



Fruit Logistica 2020

Berlin, Germany
February 5 – 7, 2020

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 are highest in southern European countries, but rapidly increasing in Scandinavian countries as well as Ireland and the UK.

In 2019, Fruit Logistica hosted 3,200 exhibitors from 90 countries and over 78,000 trade visitors from 135 countries. The Fruit Logistica covers the whole Berlin exhibition center with almost 30 large halls. 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. 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. Fruit Logistica covers every single sector of the fresh produce business and provides a complete picture of the latest innovations, products and services at every link in the international supply chain. It thus offers superb networking and contact opportunities to the key decision-makers in every sector of the industry.

Participation Fee: \$2025; **Early Bird Special:** \$1,825 (if you register and pay by September 5, 2019)

Fee Includes:

- 4.5m² booth and standard furniture package
- Chef present on-site to prepare food samples
- Up to \$500 reimbursement for shipping product samples with proper documentation

Registration Deadline: November 5, 2019 (No refunds for cancellation after this date)

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

INDUSTRY FOCUS: Fruit and Vegetable

PRODUCT DESCRIPTION (suitable products for event): fresh fruit and vegetables, Mushrooms, Potatoes, Sweet Potatoes, Blueberries, Nuts, dried fruit, Fresh convenience products, Fresh herbs, sprouts, spices, Flowers, plants, Organic products, Fair trade products, Frozen fruits and vegetables

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