



Freshfel Newsletter 12 - 27/03/2017

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Where is the Fruit? Freshfel report shows there is still misleading consumer information

The image and name of fresh fruit is still often being misused by other food sectors. This is the main finding of the new edition of Freshfel's 'Where is the Fruit?' study. There are still too many products that are displaying fruits prominently on their packaging, despite little to no actual fruit content, confirming the main findings of a previous study in 2010. Out of the 188 products investigated from 13 EU Member States (covering 80% of the EU population), only 20% had a fruit content of 50% or more. Another 7% of products contained no fruit at all. To complete the figures, another 34% contained less than 10% of fruit and another 34% contained between 11% and 50% of fruit. These findings show that business

practices of food operators are inconsistent with the objectives of the EU Regulation on food information to consumers, as well as the EU Regulation on nutrition and health claims.

The full press release and report can be found attached below and via [Freshfel's website](#). For any questions on this report, please contact [Daphne](#) or [Philippe](#).

Related document

- [Press Release - Where is the Fruit 2017](#)
- [Where is the Fruit - full report 2017](#)

DRAFT - Freshfel position paper on organic production and sales in pots

Freshfel has drafted a position paper on the organic farming dossier, specifically for one practice, namely the production of in substrate produce. There are too many different practices regarding this point. The full draft position paper can be found attached below. Please provide input if this is relevant to your organisation.

An overview of some of the different practices:

- Simply forbidding all organic substrate based production, except for products that can't be grown in soil, such as mushrooms.
- One of the more widespread exceptions is the production of organic fresh herbs in pots. Several countries have allowed exceptions for the herbs to be grown in substrate, and to be sold in substrate in the pot.
- On this basis, some countries have a general exception to grow any kind of plant as long as it is sold including the organic growing medium. Such as decorative plants, herbs, but also other kinds of vegetable plants such as e.g. tomato plants or lettuce.
- Regarding rules for import the rules are similarly confusing, with plants grown in substrate soil are allowed to be marketed in the EU as organic.

As such, Freshfel would like to urge the European Commission, European Parliament and the Council to make sure there are clear provisions in the new organics legislation, currently being discussed in trialogue, to prevent a distortion of different methods of organic production, and to avoid an unlevelled playing field between domestic and international production of organic produce.

Please provide input by the end of this week (2 April) to [Daphne](#).

Regarding the discussions on the organic dossier in Trialogue, the situation is not advancing as quickly as the Maltese Presidency had hoped for. However, all the parties remain hopeful that an agreement is still possible by the end of this presidency in July. Another trialogue meeting is scheduled for this week, more information on this will follow in next week's newsletter.

Related document

- [Freshfel Position Paper - organic production and sales in pots](#)

AREFLH conference on CAP in Bologna

Freshfel attended the AREFLH conference, celebrating its 15 years of existence, in Bologna on 23 March 2017. AREFLH brings together 19 regions of Belgium, France, Greece, Italy and Spain, and 22 Associations of producer organizations. The meeting was attended by the Deputy Chairman of the Committee for Agriculture and Rural Development of the European Parliament, Paolo De Castro, Deputy Director General Agriculture of the European Commission, Raimondo Serra, the coordinator of the Committee for Agriculture of the State-Regions Conference, Leonardo Di Gioia, the general manager for international policies and the European Union of the Ministry of Agriculture, Felice Assenza. The topic of the conference was 'the CAP, mid-term review and perspectives post 2020'.

Events

EC Commission workshop on Interbranch

In the last CMO reform, the Interbranch Scheme was extended from the fruit and vegetable CMO to the Single CMO covering then a wider range of CMO sector.

The EU interbranch legislation scheme can be viewed at the following link of DG AGRI:

- http://ec.europa.eu/agriculture/producer-interbranch-organisations_en

To evaluate the stay of play/uptake of the scheme, the EU contracted an external study which was released at the end of last year. Information about the study and also legislation of the different Member States can be viewed at the following links:

- https://ec.europa.eu/agriculture/producer-interbranch-organisations/studies_en
- https://ec.europa.eu/agriculture/external-studies/2016-interbranch-organisations_en

To further discuss the matter and exchange views and experience, the EC Commission hold in Brussels a conference on Friday 24 March in Brussels, under the lead of DG AGRI Director Jens Schaps.

The Arcadia study confirmed the wide variation of uptake and type of interbranch across Europe. The main findings of the study were highlighted during the meeting with an overview of national framework/legislation, an inventory interbranch and their scope.

Besides some case study were shown, including for the fruit and vegetables sector the expertise of Interfel.

Save the date Freshfel AGM 19 and 20 June 2017

The next Freshfel AGM will take place in Brussels on the 20 June 2017 in Brussels. For the first time, Freshfel will host the meeting with PROFEL, the association representing the European processed and frozen fruit and vegetables. The conference will focus on how to stimulate the consumption of fruit and vegetables regardless of their form being fresh, processed or frozen. Freshfel and PROFEL are currently elaborating the programme and selecting speakers.

On the 19 June, a policy dinner will be organized to enhance networking among the two sectors and also facilitate contact with Brussels based policy decision makers.

More information and registration is available via: www.freshfel.org/annual-event.

Freshfel Food Quality WG on 11 May 2017 (+ finalised agenda)

The forthcoming meeting of the Freshfel Food Quality WG will take place on Thursday, 11 May 2017 at the office of CCEV/Comité Européen des Entreprises Vins (Avenue des Arts 43 / 5e, B-1040 Brussels). The meeting will start at 10h00 and will finish at approximately 16h00. A working lunch will be foreseen.

Please find the invitation/agenda of the meeting enclosed.

Related document

- [Invitation/agenda](#)

Agricultural Policy

Report on CAP modernisation from RISE

The RISE (Rural Investment Support for Europe) Foundation has published a report on the Common Agricultural Policy, focussing on thinking out of the box on further modernisation of the CAP. The report sets out that the current CAP has drifted away from its core objectives. Direct payments should be reduced even further as they are inefficient, ineffective and inequitable. They also rely on the Cork 2.0 report in stating that the structural investment has been widely covered in that Declaration. The key rationale for policy intervention is the need to build more sustainable forms of agriculture and meet increasingly demanding goals for environmental land management in Europe.

More information about their findings can be found here: <http://www.risefoundation.eu/publications>. The summary of the report can be found here: http://www.risefoundation.eu/images/files/2017/2017_RISE_CAP_Summary.pdf

Food Safety

Rapid Alert System for Food & Feed - week 12

The enclosed overview of notifications on fresh fruit and vegetables are derived from the EU's rapid alert system for food and feed.

An alert notification is sent when a food or feed presenting a serious risk is on the market and when immediate action is required, whereas an information notification is where a risk has been identified with a particular product but no action is necessary. Border rejections concern food and feed consignments that have been tested and rejected at the external borders of the EU when a health risk was found.

Related document

- [Overview RASFF notifications](#)
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Nutrition & health

Global Newsletter on f&v promotion March 2017

The latest Global Fruit and Vegetables Newsletter from the Alliance to promote fruit and vegetables can be found below. This month focus: Fruit and vegetables , still surprising!

Related document

- [Global Newsletter](#)
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EFSA will investigate maximum added sugar levels

The European Food Safety Authority (EFSA), will work to establish a maximum daily intake of added sugar by 2020. EFSA was already asked by some of the Nordic countries to provide an ad hoc opinion on added sugar levels and adverse health effects. Sweden has coordinated the request to EFSA on behalf of the five Nordics (others are Finland, Denmark, Norway and Iceland). EFSA defines added sugar coming from all sources (sucrose, fructose, glucose, and other sugar preparations), which have been added to food during its preparation. Regarding effects on health, EFSA will investigate

effects on bodyweight, type 2 diabetes, glucose and insulin effects, cardiovascular risk and dental caries. The Nordic countries also asked if EFSA can take into account metabolic risk factors. EFSA already mentioned that there will be two public consultations, one on the protocol in the first half of 2018 and one of the draft opinion itself towards the end of 2019.

More information can be found here: <http://www.efsa.europa.eu/en/press/news/170323-0>

Trade Policy

EP Debate on the Court Case ruling on the suspension of the Agricultural Agreement for the Western Sahara

The European Court of Justice has ruled at the 21st of December to suspend the application of the Agricultural Agreement with Morocco for the territory of the Western Sahara, given the undefined territorial and administrative status. The case had been brought up by Polisario, a liberation movement, aiming to end presence of Morocco at the territory of the Western Sahara. While the Court agreed with the principle of the claim, it disagree with the liability of Polisario, to do the claim due to its legal status. The ruling further clarified, that with the suspension also preferential tariffs cannot be applied for products originating from the Western Saharan territory. With regard to application of the ruling, possible solutions and implications of the ruling a common session of the Foreign Affairs Committee and the International Trade Committee of the European Parliament has been held. Briefings had been given by the EEAS, Vincent Picket, responsible for the Maghreb area, Joost Korte from DG Trade and a representative of DG Taxud. The briefing as well as the debate acknowledge the need for a responsible solution within this unique situation, highlighting the ongoing United Nations peace process in this region as a particular challenge. The Commission declared, that the likeliest arrangement will be the amendment of the Agricultural Agreement with Morocco by conditions for the Western Sahara. The process will be initiated in close cooperation with Morocco. A main challenge with that regard will remain the conditions of the ruling, to include the factor of sustainability and the dialogue with the relevant people. They further underlined, that the ruling does not pose a ban on the import of products originating from the region, but only preferential duties do not apply. Continued uncertainty remains with regard to the timeline of the future amendment, potential transitional measures, the responsible negotiation partners, the practical implementation and questions with regard to labelling.

WTO notifications

The report on the WTO notifications for the period of 20-27 March 2017 can be found enclosed in the section below.

Related document

- [WTO notifications](#)
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This Newsletter contains information for the personal use of Freshfel members only, and must not be further disseminated to non-members. Freshfel members are kindly invited to inform the Secretariat about any specific country or industry developments which are appropriate for circulation in this Newsletter. For more information on the contents of this Newsletter, contact Philippe Binard, Raquel Izquierdo de Santiago, Eglè Baecke-Eimontaitè, Daphne van Doorn, Nelli Hajdu or Helene Deruwe at the Association 's Secretariat.

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