



Fruit Logistica

Berlin ExpoCenter City
February 7-9, 2018

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

In 2017, Fruit Logistica had 70,000 visitors from 138 countries, 83% coming from outside of Germany. A great number of fresh produce buyers from the European continent attend this tradeshow and in recent years the show's popularity has extended to other regions. For example, Eastern European and Middle Eastern buyers have demonstrated more interest in the tradeshow. Therefore Fruit Logistica does not only cover the large German market for fresh produce but other countries within Europe, as well as the Middle East. Fruit Logistica covers 25 exhibition halls and is considered the largest fresh produce event in the world. One of the products that has fared really well in Europe is sweet potatoes. For example, in 2015 90,000 tons were imported from the USA. During the last 10 years, this segment has grown by as much as 300%. The US market share here is 50%, followed by other countries like Central America, Israel and Egypt.

Participation Fee: \$1,250 for 4.5 square meter booth

Fee Includes: Up to \$500 reimbursement for shipping product samples with proper documentation*.

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

Registration deadline: November 3rd, 2017 (No refunds for cancellation after this date)

INDUSTRY FOCUS: Food Service Products, Natural/Health, Nutraceutical, Organic, Produce, Retail Products

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

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

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