



Bordeaux, 3rd October 2012

The AREFLH brings together the main melon producing regions aiming to further promote their production.

The AREFLH melon working group met in Cesena on 27th September as part of the Fruit and Vegetables Macfrut Fair in Italy.

The delegates from the main producing regions in Europe met to draw up a review of the marketing year which is about to finish. Castilla Mancha, Emilia-Romagna, the south and the mid-west of France are the most important areas of production.

This marketing year (2012) has been very uneven, where it was good in Spain after 3 disastrous years, difficult in Italy and catastrophic in France during the 2nd part of the season.

Melon consumption is particularly dependant on the weather, but a general observation has to be made: distribution places this fruit as a standard product and efforts on quality are not valued.

How can we further promote this production to consumers and distributors and how can we prevent market crises?

- By a stronger professional and interprofessional organization:
The French joint-trade's 1st marketing setting represented by Interfel (French national inter-profession) allows certain rules of quality and financial participation to be made compulsory. It is an example to follow but it does not always solve all the problems either.
- By the implementation of a European promotion program which highlights the quality of various melons (Piel de Sapo for Spain, Cantaloupe for France and Brodé Americano for Italy) as much for the each country's interior market as for their export market. This prospect will be studied by each delegation by the next meeting which will take place at the MEDFEL in Perpignan (from 22nd April to 24th April 2013).

The 3 delegations present also decided to pursue exchanges on plant health problems, minor and vacant uses, as well as production potential and crop prospects.

The main missions of the AREFLH (Assembly of the European Regions producing fruit, vegetables and plants) is to represent its 27 member regions from 6 countries in Europe and to :

- Defend the economic and social interests of the fruit, vegetable and horticultural sectors with the European authorities
- Promote the exchanges of experiences, partnerships and joint projects between regions and professional organizations;
- Actively seek new solutions for the main issues which affect the future of the fruit and vegetable production in Europe.

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