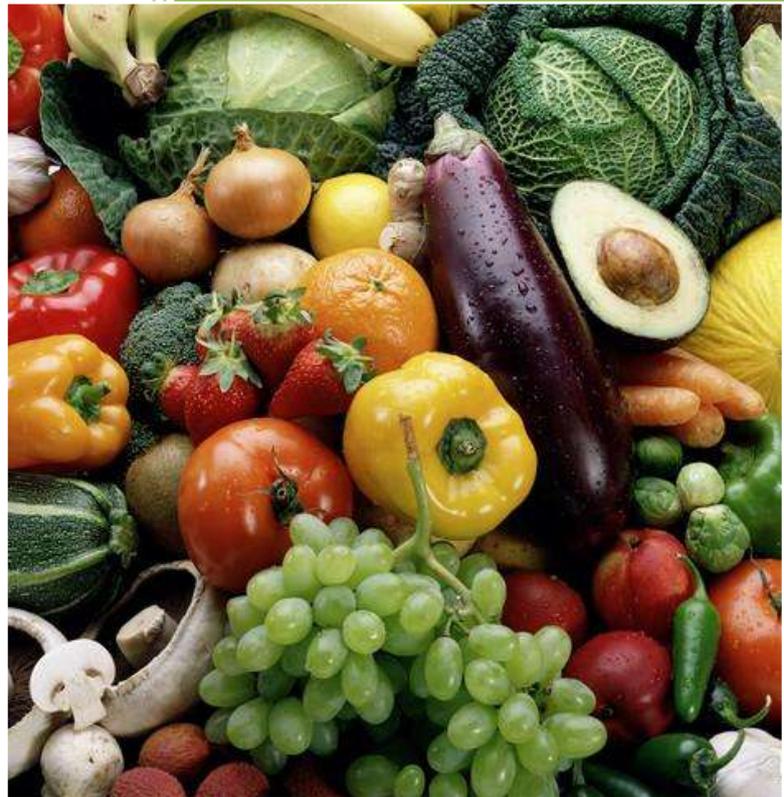




2015

AREFLH

Assembly of the
European Regions
producing Fruit
Vegetable and
Ornamental Plants





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Foreword by Mrs. Serret i Aleu,

President of AREFLH and Agriculture Councilor of Catalonia

I would like to thank all the regions and APO (Associations of Producers' Organisations) members of AREFLH for the support and the trust they have shown over the years that the Catalan government has had the presidency.

2015 was an important year for the fruit and vegetable sector.

On one hand, we have continued to face problems that occurred in previous years, and new challenges have also emerged.

We had to confront the second consecutive year of the Russian ban and search for new markets. It must be acknowledged that the Commission has established with reasonable speed, measures to deal with this crisis, but it is also true that the situation has shown that we need better mechanisms to resolve the crisis of prices that periodically affect our industry.

On the other hand, we are pleased that the Commission has understood the importance of the schools fruit program, it has increased funding to 150 million € and improved the rate of funding. This is certainly a step in the right direction.

However, another problem arises today: that of the EU bilateral agreements, and particularly the TTIP. I would first like to express my firm opposition that agriculture became a bargaining currency in international partnerships, this possibility has been expressed in some circles of opinion. It is necessary that the agreement is balanced in each theme, and in the case of fruit and vegetable trade with the United States, we must not lose sight that the main problem for European exports are not tariffs, but the heavy phytosanitary protocol which EU exporters must comply. On this question it does not appear that US negotiators are ready to compromise. The TTIP must include balanced exchanges in the trade of fruit and vegetables.

Again, thank you to the regions and OPA members of AREFLH for their work. I am sure that the new presidency will successfully continue to lead us forward towards achieving our goals.



Recent AREFLH winning actions

The action of the association was decisive on many issues these past years and it is important to bring focus to the main ones. They are developed further in the following pages.

The fruit and vegetables CMO:

- Environmental measurements: intervention for a definition of an operational framework,
- Reinforcement of the role of Associations of Producers' Organisations.

Markets: intervention of the AREFLH for the extension of the exceptional measures for peaches, nectarines and other products in crisis situation (summer 2015).

Promotion and consumption: lobbying to the European Commission and the Parliament which led to keeping the School Fruit Programme and increasing in the budget which passed from 90 to 150 million euros.

Animation of the Research and Innovation Task force with Freshfel and EUFRIN. The objective of this group is double: to bring forward the needs of the sector Research Innovation to the European Union and to create bridges between the producers and the researchers.

Arbomed, Euro-Mediterranean network: animation of a group of producers originating from 7 countries of the Mediterranean. They act in favour of developing the complementarities of each other.



The European lobbying

The AREFLH regularly requests work meetings with the European Commission (preparation of the peach and nectarines campaign, environmental measures, crisis management measures, etc).

In addition, the AREFLH took part in a meeting with Mr. Herbert Dorfmann, President of the Intergroup wines, spirits and products of quality, whose goal was to define the expectations of the sectors from the European Parliament.

Lastly, the AREFLH takes part in the meetings of the Joint committee Spain/France/Italy which aims to define common positions with respect to the European Commission and to facilitate the exchanges between countries for products such as apples, pears, peaches and nectarines, the tomatoes and the strawberries.

Presentation of a report on Fruit and Vegetables to the European Parliament

January 22nd, 2015
In Brussels

"Towards new rules for the European fruit and vegetables" is the name of an extensive analysis written by AREFLH.

Answering a request of the COMAGRI of the Parliament, the AREFLH presented its analysis and its diagnosis on the role and the impact of the producers' organisations in southern Europe and on the European policies that should

be implemented in the future in order to meet the needs of the European producers and the market.

Commission de l'agriculture et du développement rural
 AGRI Réunion de Commission -09:00 / 12:30 - 22-01-2015

Sujet

This event is also available on our [multidevice player](#).

Ordre du jour

"Reforming EU rules concerning the fruit and vegetables sector"

Thu, 22 Jan 2015 10:30 - 12:30

- 13.0 Exchange of views with Livia Pomodoro, President of the Milan Center for food law and policy
- 14.0 Brief presentation by a representative of DG EPRS (European Parliament Research Service) of services available from this...

10:20:33
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This study ends with recommendations of actions to carry out for the development of this sector. By highlighting the fall of the consumption of fruit and vegetables in Europe (less 20% in the 8 last years) and the repetitive crises, this document sets some priority actions which could be supported by the Commission, such as:

- reinforcing the communication on the consumption of F&V, in particular the School Fruit Scheme
- reinforcing the support to export, and especially negotiating balanced customs barriers,
- acting for a simplification of the CMO.

Creation of the European Commission of Associations of Producers' organisations (APO).

March 25th, 2015
In Brussels

The founding APOs:

- Italy: FINAF, APO Piemonte, APOT, Ortofruit Italia, UNAPROA
- France: IDfel, APFeLSO, TRA, Jardins de Normandie, CERAFEL
- Spain: APROA/COEXPHAL, Proexport, Afrucat
- Greece: Venus Growers, ASEPOP
- Belgium: VBT



The APO present decided to constitute a Commission within the framework of AREFLH.

Objectives of the Commission:

- To have the European Commission recognize the fundamental role of the APO in the collective management of the prevention and in crisis management, promotion, research and the innovation, the environment
- To tackle economic questions, particularly the relationship with the organized distribution,
- To obtain a less restrictive interpretation of the European regulation of competition,
- To defend the position of the APO in the Fruit and Vegetables CMO,
- To exchange on the actions led by the APO, the difficulties encountered, the progress carried out.

Global vision of the activity of AREFLH

F&V
CMO

RESEARCH &
INNOVATION

SUSTAINABLE
DEVELOPMENT

PROMOTION

COMMUNI
CATION

LOBBYING

SHARING
EXPERIENCES

- CMO and the PAC
- Sustainable production : going beyond integrated production
- Research & Innovation
- Promotion
- Producer Organisations: partnerships between APO
- The Euro-mediterranean zone

- EU information watch : news on the EU bodies, the agreements with third countries, the CMO
- Market observatories
- Organisation of congresses and events
- Quality standards

The Commissions of AREFLH :

- CMO Commission
- Research and experimentation Commission
- Promotion Commission / Market watch
- The Euro-mediterranean zone

The commission Common organisation of the market

Our CMO Group of experts meets regularly to examine the proposals of the European Commission. Several standpoints were transmitted to the European Commission and had positive repercussions (environmental measures, status of the APO, exceptional measures related to the Russian ban...).

The General Assembly of the AREFLH

March 26th, 2015

During our 2015 General Assembly Mr. Pelegri, AREFLH President, pointed out the multiple interventions carried out in 2014 to the Commission and the Parliament to alert on the difficulties of the sector, that was suffering from a summer fruit crisis, and from the Russian embargo.

The President and the General secretary presented the work of AREFLH for its members, its involvement in working groups (CMO, Promotion, the Euro-Mediterranean, etc) and its active role in European programs (ECO ZEO, Efood Chain, the PGI promotion).



During the General Assembly, Catalonia, the Emilia-Romagna, the Flanders and Provence presented the support of their Region for the fruit and vegetable sector through their rural development programmes and through regional aids.



A new strategy for AREFLH

“AREFLH 2025” meeting at Fruit Attraction, Madrid, on October 28th, 2015

A new strategy was defined for the association, for the 10 years to come.

The major asset of AREFLH is to allow a **joint work and joint positions between the European regions and representatives of the producers.**

AREFLH must follow its mission thanks to a new governance and to redefined priorities.



The goal is summed up below, through 4 points. We will work for AREFLH to become :

✓ **More collective:**

With Commissions that are co-chaired by a representative of the regions and a representative of the producers;

A working group of the directors of the APO responsible to make proposals to the College of the Producers and the APO Commission but also to follow the news of the European authorities

✓ **More participative,** by stimulating the exchanges between the regions and the Associations of Producers' organisations.



- ✓ **Better connected**, by using the conference calls and videoconferences more frequently in order to limit travel costs.

- ✓ **Working with a concentrated number of Commissions:**
 - The CMO and the Rural development, territorial policies, transnational co-operation...
 - Research and Innovation, sustainable production, climate change, new technologies...
 - Markets and distribution, observatory of the production, short circuits, promotion, relationship with the distribution...

The AREFLH must in addition reinforce its standpoint:

- ✓ With a **reinforced lobbying** by a permanent presence in Brussels to be as close as possible to the European decision-making centers (Commission, Parliament and European Council).

- ✓ By one **larger number of members regions** (developed to Northern and Eastern Europe). Work visits will be organized for 2016-2017 to the main regions producing fruit and vegetables in order to widen our audience and our representativeness.

- ✓ Through **European programmes** which are federating networks for AREFLH members. Within the framework of the Task force for Research and the Innovation, and in collaboration with the regions and the producers' organisations, AREFLH will initiate European projects or will be partner.

- ✓ **By developing synergies** with the other European networks (ERIAFF, AREPO, AREV...) for united actions (European events, common programs...).

- ✓ And by **financial and human means** adapted to these challenges, in order to be more present, more offensive and more federator.



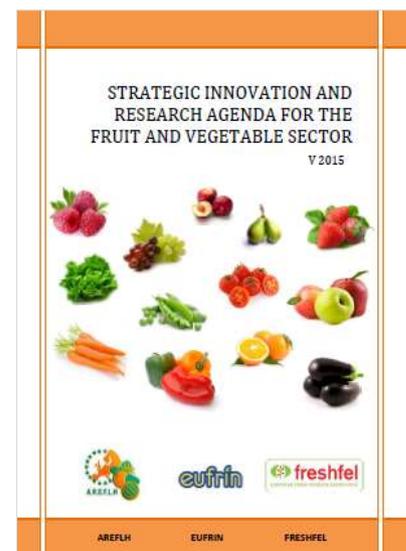
Research and Innovation

Strategic Research and Innovation agenda

Joan Bonany (IRTA) presented on March 25th and 26th 2015 The *Strategic Innovation and Research agenda of the for the European fruit and vegetable sector*

Under the aegis of AREFLH, Freshfel and EUFRIN, the Task force worked during more than one year on the release of this document which lists and prioritizes the needs of the sector.

This document held the attention of the European Commission who used it in the writing of the 2016-2017 work program of Horizon 2020 and the future call to tender.



Meeting of the research centers on pear in Cesena

Futurpera, on November 18th 2015

For the 8th pear international Congress, Interpera, and the pear exhibition, Futurpera, the AREFLH invited the Research and transfer centres working on the pear tree. About ten European centers were present.

The goal of this meeting was double:

- To stimulate the exchange of knowledge and the exchanges between the centers,
- To identify the priorities of research to answer the European invitations to tender.



All the centers presented their research activities in the field of pear. The discussion then led to the priorities which the European Commission could take into account in the future calls for tender.

These priorities are the following ones:

- New varieties and rootstock
- Management of orchards: systems of formation, size, pollinating,
- Sustainable protection of the cultures,
- Emergent and secondary parasites,
- Post-harvest: to increase shelf life, fight against diseases, to develop physiological control,
- Fertilisation,
- Transfer of knowledge and science popularisation

Next stages:

- To maintain the group active,
- To evaluate the participation to the call “SFS-17” projects within the framework of Horizon 2020,
- To pass the priorities that stood out to the Research & Innovation Task force organized by AREFLH/Freshfel/EUFRIN.

Meeting of the research centres working on the chestnut

Bordeaux, December 18th

About forty representatives of chestnut research centres and producers, gathered in Bordeaux. They composed the chestnut commission of AREFLH.

The European chestnut production dropped by 40% these past 50 years; the cause came from old orchards and a lack of resources to face the new diseases and rodents. The competition with the Chinese market (which accounts for 90% of the worldwide production), is another cause and it was evoked during the meeting. This questions the future of the European sector.



It is necessary to carry out a joint reflection between researchers and professionals. The objective of the meeting was thus to support collaboration on these questions, in order to better face these problems, and launch projects which will take into account the needs of the producers. These projects can be the object of European financings, in particular within the framework of Horizon 2020.

The meeting led to the creation of five working groups on the following sets of themes:

- Chestnut inks,
- Insects (Cynips, carpocapse, balanin, tortrix),
- Canker,
- Rot of the fruits,
- Climate warming.

Each one of these groups is co-animated by a researcher and a representative of the sector. Using existing research works, each group will determine priorities of research, and bring solutions that can be implemented, while having a systemic approach and taking into account of the various functions and uses of the chestnut grove (fruit, wood, biodiversity...).

Their work will also consist in seeking possibilities of financing (via Horizon 2020 in particular).

An assessment of the work of the five groups will be presented to the European meeting of the chestnut which will be held in Alès (France) from September 8th to September 10th, 2016.



EUVRIN, European vegetables research institute network



In 2015 the AREFLH initiated the creation of a European network of research and innovation centres who work on vegetables.

The objective of this group is triple:

- To allow the researchers to better know each other and develop partnerships,
- To define themes of research and to organize working groups,
- To bring focus the European vegetable sector as far as the European Commission is concerned and bring attention to the needs of research of the whole sector.

The organisations partners of the AREFLH on this project are Freshfel and Agrolink (Flanders).

Observatories of the production and the market

Regular telephone meetings between AREFLH and its main Associations of Producers organisations member of AREFLH make it possible to forecast the production and the situation of the market. The products focused on are the nectarines, the pears, the melons, the strawberries.

In addition, the AREFLH finally obtained from the European Commission a market watch (called dashboard) for tomatoes, apples, peaches and nectarines.

Promotion

European Meetings of the Fruit, the Vegetables & the Products of quality



Co-organized by the AREPO and AREFLH

The event was organized in two parts: in the afternoon a high level conference on the topics of promotion, the innovation, the access to the markets, and in the evening, a presentation/tasting of European farm products.

The array of products exhibited showed the diversity and the quality of the productions of the European Regions that are members of the two networks.

The European Commissioner of Agriculture and Rural development, Phil Hogan, and Eric Andrieu, first Vice-president of the COMAGRI of the European Parliament closed the debates by a speech and inaugurated the evening.



(From left to right) Mr. Josep Maria Pelegri I Aixut (President of the AREFLH), Mrs. Simona Caselli (Assessor of the Agriculture of the region Emilia-Romagna), Mr. Phil Hogan (European Commissioner), Mr. Gianni Fava (Assessor of the Agriculture of the Lombardy region), Mr. Vincent Labarthe (President of the AREPO).

European Program “A Showcase for Europe’s finest regional produce”

The first European program of promotion launched in 2010 was a success, so this multi-country information campaign (France, Italy and Spain) was renewed in 2014 to other partners. It promotes European official PGI-PDO labels, through 8 fruit and vegetables.

The programme includes:

- for France, the KIWI DE L’ADOUR IGP, the ASPERGE DES SABLES DES LANDES IGP, the FRAISE DU PÉRIGORD IGP and the PRUNEAU D’AGEN IGP.
- for Italy, PEAR of EMILIA ROMAGNA IGP, PEACH and NECTARINE OF ROMAGNA IGP and RADICCHIO OF TREVISO IGP.
- for Spain, the KAKI DE LA RIBERA DEL XÚQUER AOP.



This communication campaign targets 3 countries of the European Union: France, Italy and Germany.

For the majority, the products partners of this programme communicate on their domestic market, except for the Pruneau of Agen, which also sets up promotional operations in Germany and Italy, and the Kaki of Ribera del Xúquer which is promoted on the French market.

The common points between these products is the PDO or PGI label, the official European label that develops two essential characteristics for the consumers: ORIGIN and QUALITY.



Arbomed, a network of producers of the Mediterranean countries

Meeting at MEDFel, Perpignan (from April 21st to April 23rd, 2015)

The 7 countries of the Arbomed network were present at the 2015 MEDFel (including 9 representatives from the 4 countries of the south of the Mediterranean).

The objective was to support the economic or commercial partnerships and to establish first contacts.



The key moments of this ARBOMED meeting were:

- The presentation of the fruit and vegetable sectors of the 7 member countries,
- Appointments between members of the network and the exhibitors on MEDFel,
- The visit of the cooperative LA MELBA (in Bouleternère) where the group was received by the President and the Vice-president.

www.arbomed.org

www.medfel.com

Arbomed steering committee meeting at MACFRUT

Rimini, September 22nd and 23rd, 2015



After a presentation of the fruit and vegetable sector in Italy, the participants recalled the activities and the results of Arbomed since the previous Steering committee (Tunis, October 2014).

These actions relate to the following topics:

- the piloting of the irrigation,
- the economic observatory of the production in the member countries of the network,
- reinforcement of the role of the producers' organisations.

The objective was also to define the next actions to be carried out in 2016.

www.macfrut.com

www.arbomed.org





AREFLH Events in 2015

- European Meetings of the Fruit, the Vegetables & the Products of quality, co-organized with AREPO, on March 25th in Brussels
- European meetings of the chestnut in Portugal on September 9th-11th
- Interpera in Ferrara, during the fair Futurpera, November 19th-20th
- Mission in South Africa in November.

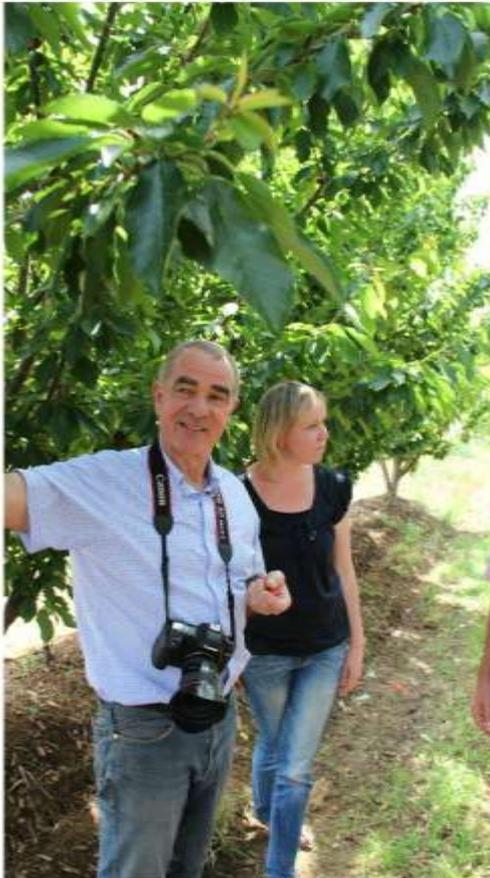


Our means of communication

- The www.areflh.org website which soon will change its looks and structure
- Our weekly e-mails to the members of the association: the regions and OP/APO
- Telephone and physical meetings
- The Facebook page



The year 2015 in pictures









Our members in 2016

The Regions (the regions' college)

Belgium

Flandres : Vlaamse Overheid, Bruxelles - www.vlaanderen.be

Spain

Andalusia: Junta de Andalucía, Séville - www.juntadeandalucia.es

Catalonia : Generalitat de Catalunya, Barcelona - www.gencat.cat

Murcia : Región de Murcia, Murcia - www.carm.es (observer)



France

Nouvelle Aquitaine - www.aquitaine.fr

Normandie - www.normandie.fr

Bretagne - www.bretagne.bzh

Centre Val de Loire - www.regioncentre-valde Loire.fr

Ile de France - www.iledefrance.fr

Occitanie Pyrénées Méditerranée - www.laregionoccitanie.fr/

Provence Alpes Côte d'Azur :- www.regionpaca.fr

Pays de Loire - www.paysdelaloire.fr

Auvergne Rhône-Alpes - www.auvergnerhonealpes.eu

Italy

Basilicata : Regione Basilicata, Potenza - www.basilicata.net.it

Emilia-Romagna : Regione Emilia-Romagna, Bologna, www.regione.emilia-romagna.it

Piemonte : Regione Piemonte, Torino, www.regione.piemonte.it

Trento : Provincia Autonoma de Trento, Trento, www.regione.taa.it

Greece

Central Macedonia: Thésalonique, www.pkm.gov.gr (observer)

Western Macedonia: Kosari, www.westernmacedonia.gr/index.php (observer)

Portugal

Lisboa e Vale do Tejo : Conselho Regional Lisboa e Vale do Tejo, Lisboa, Portugal (observer)



The producers organisations (the producers' college)

Belgium

Flandres : VBT www.vbt.eu

Spain

Andalousie: COEXPHAL www.coexphal.es

Catalogne : AFRUCAT www.afrucacat.com

Murcia : PROEXPORT www.proexport.es



France

Alsace Champagne Ardenne : Interprofession F&L d'Alsace www.fruits-legumes-alsace.fr

Nouvelle Aquitaine : APFELSO www.apfel-sudouest.com

Normandie : AOP Jardins de normandie www.jardinsdenormandie.com

Bretagne : Cerafel www.cerafel.com

Occitanie Pyrénées Méditerranée : Fedcoop (Fédération des Fruits & Légumes Coop de France F&L) www.fruits-legumes-lr.com, Chambre d'agriculture du Tarn et Garonne

Provence Alpes Côte d'Azur : Chambre d'agriculture www.agriculture-paca.fr, Territoires Régionaux Associés (TRA)

Pays de Loire : IDfel www.idfel.fr

Italy

Trento : APOT www.apot.it

Finaf - www.finafaop.eu (AOP internationale)

Gruppo VI.VA

Greece

Macédoine Centrale : Venus Growers www.venusgrowers.fr, Asepop www.asepopv.gr/en/index.php

Portugal

COTHN www.cothn.pt

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