

FRUIT LOGISTICA

6|7|8 FEBRUARY 2019 | BERLIN



FRUIT LOGISTICA 2019 Media Preview

Category
Press dates

Date
February 5, 2019

Time:
11:00

Location
Marshall-Haus

Contact:

Susanne Tschenisch

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Innovative. Inventive. Exciting.

Category
Fruitnet World of Fresh Ideas

Date
February 5, 2019

Time:
14:00 - 18:00

Location
Halle 7.3, Room Berlin
(Entrance Hall 7.2)

Fruitnet World of Fresh Ideas is designed to showcase some of the most innovative and inventive projects in the fresh produce business worldwide. Featuring business leaders, entrepreneurs and experts from right across the supply chain, the event features a fun, engaging and interactive programme that incorporates live interviews, quickfire discussion and multimedia content.

In 2019, the emphasis will be on consumers and how some of the leading players in the international fresh fruit and vegetable business are managing to give the people what they want. The show will draw new examples of innovation from the fields of retail, marketing, breeding, production, packaging and post-harvest technology to deliver an entertaining and inspiring experience for all those who attend.

- **Get your [ticket here](#).**

TRENDS & INNOVATIONS

GROWERS & SUPPLIERS: The biggest trends and innovations worldwide.

TREND REPORT

BUYERS & SHOPPERS: The major changes in global demand.

PLUS

- 2 Networking Breaks: Meet colleagues, make new contacts!
- Presentation Fruchthandel Magazine Retail Award: Learn more about the German retail sector and the global market
- Online polling: Your chance to voice your personal opinion

Simultaneous translation in English, French, German, Italian and Spanish

Moderator:

[Michael Barker](#), Editor, Fresh Produce Journal, Fruitnet Media International GmbH

[John Hey](#), Asiafruit Editor, Asiafruit Magazine, Fruitnet Media International GmbH

[Mike Knowles](#), Editor, Eurofruit Magazin, Fruitnet Media International GmbH

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

[Chris White](#), Managing Director, Market Intelligence Limited, Fruitnet Media International GmbH

[Yuxin Yang](#), China Editor, Fruitnet Media International GmbH

Speaker:

[Tom Coen](#), Octinion BVBA

[Jordi Ferre](#), AgroFresh

[Fernando Garcia Bastidas](#), University of Wageningen

[Helmut Hübsch](#), Director Consumer Panels, GfK

[Salvador Martinez](#), Managing Director, Obeikan MDF

[Deepak Ravindran](#), Oddbox

[Gilad Sadan](#), Navi Co Global

[Emile Vanpoperinghe](#), Oddbox

[Maria Wieloch](#), ICA

[Dr. David von Laskowski](#), President & CEO, Greenfood Group

Fruit Logistica Innovation Award - Vote today!

Category	Date	Time:	Location
Fruit Logistica Innovation Award	February 6, 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

Container carriers target the fruit market

Category	Date	Time:	Location
Logistics Hub	February 6, 2019	10:00 - 10:30	Hall 26

OCEANFREIGHT OR AIRFREIGHT - WHAT NEXT?

Container carriers target the fruit market

Container operators have increasingly entered the reefer market at the expense of specialized operators. They now offer fully reefer oriented (seasonal) services with purpose built tonnage

Presenter / Contact person:

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

Speaker:

[Stefan Verberckmoes](#), Shipping Analyst und Europaredakteur, Alphaliner

Traditional food presented in a modern way

Category	Date	Time:	Location
Fresh Produce Forum	February 6, 2019	10:00 - 11:00	Hall B/CityCube Berlin

High-quality food plays an important role on consumer shopping lists, and younger consumers in particular attach importance to a healthy diet. This often goes hand in hand with new shopping and consumption habits. It is also important to reconcile various aspects such as the environment, sustainability and transparency. How are tradition and modernity combined today? Here, examples are presented of how these demands can be implemented in a contemporary way.

Moderator:

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

Speaker:

[Gunnar Brune](#), Tricolore Marketing [Richard Johnson](#), Founder, British Street Food Awards

Logistics or the power of the possible

Category	Date	Time:	Location
Logistics Hub	February 6, 2019	10:00 - 16:00	Hall 26

Logistics Hub, now in its 4th year as a separate lecture series at Fruit Logistica, is aimed at all trade visitors who are interested in logistics.

How do mangos, papayas and bananas actually get on the table? What hurdles are there for the logistics provider to overcome, what risks have to be

taken into account, and what about the quality of the cold chain?

Visitors are to learn in 10 sessions how products can be delivered even fresher and more durable.

The presentations are selected according to specific topics and criteria and last between 20-25 minutes.

The individual meetings will take place on the first two days of the fair from 10-12 and 14-16 and on the third day in the morning from 10-12.

The events will be held in English with simultaneous translation into German, French, Spanish and Italian.

Contact person:

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

Could airfreight offer relief?

Category	Date	Time:	Location
Logistics Hub	February 6, 2019	10:35 - 11:00	Hall 26

OCEANFREIGHT OR AIRFREIGHT - WHAT NEXT?

Could airfreight offer relief?

How serious are airfreight capacity issues, as 'belly cargo' has become a clear favourite? What can the fresh produce sector learn from the pharma sector and the pharma logistics in particular?

Presenter / Contact person:

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

Speaker:

[Stavros Evangelakakis](#), Global Product Manager, Cargolux Airlines

Tomato Fruit under heat stress

Category	Date	Time:	Location
Future Lab	February 6, 2019	11:00 - 11:30	Hall 26

The heat wave in Germany in 2018 led to considerable yield losses in agriculture. Tomatoes are important crops in vegetable cultivation worldwide. Excessively high temperatures damage their fruit development. If the heat persists, the plants not only suffer from a lack of irrigation, but their metabolism is also considerably impaired. Prof. Dr. Jutta Ludwig-Müller, Professor of Plant Physiology at the TU Dresden, and her team are developing agricultural strategies to reduce such heat-related yield losses. In experiments, they found that this heat causes hormonal stress in tomato plants, which produce the best fruit yields at moderate temperatures. The team succeeded in demonstrating that the plant hormone auxin significantly decreases during the flowering and fruit development of tomatoes under heat. Treating the heat-infested plants with the plant hormone led to a significant improvement in fruit development.

Moderator:

[Sabine Reh](#), Project Management, Fruchthandel Magazin, Fruitnet Media International GmbH

Speaker:

[Prof. Dr. Jutta Ludwig-Müller](#), Technische Universität Dresden

Fresh produce demand and container shipping

Category	Date	Time:	Location
Logistics Hub	February 6, 2019	11:00 - 12:00	Hall 26

OCEANFREIGHT OR AIRFREIGHT - WHAT NEXT?

Fresh produce demand and container shipping

Fresh produce demand is increasing, but no longer at the same rate as seaborne frozen products. What's happening?

Afterwards panel discussion with international stake holders from the transport and logistics service sector and customers from 11:25 to 12:00 o'clock.

Presenter / Contact person:

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

Speaker:

[Graham Schrieder](#), Head of Fruit and Vegetable Segment, Maersk Line

Frozen fruit and vegetables - trends and potential

Category	Date	Time:	Location
Fresh Produce Forum	February 6, 2019	11:30 - 12:30	Hall B/CityCube Berlin

The working and living habits of consumers have changed considerably in recent years. And so have their eating and preparation habits. People usually have less time, but still want a healthy diet. And so frozen fruit and vegetable products also play an important role. We take a look at the potential of this segment.

Moderator:

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

Speaker:

[Elena Ozeritskaya](#), Founder Fresh Insight

Faster thinking- better freshness

Category	Date	Time:	Location
Future Lab	February 6, 2019	12:00 - 12:30	Hall 26

Whoever delivers the best freshness is ahead of the consumer. "Nowadays, there are too many challenges and decisions in the food trade - only those that use machine learning deliver performance optimizations that bring success." Algorithms are already often superior to human thinking. Machine learning is faster than the smartest mind. There is great potential here to further optimize freshness.

Moderator:

[Mike Knowles](#), Editor, Eurofruit Magazin, Fruitnet Media International GmbH

Speaker:

[Harrij Schmeitz](#), Managing Director, Fresh Informationmanagement Center

FUTURE OF FOOD BY TOMRA FOOD, COMPAC & BBC TECHNOLOGIES

Category	Date	Time:	Location
Press dates	February 6, 2019	12:30	Hall 9, Booth 22

Contact:

Marijke Bellemans

marijke.bellemans@tomra.com

Investment greenhouse

Category	Date	Time:	Location
Fresh Produce Forum	February 6, 2019	13:00 - 14:00	Hall B/CityCube Berlin

In times of low prices, but also with fluctuating prices, such investments can be interesting mainstays. But also the low interest rates bring new big investors to the agricultural sector. This forum is an information event for all who are looking for new investment opportunities and new turnover and profit opportunities. It provides an overview of investment opportunities, challenges and risks, but also of opportunities, market entries and interrelationships.

Investing in greenhouse projects (or controlled environment agriculture) is on the agenda of quite some investment funds. Growing healthy food close to the market with a low carbon foot print is interesting with potentially high returns. But there are some obstacles to overcome which should not be overlooked. This presentation is about the great opportunities, the pitfalls and the possible solutions.

Moderator:

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

Speaker:

[Robert Keijzer](#), Commercial Director, KUBO Sustainable Greenhouse Projects [Cindy van Rijswijk](#), Industry Analyst Fruit & Vegetables, Rabobank

Sub-Saharan logistics

Category	Date	Time:	Location
Logistics Hub	February 6, 2019	14:00 - 14:20	Hall 26

HOW TO ACHIEVE CUSTOMER SATISFACTION WITH GLOBAL LOGISTICS

Sub-Saharan logistics

Logistics in the Sub-Sahara region is fraught with difficulties. But how can viable and sustainable supply chains be developed?

Presenter / Contact person:

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

Speaker:

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

It's a matter of taste

Category	Date	Time:	Location
Future Lab	February 6, 2019	14:00 - 14:30	Hall 26

When will you eat more healthy vegetables? When someone is telling you how healthy they are? Market research shows that taste is the key towards a more healthy consumption. But what is taste? And what do we like? Can we influence the taste in open field vegetables? In Bejo there has been a lot of research and breeding done on this topic. It results in interesting insights in the differences in content matters and taste characteristics that can be used to market produce.

Moderator:

[Michael Barker](#), Editor, Fresh Produce Journal, Fruitnet Media International GmbH

Speaker:

[Christine Jong](#), Area Business Manager Western Europe, Bejo

Central America meeting European quality and sustainability requirements – challenges and best practices

Category	Date	Time:	Location
Events	February 6, 2019	14:00 - 16:00	Hall B/CityCube Berlin, Room M 4-5

Panel discussion with local producers and trading experts about the Trade in Fresh Fruit & Vegetables from Central America

Panelists:

- Ivan Bustillo, Valle Farms (Honduras)
- Gloria Polanco, Frutas Tropicales de Guatemala Frutesa
- Alexander Roman, Trade Commissioner / Director North Europe PROCOMER Costa Rica
- Andreas Schindler, CEO of Don Limon (Germany)

- Piet Schotel, Centre for the Promotion of Imports from Developing Countries (CBI), The Netherlands

Moderator: Dr. Andreas Brügger, CEO of the German Fruit Trade Association (DFHV)

Organised by the Lateinamerika Verein LAV (Business Association for Latin America) and CBI (Centre for the Promotion of Imports from developing countries, Netherlands Enterprise Agency)

For registration and more information please contact Manuel Neumann: m.neumann@lateinamerikaverrein.de

Spoken Language: English

Dominican and Central American Pavilions in halls 25 and 26

- Costa Rica
- Dominican Pavilion
- Guatemala
- Honduras
- Panama

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Spoken Language: English

Dominican and Central American Pavilions in halls 25 and 26

- Costa Rica
- Dominican Pavilion
- Guatemala
- Honduras
- Panama

Keynote Speaker:

[Gloria Polanco Piet Schotel](#), Fruit Consultancy Europe B.V. [Alexander Roman Procomer](#), Director & Trade Commissioner, North Europe of the Trade Promotion Agency of Costa Rica (PROCOMER)

[Andreas Schindler](#)

Moderator:

[Andreas Dr. Brügger](#)

Remote Container Management

Category	Date	Time:	Location
Logistics Hub	February 6, 2019	14:20 - 14:35	Hall 26

HOW TO ACHIEVE CUSTOMER SATISFACTION WITH GLOBAL LOGISTICS

Remote Container Management

RCM promises to provide greater visibility in supply chains. How does it work and what are the next stages of the development?

Presenter / Contact person:

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

Speaker:

[Søren Østergaard](#), Head of Reefer Innovation, Maersk

Achieving Compliance and Food Safety Value in the Packhouse

Category	Date	Time:	Location
Tech Stage	February 6, 2019	14:30 - 15:30	Hall 9, booth B-12/B-13

A presentation on the changing global fresh produce market and the implications on food safety in the packhouse. A holistic approach to the development of sanitary equipment by incorporating regulatory requirements and validated customer requirements. An approach to define standard designs and operational protocols to enable the highest safety standards for both producers and consumers.

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Contact person:

[Dimitri Tavernarakis](#)

Fresh or frozen - Comparing operational costs of cold stores

Category	Date	Time:	Location
Logistics Hub	February 6, 2019	14:35 - 14:50	Hall 26

HOW TO ACHIEVE CUSTOMER SATISFACTION WITH GLOBAL LOGISTICS

Fresh or frozen - Comparing operational costs of cold stores

Energy saving strategies remain a key-factor for cost-efficient cold store operations. Comparing energy costs between handling chilled and frozen vegetables.

Presenter / Contact person:

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

Speaker:

[Antonio Oken](#), Managing Director, Oken Trading

Ports and fresh produce logistics

Category	Date	Time:	Location
Logistics Hub	February 6, 2019	14:50 - 15:05	Hall 26

HOW TO ACHIEVE CUSTOMER SATISFACTION WITH GLOBAL LOGISTICS

Ports and fresh produce logistics

How port investments in innovative solutions, such as e-phytosanitary certificates can enhance fresh produce supply chain efficiency.

Presenter / Contact person:

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

Speaker:

[Ingrid Vanstreels](#), Key Account Manager Shippers & Forwarders

DeepFruits – Intelligent harvesting

Category	Date	Time:	Location
Future Lab	February 6, 2019	15:00 - 15:30	Hall 26

An autonomous robotic agricultural platform is a new approach to crop rotation estimation and automated harvesting. The key element of such a neural network is an accurate, fast and reliable fruit recognition system.

Recent work in deep neuronal networks has led to the development of a state-of-the-art object detector, which takes over the task of fruit recognition. This detector is called Faster Region-based CNN (Faster R-CNN). Two types of images are used and the information is combined with each other: RGB colour images (RGB) and near infrared images (NIR).

Moderator:

[Stephanie Zaar](#), Editor, Fruchthandel Magazin, Fruitnet Media International GmbH

Speaker:

[Prof. Dr. Chris McCool](#), University of Bonn

Trend product Avocado

Category	Date	Time:	Location
Fresh Produce Forum	February 6, 2019	15:00 - 16:00	Hall B/CityCube Berlin

Avocados are one of the faster growing products on the shelf and preference of consumers in Europe and worldwide. The presentation will provide an overview of the production growth around the world and the main trends on varieties. It will also analyze the trade trends from an export and import perspective looking at market size in particular in the European market, looking at the consumption trends.

Moderator:

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

Speaker:

[Philippe Binard](#), General Delegate, Freshfel Europe, European Fresh Fruit and Vegetables Association

Blockchain and coldchain – new power perspectives?

Category	Date	Time:	Location
Logistics Hub	February 6, 2019	15:05 - 16:00	Hall 26

HOW TO ACHIEVE CUSTOMER SATISFACTION WITH GLOBAL LOGISTICS

Blockchain and coldchain – new power perspectives?

How can blockchain technology empower farmers and how could 3PLs help them generate more revenue in the face of growing fresh distribution monopolies (e-tail and retail)

Afterwards: Discussion with speakers and international experts.

Presenter / Contact person:

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

Speaker:

[Matthijs Montsma](#), Program Manager Postharvest Quality, Wageningen University

Octinion Agriculture

Category	Date	Time:	Location
Tech Stage	February 6, 2019	16:00 - 17:00	Hall 9, booth B-12/B-13

Welcome for the worldwide launch of our fully autonomous strawberry picking robot. For the very first time, the commercial Octinion robot will be shown to the public. Join us to witness the revolution in the strawberry harvesting industry: see for yourself how it can find, pick and handle strawberries just like a human and how it can do much more than that!

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Keynote Speaker:

[Tom Coen](#), Octinion BVBA

FRESHUELVIA: Presentation of the V International Berries Congress

Category	Date	Time:	Location
Press dates	February 6, 2019	16:30 - 17:30	Press Conference Room B, Press Centre Hall 6.3

Contact:

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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.

Featuring:

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-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.

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

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Contact Details:

Helena Rosengrün

Project Manager Events

Eastern Business Association

Phone +49 (0)30 206167 121

Email H.Rosengruen@bdi.eu

Food waste and distribution

Category	Date	Time:	Location
Logistics Hub	February 7, 2019	10:25 - 10:45	Hall 26

WASTE MANAGEMENT ACROSS THE SUPPLY CHAIN: REVISTING 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:

[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 ANS 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 Lawrence](#), 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 lot-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?

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	Date	Time:	Location
Press dates	February 7, 2019	16:00 - 17:00	Press Conference Room B, Press Centre Hall 6.3

Contact:

Mrs. Kim Strasser
T +49 408 080 16 -135

Kim.Strasser@bcw-global.com

Fruit Logistica Innovation Award - Vote today!

Category	Date	Time:	Location
Fruit Logistica Innovation Award	February 8, 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

Brexit what's the latest?

Category	Date	Time:	Location
Logistics Hub	February 8, 2019	10:00 - 10:25	Hall 26

The Brexit clock is ticking. What are the signs that trade adjustment is taking shape and that fresh produce trades are realigning themselves.

Presenter / Contact person:

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

1st Global Women's Network

Category	Date	Time:	Location
Events	February 8, 2019	10:00 - 11:30	Hall 6.3, room B

We would like to cordially invite you to participate at the first "Global Women's Network" event at FRUIT LOGISTICA Berlin.

Three passionate women in the industry Viviane Schappo , Monica Bratuti and Julie Escobar have put together more than 25 years of experience to create the first network event for Women in the Produce Industry at FRUIT LOGISTICA.

We strongly believe there are great opportunities for Women around the world to unite in this Network-Event and share Ideas, collaborate with each other and Inspire the Global Agricultural community to support Women's Professional growth.

The time has come for us to rise and show the Global Fresh Community that we can be united and have a stronger voice in the Business.

This Network event is an opportunity to get Inspired, connect and yes ROCK THE BOAT! We are the NEW GENERATION of women who want to succeed in the Fresh World and beyond.

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Contact person:

[Julie Escobar](#)

Farmtechnology

Category	Date	Time:	Location
Start-up Stage	February 8, 2019	10:00 - 12:00	Hall 9, booth B-12/B-13

Under the slogan '**Disrupt Agriculture**' the first FRUIT LOGISTICA Start-up Day will take place on 8 February 2019 - a special format for start-ups developing groundbreaking products, projects and ideas.

20 promising start-ups will be presenting their technologies and solutions for the industry.

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Moderator:

[Stephanie Zaar](#), Editor, Fruchthandel Magazin, Fruitnet Media International GmbH

The impact trade disputes on fresh produce logistics

Category	Date	Time:	Location
Logistics Hub	February 8, 2019	10:25 - 10:45	Hall 26

The impact trade disputes on fresh produce logistics

Is perishable logistics in the process of being regionalized and even 'nationalized' as production becomes more local?

Presenter / Contact person:

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

Speaker:

[Robert Hardy](#), Commercial Director, Oakland Invicta Ltd

Mergers and acquisitions in the UK cold storage business

Category	Date	Time:	Location
Logistics Hub	February 8, 2019	10:45 - 11:05	Hall 26

What are the indications that Brexit is triggering a wave of automation in the UK cold storage sector?

Presenter / Contact person:

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

Speaker:

[Chris Sturman](#), Berater

Thinking forward – Win-win for the entire supply chain

Category	Date	Time:	Location
Future Lab	February 8, 2019	11:00 - 11:30	Hall 26

Sustainability is the balance between economic success, ecological action and social expectations. In the context of global trade, it is a major challenge to reconcile these needs at all levels of the value chain.

Customer-specific solutions along the value chain mean far more than just crop protection. The aim is to create tailor-made solutions that meet the needs of society, farmers and other players in the value chain.

In addition to seeds and crop protection (chemical and biological), these include the efficient use of resources and the promotion of biodiversity while maintaining high productivity.

These measures are supported by Bayer Forward Farming as a dialogue and knowledge platform for sustainable agriculture and are embedded in partnerships along the value chain.

Moderator:

[Maura Maxwell](#), Latin America Editor, Eurofruit Magazine, Fruitnet Media International GmbH

Speaker:

[Birte Tschentke](#), Key Relations Manager, Bayer AG

The new packaging law – challenges and solutions

Category	Date	Time:	Location
Fresh Produce Forum	February 8, 2019	11:00 - 12:00	Hall B/CityCube Berlin

Packaging has a variety of tasks, above all to protect food. Today, however, the concept of sustainability also plays an important role, resources must be saved and the environment protected - what distinguishes sustainable packaging?

In Europe, the manufacturer of a product is also responsible for the packaging, i.e. for prevention, reuse and recycling. In Germany, this is implemented by the Packaging Act (VerpackG), which comes into force on 1 January 2019. What challenges need to be mastered? What solutions are available?

A produce industry commitment to reach a sustainable circular economy.

Packaging is a very important modern tool to protect, preserve, valorize, display, marketing produce. Without packaging would be almost impossible to export produce internationally or display in modern retailers.

Therefore, we all need to find a sustainable solution to avoid indirect negatives impacts on the environment. Pragmatic approach is driving us together to more informations, communications, commitments from the industries to final consumers for caring about wastes, less materials, efficient packaging systems and a circular economy all over the world.

Moderator:

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

Speaker:

[Massimo Bellotti](#), International Sales Manager, Produce Division, Groupe Guillin

[Kim Cheng](#), Managing Director, Deutsches Verpackungsinstitut e.V. (dvi)

The impact on UK ports

Category	Date	Time:	Location
Logistics Hub	February 8, 2019	11:05 - 11:25	Hall 26

UK ports relying on trade with Commonwealth countries may be able to steal a march on those facilities relying on produce trades from the Continent. How true is this?

Presenter / Contact person:

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

Speaker:

[James Leeson](#), Head of Port Commercial, DPW World UK Ports

Brexit: Who are the winners and who are the losers?

Category	Date	Time:	Location
Logistics Hub	February 8, 2019	11:25 - 12:00	Hall 26

Panel discussion with Anton Filippo, Commercial Director, Logistics Business Partners, Netherlands and the previous speakers.

Presenter / Contact person:

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

Speaker:

[Anton Filippo](#), Commercial Director, LBP Rotterdam BV - Logistic Business Partners

Revolutionizing Fresh Produce Quality for Consumers

Category	Date	Time:	Location
Future Lab	February 8, 2019	12:00 - 12:30	Hall 26

Have you ever bought an avocado and discovered in the kitchen that the fruit was not ready-to-eat? Have you ever been disappointed by the flavor of strawberries or the shelf life of a fresh cut salad? Great taste, attractive appearance, and optimal shelf life are the key drivers of fresh produce consumption. Together with 2 partners Innovative Fresh launched InQuality in Scandinavia in 2018. InQuality is a unique concept that combined instore monitoring, training and advisory services to consistently lift the quality experience for consumers in retail. During his presentation Jelger will provide insights from the retail shelf, practical examples in fresh produce and the tools to lift the quality experience for consumers. Are you ready to be the Best in Fresh?

Moderator:

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[Christine Weiser](#), Editor, Fruchthandel Magazin, Fruitnet Media International GmbH

Speaker:

[Jelger de Vriend](#), Co-Founder, innovative fresh

Supply Chain Management

Category	Date	Time:	Location
Start-up Stage	February 8, 2019	12:00 - 14:00	Hall 9, booth B-12/B-13

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Moderator:

[Stephanie Zaar](#), Editor, Fruchthandel Magazin, Fruitnet Media International GmbH

Blossoms need bees

Category	Date	Time:	Location
Fresh Produce Forum	February 8, 2019	13:00 - 14:00	Hall B/CityCube Berlin

Worldwide bee mortality is a major problem, especially for the fruit and vegetable industry. Science and industry are looking for solutions. In particular, pollination with specialized bees, bumble bees or wild bees promise solutions.

Moderator:

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

Speaker:

[Tom Strobl](#), Co-Founder, Pollinature GmbH [Dr. Christian Maus](#), Scientific director of the Bayer Bee Care Center, Bayer AG

Sweet, sour, green and early. New pears.

Category	Date	Time:	Location
Future Lab	February 8, 2019	14:00 - 14:30	Hall 26

The University of Bologna, together with the Consorzio Italiano Vivaisti (CIV) of San Giuseppe di Comacchio (Ferrara), has presented a new initiative for the new UNIBO-CIV pear varieties: Lucy Sweet® PA1UNIBO*, Early Giulia® PA1UNIBO*, Debby Green® PA1UNIBO*, and Lucy Red® PA1UNIBO*. The initiative offers all European farmers the opportunity to test plant pears on their own plantations under commercial conditions. UNIBO-CIV is actively looking for stakeholders in the pear industry in Italy and other European countries.

Moderator:

[Kristina Vogt](#), Editor, Fruchthandel Magazin, Fruitnet Media International GmbH

Speaker:

[Barbara Novak](#), agronomic engineer with an International MSc. in Horticultural Sciences

Fruit Logistica Innovation Award - award ceremony

Category	Date	Time:	Location
Fruit Logistica Innovation Award	February 8, 2019	14:30 - 15:30	Hall 20/21 Passageway

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FRUIT LOGISTICA

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