



ASSEMBLÉE DES RÉGIONS EUROPÉENNES FRUITIÈRES, LÉGUMIÈRES ET HORTICOLES
ΕΝΩΣΗ ΕΥΡΩΠΑΪΚΩΝ ΠΕΡΙΦΕΡΕΙΩΝ ΠΑΡΑΓΩΓΗΣ ΦΡΟΥΤΩΝ ΚΑΙ ΛΑΧΑΝΙΚΩΝ
ASSEMBLEA DELLE REGIONI EUROPEE FRUTTICOLE ORTICOLE E FLORICOLE
ASAMBLEA DE LAS REGIONES EUROPEAS HORTOFRUTICOLAS

Press release - June 27th, 2016

A new executive team for the AREFLH

The AREFLH, Assembly of the European Regions Producing Fruit and Vegetables, held its General Assembly on June 22nd in Brussels. Mrs. Simona Caselli, Councillor of Agriculture for the region Emilia-Romagna was elected President of the AREFLH. She succeeds to Mrs. Serret I Aleu, Councillor of Agriculture for the region Catalonia.

Mrs. Caselli said she was honoured to become President of the AREFLH, whose united work between its 2 bodies, the College of the Regions and College of the Producers, is important on a European scale.

She also stressed that the priorities of the AREFLH in the years to come must relate to the fruit and vegetables CMO, an essential mission of the association. The AREFLH must continue its actions of lobbying to defend the producers at the European level.

Besides, the work that the AREFLH started on Research and Innovation ⁽¹⁾ must carry on, it allows to use the resources put at disposal by the European Commission in the best possible way, and helps to manage increasing quality, the taste and the specificity of the European fruit and vegetables through innovation.

Lastly, to boost the consumption of fruit and vegetables in Europe and to develop our products, a significant work must be made as far as promotion is concerned, and it must start from within the schools.

Two MEP (Mr. Terricabras and Mr. De Castro) and a representative of the European Commission (Mr. Mas Pons) were present.

Mr. Terricabras pointed out the discretion of the negotiations around the transatlantic agreement (TTIP). His political party does not support this partnership as it endangers the social and professional model of the European agriculture. According to him, it would be necessary to reorientate the European agriculture towards a greater respect for the environment, and make it become a sector that creates jobs and keeps the rural sector alive.

Mr. De Castro greeted the work of the AREFLH as it orientates the work of the COMAGRI of the European Parliament. The contributions of the association were taken into account in the new formulation of the Delegated Act to Regulation 543/2011, the founding act of the fruit and vegetables CMO. He also evoked the TTIP in a positive way, this agreement represents for him a real opportunity for the European trade balance of the agricultural products.

Lastly, Mr. Mas Pons focused back on the calendar of reform of Regulation 543/2011 and the technical sides of the modifications which will be brought to the Delegated Acts and Implementing Acts.

On that same day, the College of the Producers of the AREFLH also held its own General Assembly. **Mr. Jean-Louis Moulon (IDFeL Val de Loire) succeeds Mr. Luciano Trentini as president of the College of the Producers**

¹ The AREFLH created in 2014, in partnership with Freshfel and EUFRIN, a Task force on Research and the Innovation in the fruit and vegetable sector. The Task force published in March 2015 a Strategic Agenda which describes the priorities of research in the sector. This work was received very positively by the European Commission.

In addition, AREFLH also launched at the beginning of 2016, in partnership with Freshfel and Agrolink, a European network of the research centres specialized in the vegetable production (EUVRIN). www.euvrin.eu

and Vice-Président of the AREFLH. Mr. Moulon greeted the important work made by Mr. Trentini throughout his mandate of President of the College of the Producers.

The priorities of the College of the Producers will match the three main topics already stated by the new President. Mr. Moulon insisted on the need to reinforce the role of the College of the Producers within the AREFLH, by putting forward strong proposals, thanks to a reinforced team work, and by the contribution of recognized experts.

In attachment, 3 pictures

Picture 1, from right to left: Mr. Trentini, Mrs. Serret I Aleu, Mr. Moulon, Mrs. Caselli, Mr. Dasque

Picture 2, from right to left: Mr. Mas Pons, Mr. Terricabras, Mrs. Serret I Aleu, Mrs. Caselli, Mr. De Castro

The main mission of the AREFLH (Assembly of the European Regions producing fruits, vegetables and plants) is:

- to represent its 20 member regions from 6 countries in Europe;
- to defend the economic and social interests of the fruit, vegetable and horticultural sectors with the European authorities;
- to promote the exchanges of experiences, partnerships and joint projects between regions and professional organizations;
- to actively seek new solutions for the main issues which affect the future of the fruit and vegetable production in Europe.

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