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Do The Right Thing (Right) – FRUIT LOGISTICA Trend Report 2020

- FRUIT LOGISTICA Trend Report sets out business case for sustainability in the fresh produce business
- Free 32-page investigation by Rabobank also offers roadmap to improvement in areas of environmental and ethical concern

Berlin, 6 February 2020 – What can fresh produce companies do to combat climate change and to protect the people who work in their supply chains, while at the same time maintaining viable, profit-making enterprises? With sustainability becoming an increasingly urgent challenge in so many different areas, FRUIT LOGISTICA has published the most far-reaching investigation ever undertaken into the environmental and ethical sustainability challenges faced by today's fruit and vegetable business.

Entitled Do The Right Thing (Right) and produced by RaboResearch Food & Agribusiness, the FRUIT LOGISTICA Trend Report 2020 outlines the most important sustainability issues for the industry, including key areas of concern like water conservation, food waste, packaging, chemical use, energy consumption and treatment of workers.

It also sets out what has become a compelling business case for a range of sustainable practices, as well as offering compelling examples of how producers, distributors and retailers are treating people and the planet better by making important changes to the way they operate. Finally, it presents a proposed roadmap towards making sustainability an integral part of any company.

“There is a strong business case for sustainability, including a reduction of risks and establishing a long-term position as a trusted partner for internal and external stakeholders,” says report author Cindy van Rijswijk. “There are, of course, challenges too, which the industry must address.”

Available as a free download from the FRUIT LOGISTICA website, Do The Right Thing (Right) incorporates information and insight from across the global fruit and vegetable marketplace, making it a valuable resource for anyone working in the industry.

The full Trend Report 2020 is available [here](#)



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