



Fruit Logistica 2027

Berlin, Germany
February 3-5, 2027

**Set up day is February 2*

The European fresh produce market is expected to steadily grow, driven by increasing demand for healthier food options and the growing popularity of sustainability-produced fruit and vegetables. The demand for year-round availability and a wide choice of produce is keeping Europe dependent on external suppliers. Overall, the European fresh produce consumption market is expected to remain strong, with consumers increasingly prioritizing health and sustainability when it comes to their food choices. This trend is likely to drive further innovation and growth in the market, as producers and retailers seek to meet the evolving demands of consumers.

Fruit Logistica is known as the biggest worldwide event for the fresh produce sector, presenting a wide display of the newest innovations, products, and services throughout the global supply chain. Thus, it offers superb networking and contact opportunities to the key decision-makers in every sector of the industry. Fruit Logistica does not only cover the large German market for fresh produce but other countries within Europe, and the Middle East as well. The exhibition covers 26 halls and, in 2026, welcomed over 90,000 visitors from 151 countries.

Participation Fee: \$2,400; **Early Bird Special:** \$2,200 (if you register and pay by September 10, 2026)

Fee Includes:

- 4.5 sq. meter booth and standard furniture package
- Chef present on-site to prepare food samples
- Shipping of up to 100 lbs. of product samples through SUSTA's designated freight forwarder*

**Fresh/frozen/chilled products may be subject to separate allowances*

Registration Deadline: November 4, 2026 (No refunds for cancellation after this date)

Product Samples: All participants are required to provide samples of their products at the event; if there is a reason you cannot sample your products, you must contact SUSTA's Global Events (events@susta.org) team upon registration.

Industry Focus: Fruit and Vegetable

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

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

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If you have a question about an event, feel free to contact us at events@susta.org

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#) and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

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