

Day program 7 February 2019

Fruit Logistica Innovation Award - Vote today!

Category	Date	Time:	Location
Fruit Logistica Innovation Award	February 7, 2019	09:00 - 18:00	Hall 20/21 Passageway

The most important award of the fruit trade industry will be awarded on February 8, 2019 in Berlin. On February 6th and 7th, 2019, more than 75,000 trade visitors from over 130 countries will have the opportunity to choose the Innovation of the Year

The ten nominees will present themselves in a special exhibition area in the transition between **Halls 20 and 21**. The winners will be announced on February 8, 2019 at 2:30 pm in the transition between Halls 20 and 21.

Voting passage between halls 20/21

Food waste and distribution

Category	Date	Time:	Location
Logistics Hub	February 7, 2019	10:00 - 10:25	Hall 26

WASTE MANAGEMENT ACROSS THE SUPPLY CHAIN: REVISING THE ROLE AND RESPONSIBILITY OF TRANSPORT AND PACKAGING

Food waste and distribution

Food waste could contribute 252 bn USD a year by 2030. Road transportation coupled with empty truck returns significantly contribute to waste.

Presenter / Contact person:

[Alex von Stempel](#), Managing Director, Freshwater Logistics Ltd.

Speaker:

[Chris Catto-Smith](#), Managing Director, Freshport Asia

Sensational discovery on wholesale markets

Category	Date	Time:	Location
Fresh Produce Forum	February 7, 2019	10:00 - 10:30	Hall B/CityCube Berlin

The German wholesale markets are small and medium-sized urban trading and logistics platforms. They are indispensable for customers from the specialist trade, weekly markets, Gastro and hotel services and bulk consumer segments. But how do they become more visible for everyone in their role and significance? Let us surprise you!

Speaker:

[Uwe Kluge](#), Division Manager Whole Sale Market Bremen / chairman of the board of GFI, Bremen Wholesale Market, GFI Deutsche Frischemärkte e.V.

An update from PerfoTec on Complimentary Technologies being used to Further enhance the Shelf Life of Fresh Produce

Category	Date	Time:	Location
Tech Stage	February 7, 2019	10:00 - 11:00	Hall 9, booth B-12/B-13

Featuring:

PerfoTecO2Control – The Ultimate gas flushing system (nominated for the FRUIT LOGISTICA Innovation Award 2019); aids in reduction of food waste, gas waste, costs and improvement of shelf life and productivity.

Fast Respiration Meter 4.0; new model with additional features to optimize convenience and precision in measuring the respiration rate

Perfolid; an innovative collaboration between PerfoTec, Sealpac and Naber Plastics to extend the shelf life of fresh produce while adding convenience for the consumer to reclose the package.

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Production and Processing – Business Opportunities in the Countries of the Western Balkans

Category	Date	Time:	Location
Events	February 7, 2019	10:00 - 12:00	Hall B/CityCube Berlin, Room M 4-5

The Eastern Business Association and Messe Berlin will hold a conference on the market of fresh fruits and vegetables in the Western Balkans. Serbia, Albania and Macedonia will be present on the fair with numerous producers and representatives of their agricultural ministries.

The organizers will gather business experts from the field to provide an overview of business perspectives and identify opportunities for future cooperation. Neutral experts will introduce the region, local producers will present their potential and successful business representatives will show best practice examples.

Aspects for a hands-on panel discussion are market potential, distribution chains, marketing methods and potential challenges.

The participation is free of charge. The conference will be held in English. **Followed by Get Together .**

Contact Details:

Helena Rosengrün

Project Manager Events

Eastern Business Association

Phone +49 (0)30 206167 121

Email H.Rosengruen@bdi.eu

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Food waste and distribution

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Logistics Hub	February 7, 2019	10:25 - 10:45	Hall 26

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Food waste could contribute 252 bn USD a year by 2030. Road transportation coupled with empty truck returns significantly contribute to waste.

Presenter / Contact person:

[Alex von Stempel](#), Managing Director, Freshwater Logistics Ltd.

Speaker:

[Ole Schack-Petersen](#), Senior Vice President, LCL / Broom Group

Melon logistics

Category	Date	Time:	Location
Logistics Hub	February 7, 2019	10:45 - 11:05	Hall 26

WASTE MANAGEMENT ACROSS THE SUPPLY CHAIN: REVISTING THE ROLE AND RESPONSIBILITY OF TRANSPORT AND PACKAGING

Melon logistics

Is there a case to be made for dedicated melon shipping in the era of 'near' complete containerisation?

Presenter / Contact person:

[Alex von Stempel](#), Managing Director, Freshwater Logistics Ltd.

Speaker:

[Luiz Roberto Maldonado Barcelos](#), CEO, Agricola Famosa

Almonds in the blockchain

Category	Date	Time:	Location
Future Lab	February 7, 2019	11:00 - 11:30	Hall 26

It has long been clear that the blockchain will revolutionize global logistics traffic. Now, for the first time, 17,000 kilos of almonds have been sent across half the globe. All data was written transparently into the blockchain and was later traceable for all partners.

Moderator:

[Ed Leahy](#), Staff Writer, Fresh Produce Journal, Fruitnet Media International GmbH

Speaker:

[Guido Lange](#), Managing Director, Block Builders GmbH

Superfoods - hip and healthy

Category	Date	Time:	Location
Fresh Produce Forum	February 7, 2019	11:00 - 12:00	Hall B/CityCube Berlin

Superfoods is more than just a marketing term. Superfoods are of course not new - kale has already been loved by our grandparents. But in times of high expectations of food, it is precisely these foods that meet the demand for high concentrations of nutrients and various health benefits. Analysts expect the global superfood market to grow by more than 15% in 2018-2022.

Moderator:

[Kaasten Reh](#), Project Director Events & Awards, Fruchthandel Magazin, Fruitnet Media International GmbH

Speaker:

[Tunde Daczo](#), Managing Director, Storm Strategy Ltd, Third Eye Procurement

[Xavier Equihua](#), CEO of the World Avocado Organization (WAO); President and CEO of the Peruvian Avocado Commission, World Avocado Organization (WAO), Peruvian Avocado Commission

Reverse logistics

Category	Date	Time:	Location
Logistics Hub	February 7, 2019	11:05 - 12:00	Hall 26

WASTE MANAGEMENT ACROSS THE SUPPLY CHAIN: REVISING THE ROLE AND RESPONSIBILITY OF TRANSPORT AND PACKAGING

Reverse logistics

There are different models for reverse logistics to become part of the circular economy and to reduce the use of primary resources. Could plastic pallets replace wooden pallets in Africa?

Following: Discussion with speakers and international experts.

Presenter / Contact person:

[Alex von Stempel](#), Managing Director, Freshwater Logistics Ltd.

Speaker:

[Clive Lawrance](#), Managing Director, Freshport Asia

The Digital Transformation of the fresh produce supply chain

Category	Date	Time:	Location
Tech Stage	February 7, 2019	11:30 - 12:30	Hall 9, booth B-12/B-13

Using data that is collected along the sorting line is becoming a critical element of business success. Find out how advancements in the digitalization of the packhouse drives productivity, food safety, sustainability and waste reduction, while giving businesses a sharper competitive edge.

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Contact person:

[Chris Komatas](#)

Digital agriculture – intelligently networked soil sensors

Category	Date	Time:	Location
Future Lab	February 7, 2019	12:00 - 12:30	Hall 26

The FutureIoT research network, a team of more than 30 partners from science and industry, is working on the technology and application research of future IoT systems in digital agriculture in the soil sensor technology subproject. In addition to global data such as weather history or forecast, locally collected IoT-supported sensory data on plant condition and specific soil quality issues are included in optimized field management on partial areas.

A mobile measuring system directly in the field analyses critical soil parameters (Nmin) and is connected to the IoT platform via mobile radio techniques. Further soil sensors for humidity and temperature measurements transmit data using Low-Power Wide Area Network (LPWAN) technology.

Moderator:

[Michael Schotten](#), Editor, Fruchthandel Magazin, Fruitnet Media International GmbH

Speaker:

[Dr. Susanne Oertel](#), Senior Research Scientist, Fraunhofer Institute for Integrated Systems and Device Technology IISB

Prepared for the Unforeseeable in Fruit Logistics – Powered by Algorithms

Category	Date	Time:	Location
Tech Stage	February 7, 2019	13:00 - 14:00	Hall 9, booth B-12/B-13

The weather, consumer demand and other uncontrollable factors affect the availability and sales of fruits and vegetables. In their presentation "Prepared

for the Unforeseeable in Fruit Logistics – Powered by Algorithms” Jennifer Stead and Karsten Horn of Inform show how producers, retailers and logistics experts can lean back and manage their agricultural crates and other load carriers, as well as their transport logistics efficiently and with ease. Inform’s team will also illustrate how fruit and vegetable logistics can benefit from the use of artificial intelligence and blockchains. You are very welcome to discuss your specific challenges with them in Hall 9, D-07.

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Keynote Speaker:

[Karsten Horn](#)

[Jennifer Stead](#)

Tomorrow is here – breeding for the future!

Category	Date	Time:	Location
Future Lab	February 7, 2019	13:00	Hall 26

Tomorrow is here - high quality apple and pear varieties with excellent consumer appeal and eating experience produced in hot climate environments. Our unique combination of germplasm, breeding strategies and selection approach is delivering fruit with an eating experience unique to the hot dry conditions that climate change is creating - fruit with good colour and skin finish, no sunburn, and crisp textures.

Speaker:

[Joan Bonany Rocas](#), Catalan Institute of Agrifood Research & Technology (IRTA)

[Wendy Cashmore](#), Manager, Plant Variety Rights, Plant & Food Research

Fresh produce logistics - a lack of post harvest management

Category	Date	Time:	Location
Logistics Hub	February 7, 2019	14:00 - 14:25	Hall 26

The majority of losses in transition from orchard or field to retail shelf arise at the beginning of the chain. What would constitute a ‘best in class’ approach to tackling waste at source?

Presenter / Contact person:

[Alex von Stempel](#), Managing Director, Freshwater Logistics Ltd.

Speaker:

[Oliver Huesmann](#), CEO, Fruit Consulting

TR4, Black Sigatoka and the future of the banana industry

Category	Date	Time:	Location
Future Lab	February 7, 2019	14:00 - 14:30	Hall 26

Banana production is under threat. Black Sigatoka and Panama disease are by far the most important fungal disease in global banana production, irrespective of the destined markets. The underlying factor is genetic uniformity. The solution is innovation: a suite of new, excellent and resistant banana varieties meeting future market demands and anticipating on a changing consumer preference.

Moderator:

[Fred Searle](#), Nachrichten Redakteur, Fresh Produce Journal, Fruitnet Media International GmbH

Speaker:

[Prof. Gerrit H.J. Kema](#), Wageningen University and Research

Argentina - focus on tradition and trends

Category	Date	Time:	Location
Fresh Produce Forum	February 7, 2019	14:00 - 15:00	Hall B/CityCube Berlin

Argentina has always been a major producer of important products. The country can look back on a long tradition. But it also has a very modern production system that is characterized by enormous innovative strength. Not to mention products such as berries, apples, pears and citrus.

Moderator:

[Kaasten Reh](#), Project Director Events & Awards, Fruchthandel Magazin, Fruitnet Media International GmbH

Speaker:

[Betina Ernst](#), Co-Founder and President

How to avoid disappointment during the last mile

Category	Date	Time:	Location
Logistics Hub	February 7, 2019	14:25 - 14:45	Hall 26

Temperature deviation and plant pathology are the main causes of quality deterioration. The challenge is that they are connected. Who should be the custodian of the cold chain?

Presenter / Contact person:

[Alex von Stempel](#), Managing Director, Freshwater Logistics Ltd.

Speaker:

[Andy Connell](#), Director, A-Bar-C Services

Plastic-free fresh fruit & veg aisles

Category	Date	Time:	Location
Tech Stage	February 7, 2019	14:30 - 15:30	Hall 9, booth B-12/B-13

Despite its many benefits, plastic packaging has justifiably come under scrutiny of consumers and governments. The public is increasingly becoming aware of how fragile our environment actually is, and that the effort of every single one of us is needed to make a change. The industry is responding by working hard on bringing viable sustainability solutions to the market. A few of these eco-friendly alternatives particularly for the fresh produce sector will be presented and discussed during the session.

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Contact person:

[Roland Arbesleitner](#)

The impact of e-commerce on the traditional transport and logistics sector

Category	Date	Time:	Location
Logistics Hub	February 7, 2019	14:45 - 15:05	Hall 26

E-commerce represents the empowerment of the consumer via IOT and essentially mobile technology. For the perishable logistics industry this means lifting the shroud of mystery on many different perishable logistics processes. But is the existing cold chain 'too inflexible' to adapt to the new demands of total transparency?

Presenter / Contact person:

[Alex von Stempel](#), Managing Director, Freshwater Logistics Ltd.

Speaker:

[Alfred Cheung](#), Founder, JC Food Republic Company Ltd

Glashaus 3.0 - the digital revolution

Category	Date	Time:	Location
Future Lab	February 7, 2019	15:00 - 15:30	Hall 26

New technologies, such as LEDs, robots, artificial intelligence and phenotyping are rapidly developing. This talk will discuss how the production process in greenhouses and vertical farms can be fully controlled by connecting the latest technologies with insights in crop physiology. This allows substantial energy saving, while boosting plant growth as well as quality (taste, shelf life, nutritional content).

Sustainable agriculture is a challenge for the operators of greenhouse systems with natural sunlight but also for vertical farms with artificial lighting. The chances regarding an optimal use of resources, the system design, technology trends like LED technologies, as well as aspects like biostimulants, environmental controls and much more will be examined.

Moderator:

[Tom Joyce](#), Senior Reporter, Eurofruit Magazine, Fruitnet Media International GmbH

Speaker:

[Prof. Dr. Leo Marcelis](#), Head of Horticulture and Product Physiology group, Wageningen University

Risk management in the supply chain

Category	Date	Time:	Location
Logistics Hub	February 7, 2019	15:05 - 15:25	Hall 26

Demands for greater transparency means that quality control needs to be tightened up. The challenge is to ensure an effective and efficient quality control process, with utmost food safety and reliable delivery times. What are the concepts for a successful collaboration between the fresh produce trade, logistics and quality control analysis?

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Presenter / Contact person:

[Alex von Stempel](#), Managing Director, Freshwater Logistics Ltd.

Speaker:

[Udo Lampe](#), Co-Founder & Managing Director, Analytica Alimentaria GmbH

Blockchain - The link between producers and retailers

Category	Date	Time:	Location
Logistics Hub	February 7, 2019	15:25 - 15:40	Hall 26

Speaker:

[Venkatesh Babu Vadlamudi](#), dFarminc

The last mile

Category	Date	Time:	Location
Fresh Produce Forum	February 7, 2019	15:30 - 16:00	Hall B/CityCube Berlin

The metropolises are growing. Out-of-home consumption as well as convenient home delivery are enjoying growing popularity. The demands of consumers for fresh and prompt delivery are also growing. The result: a further increase in traffic and logistical challenges. What can solutions look like?

What are the challenges and opportunities in online food retailing?

FRUIT LOGISTICA

6|7|8 FEBRUARY 2019 | BERLIN



The goal of food change is enlightened consumers, manufacturers and retailers! To create a social, economic and political environment in which all participants can jointly develop the food markets and open up new perspectives for the future. Lebensmittelwandel does not want to offer advice that leaves behind figures and exelsheet deserts, but solutions, networking, implementation and perhaps the most up-to-date practical know-how.

Following: Panel discussion with the speakers of the day.

Moderator:

[Kaasten Reh](#), Project Director Events & Awards, Fruchthandel Magazin, Fruitnet Media International GmbH

Speaker:

[Jens Drubel](#), Managing Director, Lebensmittelwandel [Dr. Volker Lange](#), Head of Packaging and Trade Logistics, Fraunhofer Institute for Material Flow and Logistics, Dortmund

Chiquita: New Logistic Service

Category

Press dates

Date

February 7, 2019

Time:

16:00 - 17:00

Location

Press Conference Room B,
Press Centre Hall 6.3

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