 2010. Frost-resistant, with large, firm, high-BRIX fruit. Selected from over 300 crossbreeds, field-tested since 2021.



More at: [www.cieplucha.com.pl](http://www.cieplucha.com.pl)

### Bubble Tray®

An innovative paper divider for fruits and vegetables, providing shock absorption and preventing damage during transport and display. A sustainable solution for retailers and suppliers.



More at: [www.prinest.com](http://www.prinest.com)



# SIGEP 2025 News

THE DOLCE WORLD EXPO

## PMR Machines and Latest Innovations

Filling capping and labeling machines for food products.

### Filling and capping monoblock

The new **PMR MFC 22 Monoblock** is the ideal solution for filling liquid, semi-dense, and dense products into plastic and/or glass jars with screw caps or twist-off lids. The system, built in AISI 304 stainless steel and equipped with a conveyor belt and positioning starwheel, is a compact platform on which you can install the dosing system best suited to the characteristics of the product to be packaged. Cap placement is automatic, using a single-format loader/orienter, and can be performed either with a „snap-on” mechanism or Pick&Place, depending on the cap's features. The Control Panel features an easy-to-read touch screen, allowing precise and quick adjustments for various formats.

**Highly competitive quality/price ratio.**

**Production capacity: Over 1,200 pcs/hour, depending on the dosing and container types.**



### Labelling machine for cylindrical jars



The **M3005T PLUS Industrial Labeler** is built with a **closed base** and mirror finish. It's a versatile machine that handles various container and label sizes and consists of: Conveyor belt; ClassicNew series labeling head; Side counter-roller for perfect wrap-around label application; Photocells for managing labels and containers; Touch screen onboard for setting multiple "recipes" to quickly recall parameters for format changes.

**User-friendly, compact design** that can be integrated into an existing line with PMR filling and capping solutions or used as a standalone unit with loading and unloading plates.

**Productivity: Up to 3,000 pcs/hour.**

Photos: SIGEP



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# FarmFresh Packaging

## at the world's leading fresh fruit event

In another edition of Fruit Logística Berlin, Termotécnica will exhibit the packaging line that offers protection and conservation of fresh products in long transit-times.

**A**round 75% of fruits exported by Brazil are destined for countries in the European Union, according to the Export Panel of Brazilian Association of Exporters of Fruit and Derivatives (Abrafrutas). Additionally, the recent opening of the Chinese market to Brazilian grapes has brought a new perspective on Asian market consumption. Keeping an eye on these strategic markets, Termotécnica will participate in Fruit Logística, the world's leading fresh produce event, which takes place from February 5 to 7 in Berlin, Germany.

A leader in EPS packaging solutions - better known as Styrofoam\* - in Latin America, Termotécnica will showcase its FarmFresh line (DaColheita brand for Brazilian market), developed to optimize fruit storage and transport over long distances. "By extending shelf-life, maintaining a stable temperature and being extremely light, our packaging also contributes to sustainability aspects such as reducing losses and waste in the distribution chain and lowering CO2 emissions into the atmosphere, as well as being 100% recyclable", states Termotécnica's Managing Director, Nivaldo Fernandes de Oliveira. In addition to representing Termotécnica at Abrafrutas, the executive is also a member of the Board of IFPA Brasil (International Fresh Produce Association), an entity that integrates the chain of producers and distributors of flowers and fresh products in several countries.



During the three-day event, at the Brazil Pavilion organized by Abrafrutas, visitors will be able to learn about the company's innovative conservers. This packaging helps reduce the loss of vitamins and moisture from fresh produce, extending their shelf life. Fruits and vegetables stored in these solutions lose less water, reach the ideal temperature more quickly and maintain their freshness longer. In addition, the conservers' structure reduces the risk of damage during transport, absorbing impacts and reducing losses in the cargo. Furthermore, EPS is lighter than cardboard, which allows for significant reductions in shipping costs.

According to Termotécnica's Agribusiness Manager, Mirella Oliveira, the event is a valuable opportunity to strengthen relationships with current customers and attract new partners. "We'll demonstrate the benefits of our post-harvest conservation solutions, which maintain the perishable products' freshness and quality throughout the entire distribution chain, from the field to the consumer's table", she emphasizes.

In Fruit Logística, Termotécnica will highlight the differentials of FarmFresh conservers that add value at all stages of the agribusiness chain. From packaging fresh produce to storage, transport and retail display, the solutions stand out for their efficiency, cost-benefit and sustainability.

Since 2007, Termotécnica has been recognized in Brazil and around the world for its contribution towards giving new life to post-consumer EPS packaging. During this period, the company collected and recycled approximately 48 million kilos of EPS from post-consumer packaging - equivalent to an area greater than 10 Maracanã soccer stadiums. Since it began working with fruit exporters, Termotécnica has been part of the Global Packaging Alliance, a global partnership for packaging recycling.

Fruit Logística will bring together 3,300 exhibitors, over 72,000 visitors and will be the stage for the main trends and innovations in marketing fruits and vegetables. For Brazilian exporters, it's an opportunity to diversify their offerings and win over new market niches. It's worth remembering that the European Union (composed of 27 countries) is the largest global fruit importer, with investments of 20.6 billion euros in imports from countries outside the bloc in 2022 alone, according to data from EUROSTAT.

Photos: Termotécnica





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# The Future of Food Packaging Innovation and Sustainability

The Pro Food conference, "Beyond Appearances: The Sustainability of Food Packaging," took place on January 15 during the Marca trade show in Bologna. Organized by Pro Food, the event focused on scientific research into the environmental impact of packaging and the search for sustainable solutions that meet ecological, production, and economic needs.



Dr. Alice Varaldo, who presented the findings, emphasized that the study also considered product shelf life, noting that: "With rPET, food waste is significantly reduced compared to cardboard, which is crucial for long-term sustainability." The agricultural production phase was identified as the most impactful part of the supply chain, highlighting the need for an integrated approach to sustainability.



## Innovation in Packaging

The conference showcased corporate initiatives aimed at improving sustainability in food packaging:

- Matteo Brazzoli (Faerch Italia) introduced PET recycling and reuse, demonstrating its role in reducing environmental impact.
- Fabrizio Bernini (Gruppo Happy) presented the success of X-PS trays, emphasizing "tray-to-tray" recycling to ensure a closed product lifecycle.
- Pietro Spagni (AMP Recycling, ILPA Group) discussed vertical integration and circularity in rPET food packaging.
- Gianpiero Comite (Aristea) highlighted the benefits of rPET cups, proving that sustainability and performance can coexist.
- Marco Omboni (FLO Group) showcased R-PS applications, particularly in vending machine cups and yogurt containers.

A key highlight was the presentation of a study by the University of Turin's DISAFA department, commissioned by Pro Food. The study, "Fresh Fruit and Vegetables and Primary Packaging: A Preliminary Study on Environmental Impact," examined the entire life cycle of packaged fresh produce—strawberries, nectarines, cherry tomatoes, and grapes—using Life Cycle Assessment (LCA) methodology.

It evaluated indicators like Global Warming Potential (GWP), Land Use (LU), and Water Depletion Potential (WDP), showing that rPET (recycled polyethylene terephthalate) performs better environmentally than compact cardboard (CC).



## Challenges and Opportunities

A roundtable discussion with industry leaders explored the challenges and opportunities in sustainable food packaging. Participants included:

- Nazario Battelli, Board Member of Ortofrutta Italia
- Andrea Campelli, External Relations Manager at CoRePla
- Claudio Mazzini, Head of Fresh Products at Coop Italia
- Maria Cristina Poggesi, Director of IPPR (Second Life Plastic)



Moderated by **Manuela Soressi**, the discussion focused on the need for science-based solutions and collaboration across the supply chain.

**Nazario Battelli criticized the European Packaging and Packaging Waste Regulation (PPWR):** "The fresh fruit and vegetable sector, despite its low environmental impact, has been unfairly penalized. We use just 1.5% of plastic food packaging, yet face restrictions that fail to account for our industry's specific needs. Proper packaging protects products, ensuring quality, sustainability, and reducing food waste."

**Claudio Mazzini emphasized the need for balance between sustainability and practicality:** "We don't sell packaging; we sell high-quality food that needs protection. Packaged products remain popular, especially post-Covid, due to hygiene and convenience. Saying everything should be unpackaged is like banning online shopping because delivery vans pollute. The solution is not elimination but innovation—zero-emission vehicles, not no vehicles."

**Andrea Campelli stressed the importance of scientific evaluation:** "Packaging decisions must be based on scientific criteria, considering the full lifecycle of materials. Demonizing plastic without proper analysis is a mistake. Italy has one of the best recycling systems in Europe, yet our achievements are often overlooked. We need policies that support best practices and promote long-term solutions."

**Maria Cristina Poggesi highlighted Italy's leadership in plastic recycling:** "Italy leads Europe in plastic recycling, with an average of 66% recycled material in new products. Yet, public perception often ignores these achievements. There's no perfect material—only the most suitable one for each product. Collaboration and science-driven decisions are essential to improving sustainability without compromising functionality."

### A Call for Action

The event closed with a unanimous call for cooperation and commitment to building a more sustainable future for food packaging. Experts emphasized that innovation, science, and pragmatism must go hand in hand to ensure food safety, sustainability, and efficiency.

Photos: Pro Food conference

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## World's Fifth Largest Banana Exporter

### Bets on New Port, Shared-Value-Strategy and Sustainability

Uniban, Colombia's leading exporter of fresh bananas, plantains, exotic fruits, and other agricultural products, is showcasing its forward-looking projects at Fruit Logistica in Berlin. The spotlight is on the upcoming opening of the state-of-the-art Puerto Antioquia, a port that will revolutionize Colombia's export infrastructure. At the same time, the company underscores its social and environmental commitment, aiming to sustainably improve the quality of life in its growing regions.



**U**niban has ensured that more than 11,000 agricultural workers in Urabá and Magdalena, Colombia—the country's primary banana-producing regions—receive wages that are 73% higher than the legal minimum in Colombia, along with access to housing, healthcare, and education for themselves and their families," stated Manuel Laborde, CEO of Uniban.

The company oversees the production of 182 banana farms across Colombia, spanning a total of 17,653.16 hectares of cultivated land

in two of the country's leading banana-producing regions: Urabá and Santa Marta (Magdalena). In Urabá, located in northwestern Colombia, Uniban manages 146 farms covering 15,656.1 hectares. Meanwhile, in Santa Marta (Magdalena), a key banana-producing region in northern Colombia, there are nearly 250 farms, of which 215 are associated with 5 cooperatives, covering 1,997.06 hectares.

These cooperatives play a crucial role in supporting small banana producers, helping them pool resources, share knowledge, and access international markets more efficiently.

„These farms implement advanced and innovative agricultural practices to ensure the highest quality products, marketed under Uniban's premium banana brands, Turbana and Tropy, both recognized for their excellence and Colombian origin. Additionally, Uniban collaborates closely with approximately 2,500 small plantain producers, supporting them in product diversification through its Turbana Foods brand,

which specializes in value-added products, strengthening its supply chain, and promoting sustainable development," highlighted Laborde.

#### Puerto Antioquia: A Strategic Boost to Uniban's Logistical Competitiveness

The upcoming Puerto Antioquia, set to open in 2025, marks a milestone for Colombian exports, particularly to Europe and the United States. Located in Turbo, in the Urabá region of Colombia, this multi-purpose port will feature state-of-the-art cargo handling facilities and refrigerated storage, ensuring product quality and freshness during transit.

„For Uniban, this logistical advantage will not only improve our product competitiveness in international markets but also contribute to sustainability by reducing the carbon footprint associated with transportation. The impact of optimized routes goes beyond shorter transit times, as it plays a key role in our ongoing



Photos: Uniban



efforts to minimize environmental impact and enhance efficiency," explained Laborde.

### **Sustainability, Shared Value, and Community Development: Uniban Foundation's Commitment**

„Uniban's shared value strategy, developed in collaboration with the United Nations Global Compact—a UN initiative that promotes corporate sustainability and responsible business practices worldwide—and the Porter Development Initiative, has strengthened ethical supply chains, fostered educational programs, and supported environmental conservation projects. These initiatives not only enhance the company's global competitiveness but also provide tangible benefits to local communities. Through its foundation, Uniban promotes regional sustainable development, solidifying its leadership in agribusiness by partnering with small producers, cooperatives, and strategic allies," stated Manuel Laborde, CEO of Uniban.

Furthermore, Uniban actively contributes to peace-building efforts and community infrastructure development, fostering stability and improved living conditions in the regions where it operates. Through strategic partnerships, Uniban has supported the development of more than 250 community infrastructure projects, including schools, healthcare centers, and public spaces, directly benefiting thousands of residents.

Aligned with the United Nations Sustainable Development Goals (SDGs), the Uniban Foundation has positively impacted over 107,000 people through initiatives in economic development, infrastructure, environmental protection, education, sports, arts, and culture.

„Key achievements include a 7.28% increase in small producer



productivity, benefiting 1,095 farmers who have improved their infrastructure, received technical support, and accessed co-investment opportunities for more sustainable production. They have also obtained financing through the Foundation's Credit Unit, further enhancing their productive capacities," added Laborde.

Uniban has been awarded the EcoVadis Bronze Medal, a globally recognized sustainability rating. The EcoVadis evaluation places Uniban in the top 35% of companies assessed worldwide, with a 68% percentile ranking, demonstrating that its sustainability performance surpasses 68% of all evaluated companies. This recognition reinforces Uniban's commitment to ethical labor practices, environmental responsibility, and sustainable sourcing.

### **Uniban is also focused on wildlife conservation**

„As part of this commitment, we actively contribute to the protection of the cotton-top tamarin (*Saguinus oedipus*), an endemic species from this region of Colombia that is currently endangered, by supporting habitat conservation and monitoring programs," concluded Manuel Laborde, CEO of Uniban.

Additionally, the foundation has developed the first certified native forest seed orchard in Antioquia, a department in northwestern Colombia, with environmental certification from Colombian authorities. This initiative further reaffirms Uniban's commitment to environmental sustainability, ensuring the preservation of native species and ecosystems.

#### **In the environmental sphere, the Uniban Foundation has achieved significant milestones, including:**

- Planting more than 50,000 trees
- Restoring 117 hectares of forest
- Creating 3,200 meters of biological corridors
- Establishing four elevated wildlife crossings to facilitate species monitoring.





# 310,000 Visitors Grüne Woche 2025 Exceeds Expectations

Grüne Woche 2025 attracted 310,000 visitors, marking a 13% increase from 2024. Messe Berlin hosted high-ranking guests, including six federal ministers and new EU Commissioner Christophe Hansen. The event focused on agriculture, food, and horticulture, addressing topics such as global food security, sustainable agriculture, and innovative technologies. With 800 food stands, interactive activities, and entertainment, the fair offered a vibrant experience in its 99th year.

**G**rüne Woche drew visitors nationwide, with over 1,000 coaches bringing guests to Berlin. Per capita spending exceeded 160 euros, benefiting local businesses, including hotels, restaurants, and retail. Over 1,800 media representatives from 26 countries covered the event, and influencers shared their experiences live.

## Platform for Dialogue and Solutions

The fair facilitated discussions on key industry topics, including

biofuels, sustainable agriculture, and food sovereignty. Foot-and-mouth disease was a major focus, with farmers, scientists, and policymakers developing prevention strategies. Federal Minister Cem Özdemir highlighted the event's role in fostering constructive dialogue and cooperation between politics and agriculture. The Federal Government had a strong presence, with six ministers attending, alongside party leaders and candidates preparing for upcoming elections.

## Global Forum for Food and Agriculture (GFFA)

The fair's international aspect was underscored by the 17th Global Forum for Food and Agriculture (GFFA), where 2,000 experts discussed the future of global agriculture under the theme "Shaping a Sustainable Bioeconomy." The highlight was the Berlin Agriculture Ministers' Conference, with representatives from 63 countries reaffirming commitments to the Paris Climate Agreement and biodiversity protection.

## Industry and Retail Presence

The event remained a key gathering for food and agriculture industry leaders. Joachim Rukwied of the German Farmers' Association praised its role in policy discussions and showcasing innovations. Major retailers like Schwarz Group, Rewe, and Edeka participated, while Christoph Minhoff of the BVE emphasized consumers' demand for variety and freedom in food choices.

## Start-ups and Sustainable Concepts

Grüne Woche 2025 was a platform for innovation, particularly



Many culinary highlights from all over the world were presented, such as black garlic from Carinthia.

Photos: Grüne Woche





The theme of this year's Blumenhalle was "Blütenkiez Berlin".

for start-ups testing new products. The Startup Days highlighted sustainability, with Hamburg-based ValueGrain winning for repurposing brewing byproducts into liquid flour. The Regional Star Awards honored outstanding regional food trade initiatives, recognizing companies for innovation, cooperation, and sustainable marketing.

### Positive Feedback from Exhibitors and Visitors

A visitor survey showed over 90% satisfaction, with strong appreciation for the variety of products and special exhibitions. Popular attractions included the flower hall, street food area, and remodeled animal hall, adapted due to the foot-and-mouth outbreak. Exhibitor feedback was similarly positive, with

90% planning to return in 2026, citing brand visibility and consumer engagement as key benefits.

### Sustainability and Food Trends

Sustainability took center stage at Grüne Woche 2025. The "grüner-leben" exhibition featured resource-saving solutions, recycling initiatives, and interactive upcycling workshops. Culinary trends highlighted zero-waste ideas, alternative proteins like insects and algae, and allergen-free products in the new "FREE FROM" area.

### Looking Ahead: 100 Years of Grüne Woche

The 90th edition of Grüne Woche will take place from January 16–25, 2026, marking its 100th anniversary. Organized by Messe Berlin GmbH, with support from the German Farmers' Association (DBV) and the Federation of German Food and Drink Industries (BVE), it promises to be a **milestone event** in agricultural and food industry history.



A diverse program was offered to young and old at Grüne Woche.



# Fruit and vegetable market in Poland

## State and Prospects

**A**s a result of the decline in the harvest, production of processed fruit in Poland in the 2023/24 season decreased by 14% and 1.01 million tons compared to the previous season. The decisive factor was the decline from 410 to 290 thousand tons in the production of concentrated apple juice (including juice mixed with imported juice concentrate). Frozen fruit production decreased by about 11% to 350 thousand tons. Production of processed vegetables remained at about 1.3 million tons. Frozen vegetable production increased from 570 to 575 thousand tons. Total production of unconcentrated juices, nectars and beverages fell from 2.26 to 2.15 million tons. The key factor was the reduction in orange and apple juice production.

It is estimated that in the 2023/24 season, export receipts from fruits and their products were 4% lower than in the previous season, amounting to about EUR 2.7 million. The decisive factors were a decrease of 11.5% to EUR 825 million in the value of foreign sales of fruit juices and a decrease of 18.7% to EUR 554 million

In 2023, fruit harvest in Poland was 8.2% smaller than the previous year, at 4.92 million tons, according to Statistics Poland. Apple production fell 8.7% to 3.89 million tons. Among other fruits, harvests of black currants (down by 10.4%), cherries (down by 10.2%), raspberries (down by 8.4%) and cherries (down by 8.2%) declined the most. Production of ground vegetables decreased by 3.7% to 3.83 million tons, and the harvest of vegetables grown under cover was 8.6% lower at 1.33 million tons. Of the ground vegetables, the production of parsley (down by 10.1%), carrots (down by 6.8%), cucumbers (down by 9.3%) and the total production of pumpkins, squash and zucchini (down by 7.5%) declined the most. The production of beets and sweet corn was higher. The area under corn cultivation in Poland shows a systematic upward trend. In 2023, the EU's total fruit harvest declined by 0.8 million tons to 38.9 million tons, while vegetable production increased by 0.3 million tons to 59.1 million tons.





in frozen fruit  
export receipts.

In the juice group, export receipts from unconcentrated apple juice declined, while the value of foreign sales of apple juice concentrate increased as a result of record high export prices. The decrease in export receipts for frozen foods was determined by a reduction in average export prices for these products. The increase in export prices and volumes led to an increase in proceeds from foreign sales of apples, as well as fruit purees and preserves. The value of exports of raspberries, plums, pears, as well as re-exports of southern fruits was lower. The value of foreign sales of vegetables and their preserves increased by 1.3% to EUR 1.43 billion. The decisive factor was the increase in prices for most products of this commodity group. Only export receipts decreased: onions, cabbage, frozen vegetables and dried vegetables and tomato concentrate. The value of exports of mushrooms and mushroom preserves increased by 4.6% to a record level of EUR 679 million. The total value of foreign sales of fruits, vegetables and their preparations (including mushrooms and their preparations) decreased from EUR 4.86 to EUR 4.81 billion.

The value of imports of fruits and their products is estimated at €3.26 billion in the 2023/24 season, compared to EUR 3.19 billion in the previous season. The increase in the value of imports was mainly due to an increase in import prices for most products. Only the value of imports of bananas, lemons and frozen fruits fell because of lower import prices. The share of southern fruits and their preparations was 82% compared to 80% in the 2022/23 season. The value of imports of vegetables and their preserves increased from EUR 1.72 to EUR 1.82 billion. The value of imports of tomatoes and their preserves increased the most. Following the decline in import prices, only the value of onion imports decreased significantly. The total value of imports of fruits, vegetables and their preserves (including mushrooms and their preserves) amounted to EUR 5.09 billion against EUR 4.91 billion in 2022/23. The negative balance of trade of this entire commodity group deepened from EUR 38.1 to 275 million. The positive balance of trade in fruits and their preserves with EU countries decreased from EUR 405.8 to EUR 197.9 million, and the negative balance of trade in vegetables and their

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preserves deepened from EUR 336.3 to EUR 375.5 million.

In 2023, prices of plums going to the fresh produce market increased compared to the previous year, while prices of dessert cherries and strawberries decreased. In purchase for processing, the purchase prices of cherries, plums, gooseberries and chokeberries increased, while the purchase prices of strawberries, black currants and raspberries decreased in view of the very high 2022 prices. Black currant prices were also lower. In the 2023/24 season, farmgate prices for dessert apples were 82% higher than in the previous season, and for apples destined for processing 60% higher, and reached record levels of PLN 2.40 and PLN 0.80/kg, respectively. In the 2023/24 season, purchase prices of almost all ground vegetables were higher than in the previous season. Only the purchase prices of red peppers and green beans, directed to the fresh produce market, and onions placed at processing plants were slightly lower.

In 2023, farmgate prices for tomatoes grown under cover increased by 12.8% compared to the previous year, while prices for cucumbers under cover fell by 2.4%. In May-July, tomato and cucumber prices were about 17.0 and 7.0% lower, respectively, than in the same period in 2023.

In 2023, the average retail prices of fruits and their preserves increased by 11.0% compared to the previous year, and vegetables and their preserves by 18.9% with the prices of food and non-alcoholic beverages increasing by 15.1%, and consumer goods and services by 11.4%. In January-May 2024, retail prices of fruits and their preserves as well as vegetables and their preserves fell by 2.1 and 4.8%, respectively, compared with the same period last year. Prices of food and non-alcoholic beverages increased by 2.2% and consumer goods and services by 2.7% during the period. In 2023, consumption of fruits and their preserves was 3.6 higher than in the previous year, at 44.52 kg per person per year. Consumption of vegetables and their preparations decreased by 5.7% and amounted to 53.26 kg per person. Among fruits and their preparations, only the consumption of apples, citrus fruits, dried fruits and fruit juices declined. The decline in consumption affected almost all vegetables and their preparations.

In 2024, production of most fruit species will be lower than in the previous year. The decline in yields is mainly due to spring frosts and rainfall deficiencies during the rest of the growing season. Rainfall shortages also have an adverse effect on the vegetation of ground vegetables. The final size of the ground vegetable harvest will depend on weather conditions in summer and fall. In the 2024/25 season, there will be less production of processed fruit and, consequently, exports of these products. Exports of most fruits and fresh vegetables will not increase. Purchase prices for most horticultural products will be higher than in 2023.

Source: IERiGŻ PIB



1/2025

# POLAND FOOD FOCUS

BUSINESS REVIEW



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15<sup>TH</sup> ANNIVERSARY

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Poland FOOD Focus is an inventive source of information and an integral part of Poland Fruits, actively pursuing the food business' expectations.

It is a place for starting and intensifying dialogue and cooperation between producers, suppliers and salespeople. Our goal is to support the food sector in their search for new markets, to provide information regarding innovative solutions, new technologies, and products craved by consumers all around the world.

Poland FOOD Focus is an excellent space for exchanging relationships in the food industry.

We encourage you to read the detailed information about this innovative project and visit us at [www.polandfruits.com](http://www.polandfruits.com)

Anna Dąbrowska

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# THE XI EDITION OF WORLDFOOD POLAND 2025

THE INTERNATIONAL FOOD INDUSTRY TRADE FAIR  
RETURNS IN A NEW FORMAT. JOIN TODAY!

The 11th edition of the International Food& Drink, Food Processing and Packaging Trade Fair for the Food Industry, WorldFood Poland, is fast approaching. From April 8 to 10, 2025, the EXPO XXI halls at Prądzyńskiego Street 12/14 in Warsaw will transform into the hub of events for the food and... gastronomy sectors! This year, WorldFood Poland has joined forces with Gastrotargi SMAKKi to offer an even more comprehensive experience for all participants.

**T**hat's not all the news! The 11th edition of WorldFood Poland 2025 will feature two new sectors: Pet Food & Supplements and Private Label. The event will also include competitions, culinary shows, discussion panels, and conferences. Don't wait any longer – inquire about a booth for the April event today.

## **A New Era of WorldFood Poland Together with the Gastrotargi SMAKKi**

In 2025, WorldFood Poland and Gastrotargi SMAKKi will join forces to create a unique event that better meets the needs of the food industry and HoReCa sector. This collaboration opens new opportunities not only for visitors but also for exhibitors, providing them with the chance to showcase their services and products to a broader audience. It also means access to new markets and possibilities. That's why it's worth considering the growth of your business and inquiring about a booth at the April fair today.

## **SMAKKi Coffee Festival and Culinary SMAKKi Premium**

As every year, WorldFood Poland will feature competitions that, thanks to its merger with SMAKKi, will be enriched with culinary challenges. Alongside the traditional WorldFood Poland Gold Medal Competition, attendees can participate in the SMAKKi Coffee Festival. This unique event for the coffee industry combines Polish barista championships, such as Latte Art, and the Cup of Poland – competition for the best roasted coffees in Poland,



with presentations of innovations and opportunities for business networking.

Gastrotargi SMAKKi also hosts culinary events, including the Golden Artichoke, which promotes vegan cuisine, the StreetFood Masters competition for street food enthusiasts, live cooking shows and meetings with producers of the highest-quality products. It's a place for inspiration, experience sharing and celebrating the culinary arts at the highest level.

## **Two New Sectors at WorldFood Poland 2025**

That's not the end of the news. This year's edition of the fair will expand its offerings with two additional sectors – Pet Food & Supplements and Private Label.

The Pet Food & Supplements sector will focus on food and dietary supplements for animals. Visitors will be able to explore offerings from manufacturers of both veterinary and non-veterinary products in various forms, including dry, semi-moist, wet, moist, frozen, and freeze-dried food.

Private Label is a sector dedicated to private brands, which are gaining increasing popularity each year. According to the "Behaviour Change" report by Consumer Panel Services GfK, the value of the private label market in Poland increased by 19% year-over-year, reaching over 50 billion PLN in 2023. Private label products have been a part of WorldFood Poland for many years, but this year they will be given extra prominence, making it easier for buyers to locate them among other offerings.





## 11<sup>th</sup> International Food & Drink Exhibition

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 [www.worldfood.pl](http://www.worldfood.pl)

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# THE EU CERTIFICATION MARK F-FOOD

## FOR FOOD WITH PARTICULAR BENEFICIAL NUTRITIONAL PROPERTIES

According to the latest consumer trends research performed by the Innova Market Insights, nearly 58% of consumers worldwide prioritize quality in ingredients and products when making food and beverage purchases.

Moreover, nearly 60% of consumers are proactive about their health seeking functional food and beverage products tailored to their life stage, lifestyle, and health needs. As the demand for added value becomes the new norm, brands must elevate quality beyond just ingredients to thrive in coming years. Such high requirements on ingredients and health issues can be attributed to functional food. Such food is known worldwide, especially in Japan. By definition, functional food is a food that offers health benefits beyond its regular nutritional value. It could be conventional, such as dairy products, fruits, vegetables, nuts, seeds, oils and grains which contain natural nutrient-rich ingredients. It could be as well modified by fortification using additional compounds: vitamins, minerals, fibres, antioxidants or probiotic microorganisms.

EU food law doesn't consider functional foods, but allows only to distinguish products with particular beneficial nutritional value promoted by the nutrition or health claims. According to the CLYMBOL, it is estimated that a quarter of all foods available on the EU market contain such claims, and in addition, at least 18% of new products entering the EU food and beverage market contain nutrition or health claims. Unfortunately, Polish companies quite rarely use claims. This results in measurable marketing losses.



It is obvious that consumers value products with a health/nutrition symbol higher than products without, hence the provision of the health/nutrition claims constitutes additional value to the consumers for the majority of the products.

In Japan, the Food for Specified Health Uses (FOSHU) is certified and specially marked with the FOSHU logo. So far, in EU no similar system has emerged to comprehensively certify such products, although nutrition and health claims are commonly used as part of food labelling policy. Nevertheless, recently, in line with key market trends, an EU certification mark F-Food for products with particular beneficial nutritional value, was developed.

A key access criterion for food is to have at least one nutritional claim on vitamins, minerals, polyunsaturated fatty acids, dietary fiber or protein.

According to the European Parliament's resolution, an unbeneficial nutrient profile has also been introduced, which defines maximum contents (sometimes simple zero) for sugar, salt, fats, as well as a range of food additives, colorants and flavouring agents. In addition, highly processed products obtained by advanced technological processes cannot access the mark.

The F-Food Mark is registered with the European Union Intellectual Property Office (EUIPO) under No. 018969279. Foods that are certified with the F-Food mark will be allowed to use the F-Food logo on a label. Additionally, for each product a digital label is introduced to the F-Food data base, e.g. <https://katalog.f-food.pl/67>. To promote F-food products, an associated Dietetics and Functional Food Fair is organised in Lodz, March 28-30, 2025, [www.goodfoodexpo.pl](http://www.goodfoodexpo.pl).

Polish producers of high quality food, in order to increase their competitiveness on the food market as well as to increase their export potential, should display all possible nutrition claims on labels and guarantee special quality throughout the F-Food mark.

Andrzej Siemaszko, Research  
Center for Functional Foods





**ColdChain**  
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# 8TH INTERNATIONAL MOROCCO SIEMA & FOODEXPO

THE NORTH AFRICA'S LARGEST FOOD INDUSTRY EXHIBITION

The 8th edition of the Morocco Siema FoodExpo International Food, Beverages, Food Processing, Packaging, and Machinery Fair, organized by Elan Expo, will be held in OFEC, Casablanca, Morocco, between 9-11 September 2025.

Morocco is one of the most profitable markets for the food, processing, packaging, and machinery industry in the African region with its perfect location, annual growth rate, and dependency on the international food market. Morocco is located in Northern Africa, in close proximity to Europe, less than 15 kilometers away from Spain. With a population of around 38 million, Morocco is the 6th largest economy among the 14 Middle East and North Africa countries. It had a GDP of approximately 150 billion dollars in 2024.

Morocco is famous for producing wheat, sugar beet, oranges, potatoes, tomatoes, olives, olive oil, fish, and many other products, but it is strongly dependent on the foreign machinery industry to extend a variety of product lines and modernize its packaging technology. Being a multilingual country, having a stable political structure, tax-free agreements with many countries, and a dependency on the international market have made Morocco a focal point in recent years.

## THE UNIQUE FOOD, PROCESSING, PACKAGING & MACHINERY EXHIBITION OF NORTH AFRICA IS ON THE STAGE AGAIN

The General Manager of ELAN EXPO, Mr. Suer AY, explained their success in Morocco:

"SIEMA EXPO is one of our Food, Processing, Packaging, and Machinery exhibitions in the international market. We are growing annually in the Moroccan market and enlarging our international exhibitor



scope based on previous years in Morocco. The 7th edition of the Morocco SIEMA Expo 2024 was very crowded and widely preferred by visitors and participants. The event featured a wide-ranging product line, including the Food and Food Processing Industry, Agricultural Machinery and Equipment, Packaging Technology, and Agricultural Transport and Logistics. We received a lot of positive feedback from our exhibitors."

## MARKET LEADER COMPANIES CHOSE THE 6th MOROCCO SIEMA FOOD EXPO TO SHOWCASE THEIR PRODUCTS

The biggest food technologies trade show in the North African region, the 6th Morocco SIEMA & Food Expo, hosted 235 exhibitors with 15,600+ professional visitors from 28 countries, each bringing new values and products to the event. Participants came from:

Belgium, Canada, China, the Czech Republic, Egypt, France, Germany, Hungary, India, Iran, Italy, Japan, Jordan, Kuwait, Malaysia, Mali, Morocco, the Netherlands, Oman, Pakistan, Portugal, Russia, Saudi Arabia, Spain, Tunisia, Turkey, Ukraine, the United Arab Emirates, and Vietnam.

Companies showcased their products under the scope of food, food processing, and packaging machinery, ranging from confectionery machinery and fruits and vegetable processing machinery to packaging, refrigerating, and industrial kitchen equipment. 91 hosted buyers attended the show, and 8 conferences and networking events were organized.

Morocco SIEMA & Food Expo, organized by Elan Expo, is a unique regional event, presenting recent trends in food, beverages, food processing, packaging, and machinery to local producers in the food and beverage industry.

The 8th Morocco SIEMA FOOD EXPO 2025 – International Food, Food Processing, Packaging, and Machinery Exhibition – will provide unmissable business opportunities with a large-scale international market.

Photos: SIEMA





# 8th INTERNATIONAL FOOD PROCESSING, PACKAGING & MACHINERY EXPO



**235**  
Exhibitors



**+15,600**  
Visitors



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Netherlands, Germany, Czech Republic,  
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**09-11**  
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2025

IS PRESENTING THE INNOVATIONS  
OF THE SWEETS AND SNACKS INDUSTRY

The leading global trade fair for sweets and snacks – ISM – is inviting the international industry to discover the most exciting trends and innovations from 2 to 5 February. From sustainable treats, to healthy alternatives, through to spectacular taste combinations - the sweets trade fair is demonstrating what the creative and dynamic industry has to offer. With almost 200 entries the new products database is presenting the most innovative products of the participating companies.



Sustainability remains to be a key theme and characterises the innovations of the sweets and snacks industry - and not only regarding the packaging.

The demand for environmentally-friendly, plant-based and locally sourced ingredients grows constantly, because more and more consumers want to reduce their CO2 footprint. At the same time, sustainable production processes and transparency are becoming increasingly more important: The consumers are

asking more and more often where and how their snacks are manufactured – and acknowledge brands that provide clear answers. At ISM 2025 the manufacturers are demonstrating how they are setting sustainable accents through resource-saving cultivation methods, fair trade practices and the use of alternative raw materials.

Vegan chocolate alternatives are also in demand, for example like those based on fermented oats, soy beans or carob beans. Furthermore, upcycling also continues

to gain significance: Manufacturers are increasingly using by-products that not much attention was paid to hitherto, transforming them into tasty, nutritious ingredients. This not only contributes towards the reduction of waste, but also supports a more efficient usage of existing resources. Using the entire cocoa fruit in one single product instead of just the beans is a further example of upcycling and at the same time a sustainable innovation. In this way, the industry is not only focusing on the excellent taste, but is increasingly also taking on more responsibility towards the environment.

**Healthy snacking: Less sugar, fat and salt  
– more enjoyment**

Even if conventional products like chocolate and crisps provide enjoyable moments and short breaks, the manufacturers are reacting to the growing demand for healthier alternatives. That is why products that convince with reduced sugar, salt and fat contents, but which nevertheless offer maximum taste, are convincing in 2025. For example, the new product database contains sugar-free biscuits, low-calorie wafer-thin snacks and products made from the konjac root.







#### Functional snacks: More than just a snack

The boundaries between food and the promotion of health are increasingly becoming blurred. Probiotic sweets, bars, biscuits and even popcorn that are rich in protein as well as products like lollies with vitamin D3 and bee pollen in chocolate, which are considered to be a source of vitamins and minerals.

#### Snacks on the go: Nibbles en route

Practical, delicious and always ready to hand - to-go snacks remain to be one of the main trends of ISM 2025. Portionable energy balls, resealable nut mixtures, bars or espresso bites offer a fast source of energy for active consumers.

#### Aromas and textures: A play of the senses

ISM 2025 is demonstrating that the enjoyment of sweets and snacks is far more than simply a taste experience – it is becoming a true sensory adventure. The combination between creamy and crunchy textures offers exciting moments of snacking enjoyment, such as for instance pretzels coated in chocolate or innovative balls that are filled with tempting mulled wine. The exhibitors of ISM also perfectly master the play with unexpected taste combinations and intense sourness. Intensively sour fruit gum products made from potato starch that open up new taste horizons, are particularly worth highlighting. Freeze-dried products like fruits, which impress with their intense aromas and crunchy textures, are also gaining significance. A particularly fascinating trend is "swicy" – the exciting fusion between sweet and spicy that provides extraordinary taste experiences.

ISM 2025 is proving that the world of sweets and snacks is more diversified and more exciting than ever.

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	<b>Fermy Drobiu Bakowski</b> Ware farm of poultry production: turkeys. +48 (52) 353 75 76 biuro@wpik-bakowski.pl
	<b>Fundacja Hodowców Polskiej Białej Gęsi</b> The White Kłodzka's Goose, geese products and ecological farm breeding promotion: geese. www.polskabialages.pl
	<b>Gospodarstwo Rolne Sylwester Gajewski</b> Ware farm of comestible eggs production: hens. +48 (43) 829 26 21 gajewski@ajazewski.pl
	<b>GRELAVI S.A.</b> Poultry reproduction farm/hatch works: turkeys. tel. +48 (89) 534 68 68 grelavi@grelavi.pl www.grelavi.pl
	<b>Hatching Eggs Farms Sp. z o.o.</b> Poultry reproduction farm: chickens/hens. +48 (68) 347 18 20 hamaplus@hamaplus.pl www.hamaplus.pl
	<b>HUBBARD Polska Sp. z o.o.</b> Poultry breeding farm/hatch works: chickens/hens. +48 (71) 312 62 30 s.talar@hubbard-polska.pl www.hubbard-polska.pl
	<b>PHPU „IMEX” MAREK-SALA Sp. z o.o.</b> Slaughter/poultry processing: chickens/hens. +48 (14) 684 58 60 imexbrzesko@wp.pl www.imex.com.pl
	<b>INDYK MAZURY P.P.H. „Indyk Mazury” Sp. z o.o.</b> Slaughter: turkeys. +48 (89) 646 36 62 ostroda@indyk-mazury.pl www.indyk-mazury.pl
	<b>INDYK ŚLĄSK Sp. z o.o.</b> Slaughter: turkeys. +48 (32) 375 09 32 sekretariat@indyk-slask.pl www.indyk-slask.pl
	<b>IZ PIB Zakład Doświadczalny Kołuda Wielka</b> Sale of Biała Kłodzka geese for breeding and feeding. Young slaughter geese. White feathers and fluff. www.gesi-kołuda.pl
	<b>KONSPOL BIS PPHU Konspol-Bis Sp. z o.o.</b> Slaughter: chickens. +48 (63) 274 21 02 konspolbis@konspolbis.pl www.konspol.com.pl
	<b>ZAKŁADY DROBIARSKIE „KOZIEGŁOWY” Sp. z o.o.</b> Slaughter/processing/ware farm of poultry production: chickens/hens, turkeys. +48 (61) 811 16 42 sekretariat@zd-kozieglowy.pl www.zd-kozieglowy.pl
	<b>FARMER Sp. z o.o.</b> Regional Union of Poultry Farmers: chickens/hens, ducks, geese, turkeys. www.farmer-ilawa.pl
	<b>FRESH FROZEN FOOD PARK Sp. z o.o. Zakład Chłodnia Marlex</b> Cold store/poultry packing: chicken/hens, geese, turkeys. +48 (54) 233 43 00 sekretariat@chlodniamarlex.pl www.chlodniamarlex.pl
	<b>Gospodarstwo Rolne Ebieta Swaryczewska</b> Poultry breeding farm: chickens/hens. +48 605 639 289 elzbietaSwaryczewska@gmail.com
	<b>Gospodarstwo Specjalistyczne Ferma Drobiu Maciej i Urszula Rosner</b> Ware farm of comestible eggs production: turkeys. www.ekofarm.pl
	<b>H&amp;P Sp. z o.o. Wylęg i Hodowla Drobiu Sp. k.</b> Lay and meat reproduction farm/hatch works: broiler chicks, lay eggs hens. Lay eggs hens feed farm (ware), lay and meat reproduction. +48 (32) 221 50 22 fermahp2@kki.pl www.kurki-hp.com.pl
	<b>HENMAR Piechurscy Sp. j.</b> Feather processing plant: ducks, geese, turkeys. +48 (48) 618 20 27 piechurski@poczta.onet.pl www.henmar.com.pl
	<b>IKO Kompania Drobiarska Sp. z o.o.</b> Slaughter/processing/fodder works/poultry reproduction farm/ ware farm of poultry production/hatch works: chickens/hens. +48 (61) 444 46 00 fermy@iko-kompania.com.pl, sekretariat@iko-kompania.pl www.iko-kompania.com.pl
	<b>INDROB Sp. z o.o.</b> Poultry breeding farm: turkeys. +48 (68) 351 41 29 sekretariat@kedzia.com.pl www.indrob.pl
	<b>INDYKPOL S.A.</b> Slaughter/processing: chickens, turkeys, geese. Chicks production: geese. Reproduction farms/ware farms: turkeys. Hatch works: chickens, geese. Feathers processing works. Turkeys breeding and factory feeding. Processing: pork. +48 (89) 526 22 00 sekretariat@indykpol.pl www.indykpol.pl
	<b>Indywidualne Gospodarstwo Rolne OHK Adam Belt</b> Poultry breeding farm: ducks. +48 (52) 334 03 77 beltadam@wp.pl
	<b>KAREX PHP Jarosław Romańczuk</b> Fodder works/breeding farm: chickens/hens, turkeys. +48 (91) 383 25 60 ewelina@karex.pl
	<b>KONSPOL Holding Sp. z o.o.</b> Poultry growing and breeding/poultry processing: chickens. +48 (18) 449 55 03 konspol@konspol.com.pl www.konspol.com.pl
	<b>ŁUKOSZ Polskie Mięso i Wędliny „Łukosz” Sp. z o.o.</b> Slaughter: chickens/hens, turkeys. +48 (33) 854 88 00 sekretariat@lukosz.pl www.lukosz.pl



<b>MESSA</b>	<b>MESSA Ośrodek Hodowli Zarodowej Sp. z o.o.</b> Poultry breeding farm: chickens/hens. +48 (25) 757 02 02 messa@xl.wp.pl www.messa-mienia.letnet.pl
	<b>MICHNA Sp. z o.o. Sp. k.</b> Plant processing of poultry slaughterhouse and post-production waste: chickens/hens, ducks, geese, turkeys. +48 (58) 536 12 56 Karolina.warmbier@pia-michna.pl www.michnameat.pl
<b>OVOPOL</b>	<b>OVOPOL Zakłady Jajczarskie „OVOPOL” Sp. z o.o.</b> Producer of high quality and technologically advanced eggs products. +48 (68) 387 32 51 ovopol@pro.onet.pl www.ovopol.pl
	<b>Wielkopolska Wytwórnia Żywności „PROFI” Sp. z o.o. Sp. k.</b> Poultry processing: chickens/hens, turkeys. Meat cutting/processing/sterilized cans production: of the porcine species. +48 (62) 732 11 00 profi@profi.com.pl www.profi.com.pl
	<b>P.P.U.H. „PROSPER” Sp. z o.o. Zakład Uboju Drobii</b> Slaughter: turkeys. +48 (89) 647 50 35 prosper@protonplus.com.pl www.prosper.biz.pl
	<b>Rab Jazyniec Adam Moder, Bogusław Józwiowski Sp. j.</b> +48 (68) 384 06 09 info@jazyniec.pl www.jazyniec.pl
	<b>Rzeszowskie Zakłady Drobiarskie RES-DROB Sp. z o.o.</b> Slaughter: chickens/hens +48 (17) 853 24 55 wew. 304 biuro@resdrob.pl www.resdrob.pl
	<b>ROLMEX S.A.</b> Abroad trade: chickens/hens, geese, turkeys. +48 (22) 542 80 00 rolmex@rolmexsa.pl www.rolmexsa.pl
	<b>SEDAR S.A.</b> Slaughter/processing: chickens/hens, ducks, geese. Slaughter and meat cutting. Farm Chicken characterized by longer breeding and special feed without GMO. Processing: pork. +48 (83) 371 49 93, sedar@sedar.com.pl www.sedar.com.pl
	<b>WIPASZ S.A.</b> Slaughter/processing/fodder works: chickens/hens, ducks, geese, turkeys. +48 (89) 543 56 51, info@wipasz.pl www.wipasz.pl, www.naszkurczak.pl www.chickensuperior.com
	<b>SuperDrob S. A. Zakłady Drobiarsko-Mięsne S.A.</b> Slaughter/poultry processing/Reading farm/reproduction farm/ware farm of living poultry production/hatch works: chicken, turkeys. Meat cutting for own processing/sale: pork, beef. tel. +48 (81) 710 00 00, www.superdrob.pl sekretariat.lublin@superdrob.pl
	<b>SYSTEM-DROB P. i W. Łosiowscy, B. Rojowicz Sp. J.</b> Slaughter: chicken/hens. tel. + 48 (14) 610 12 48 bogdan@eko-drob.com.pl www.eko-drob.com.pl
	<b>MICAFOOD Michał Barzykowski</b> Trading company: chickens/hens, ducks, geese, turkeys. +48 728 440 610 syl@noridane.com
	<b>MIĘDZYNARODOWE TARGI POZNAŃSKIE Sp. z o.o.</b> Other activity: fair industry. +48 (61) 869 23 01 maria.tomkowiak@mtp.pl www.mtp.pl
	<b>FHP PODOLSKI Wojciech Podolski</b> Poultry processing: chickens/hens. +48 (61) 295 27 08 wew. 25 podolski@podolski.pl www.podolski.pl
	<b>PROMAR PPH Sp. z o.o.</b> Supplying food industry: food additives, packaging materials, machines, service and advice. +48 (22) 768 64 66 s.sobkowicz@promar.pl www.promar.pl
	<b>Przedsiębiorstwo Drobiarskie Grzegorz Wyrebski</b> Slaughter: chickens/hens. www.wyrebski.com.pl
	<b>Reprodukcyjna Ferma Kur Mięsnych mgr Julita Janowska</b> Slaughter: chickens/hens. +48 (22) 726 86 93 kancelaria@zwdmalec.pl www.zwdmalec.pl
	<b>ROLDROB S.A.</b> Products and half-products: chickens/hens, geese, turkeys. Processing: pork. +48 (44) 723 72 84 tзд_секретариат@drosed.com.pl www.roldrob.pl
	<b>SEALED AIR POLSKA Sp. z o.o.</b> Complex solutions (Cryovac stuffs, systems and devices) for poultry wares packing: chickens/hens, ducks, geese. +48 (22) 721 75 10 Krzysztof.zajac@sealedair.com www.sealedair.com
	<b>WENGLORZ Agata Wenglorz-Dorosz</b> Design, production, complex realization of fodder works buildings: chickens/hens, ducks, geese, turkeys. tel. +48 897 670 300 olsztyn@weglorz.pl www.wenglorz.pl
	<b>Wylęgarnia Drobii NORD-POL HATCHERY Danuta i Anatol Gerczak</b> Reproduction farm/hatch works: turkeys. +48 (89) 648 65 77 gerczak@gerczak.pl www.gerczak.pl
	<b>Zarodowa Ferma Kur – Rszew Sp. z o.o.</b> Poultry breeding farm/hatch works: chickens/hens. +48 (42) 211 19 99 rszew@poczta.fm www.rszew.pl
	<b>UNIFREEZING Sp. z o.o.</b> Production of cooling and freezing tunnels used in food industry. +48 (15) 848 11 20 info@unifreezing.pl



## NEWS



### NADZIANA CARAMEL – A NEW DIMENSION OF CHOCOLATE DELIGHT

E.Wedel is expanding its NADZIANA line with a limited-edition NADZIANA Caramel, combining velvety milk chocolate with a delicate caramel filling. The new variant is available in pralines and chocolate bars (100 g and 287 g). Elegant packaging and a refined flavor combination highlight the product's exceptional character. NADZIANA Caramel will hit the market in January 2025, delighting chocolate lovers.



### AUTUMN HONEY FLAVORS – AROMATIC COMFORT FOR COLD DAYS

Autumn brings warm, spicy aromas that enhance the cozy atmosphere at home. Honey with Plum and Cinnamon evokes the taste of homemade cakes, while Honey with Cardamom adds an oriental twist, pairing well with coffee or mulled wine. Made with natural ingredients like freeze-dried fruit and warming spices, these honeys are ideal additions to autumn teas, desserts, and beverages.



### HOLIDAY FLAVORS RETURN TO STARBUCKS!

From November 5, Starbucks brings back festive flavors with the return of Gingerbread Latte and Toffee Nut Latte. Chocolate lovers can enjoy Fudge Brownie Hot Chocolate, while tea enthusiasts can warm up with Winter Spiced Apple Infusion. Seasonal cakes, including Carrot Cake, Honey Cake, and new Gingerbread Cake, pair perfectly with these beverages. Starbucks also offers winter mugs and whole-bean coffee, making great gifts. Savor the holidays with every sip!

### NICNAC'S CURRY EXPLOSION – A LIMITED-EDITION EXOTIC SNACK

NicNac's takes consumers to India with its new Curry Explosion limited edition, featuring intense curry flavor and double-crunch peanuts. The vegan-friendly snack contains less salt and comes in an eco-friendlier package with reduced plastic use. Already available in stores, its launch is supported by a digital campaign and social media collaborations.



### BLITZBEE CONQUERS THE INTERNATIONAL MARKET

BLITZbee is revolutionizing the functional beverage market by offering honey-based products enriched with natural lemon and lime juices, free from white sugar and chemical additives. The brand's products respond to the growing demand for a healthy alternative to traditional energy drinks. Thanks to its innovative approach, BLITZbee is gaining recognition both in Poland and abroad.

Fot. materiały prasowe firm





### **TCHIBO EXCLUSIVE — A CULT BRAND WITH A FRESH NEW LOOK**

Starting in January, new packaging for all variants of this coffee has appeared on store shelves. However, the new design does not mean a change in the recipe it complements the brand's unique character. The refreshed look has won the appreciation of existing coffee lovers and attracted new enthusiasts.

### **LAVAZZA ¡TIERRA! — PREMIUM COFFEE NOW IN POLAND**

Lavazza expands its ¡Tierra! line in Poland with three exceptional blends: ¡Tierra! Bio-Organic for Cuba, ¡Tierra! Bio-Organic for Africa, and ¡Tierra! Bio-Organic for Planet. These carefully selected coffees, developed in collaboration with the Lavazza Foundation, combine high-quality Arabica beans with a commitment to sustainable development and support for local farming communities. Available in 1kg packages, they offer rich flavors ranging from nutty and chocolatey to exotic fruity and floral notes, reinforcing Lavazza's dedication to responsible coffee production.



### **HEALTHY SWEETS — GUILT-FREE INDULGENCE**

Healthy sweets can provide valuable nutrients like fiber and vitamins without burdening the diet. Low-calorie snacks such as sugar-free jellies, fresh fruit, pudding, or homemade yogurt ice cream offer great alternatives to traditional desserts. The Frank&Oli brand offers natural cookies without refined sugar, perfect for those watching their diet. With mindful choices, you can enjoy sweets guilt-free while maintaining health and well-being.



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### PIATNICA SKYR CAMPAIGN

OSM Piątnica continues its "Join the Good Side of Power" campaign, promoting high-protein Skyr as a delicious and nutritious snack.

The range has been expanded with new flavors, including nectarine with raspberry and coconut with pineapple, aligning with the trend for functional foods. TV and online ads aim to strengthen the brand's position and attract new consumers.



### TYMBARK NATURAL MOUSSE

Tymbark Mousses combine fruity flavors in a convenient 200g package, free from added sugar and artificial colorings. Each mousse provides 2 out of the recommended 5 daily servings of fruits and vegetables, with new flavors such as apple-watermelon and apple-apricot satisfying every palate. The perfect snack for school, work, or travel—always within reach!



### WINTER TEAS FROM HERBACIANY OGRÓD – WARMING FLAVORS FOR COLD DAYS

The Herbacyany Ogród tea line has expanded with a new "Plum with Cinnamon" flavor, joining the well-known "Winter Secret" and "Ginger with Orange and Quince" varieties. These fruit and herbal blends, made from 100% natural ingredients, are caffeine-free, making them suitable for the whole family at any time of day. Available in stores and online, these teas provide aromatic comfort during winter days.



### PIATNICA COTTAGE CHEESE IN TWO VARIANTS: HIGH-PROTEIN AND FRUIT-INFUSED

OSM Piątnica was the first in Poland to introduce Cottage Cheese and has remained the category leader for over 30 years. The brand's offering now includes fruit-infused and high-protein variants, perfectly catering to consumers' needs. The fruit-infused Cottage Cheese is a healthy snack in a convenient, dual-compartment package, while the high-protein version is ideal for active individuals and beyond.



### A CLASSIC IN A NEW VERSION

For many years, the VEGETA brand has accompanied Poles in their kitchens, helping with everyday cooking. Its flagship product, VEGETA Universal, is a blend of dried spices, vegetables, and herbs. Thanks to its original combination of ingredients and carefully selected proportions, it has become a favorite seasoning for savory dishes. Now, VEGETA is expanding culinary possibilities with a new formula of its beloved seasoning—VEGETA Fine Blend.

Fot. materiały prasowe firm





# ASEAN FOOD&BEVERAGE EXHIBITION 2025

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