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#FruitAttraction24**

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Fruit Attraction 2024 | 16th edition

Fruit Attraction is the International Fruit and Vegetable Trade Fair co-organised by IFEMA MADRID and FEPEX, whose first edition was held in 2009. The fair has been held 15 times, with the most recent edition taking place in October 2023. The perfect combination for the definition of the project and its development between IFEMA MADRID, as a trade fair operator specialising in the agri-food industry, and FEPEX, the fruit and vegetable industry employers' association, has been the key to the progress of the event throughout all its editions.

General information

Name:	International Fruit and Vegetable Industry Trade Fair
Co-organisers:	IFEMA MADRID and FEPEX
Duration of the event:	8 to 10 October 2024
Edition:	16th
Type:	Professional only
Venue:	IFEMA MADRID (halls 1, 2, 3, 4, 5, 6, 7, 8, 9 and 10).
Andalusia, Guest Region at Fruit Attraction 2024	

Participation forecasts 2024:

More than 2,100 companies from 56 countries and more than 100,000 trade visitors from 145 countries. More than 70,000 m² of fruit and vegetable produce on offer in 10 halls.

Evolution of participation:

Exhibitors 2009: 353
Exhibitors 2023: 2000
Trade visitors 2009: 8480
Trade visitors 2023: 103,868

Areas:

-Fresh Produce, with a wide variety of fruit and vegetable products.

+Ecorganic Market, the exclusive space for the marketing and export of organic products, continues to gain momentum.

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Nota de prensa

-Innova&Tech. The new area will bring together the **Biotech Attraction and Smart Agro** sectors and will be a space for **companies involved in innovation, research and technological development** in plant genomics.

+Smart Agro, an area specialising in innovative products that apply ICT to the fruit and vegetable industry.

+Biotech Attraction, a specialised space for research and technological development in plant genomics.

-Auxiliary Industry, which brings together the entire value chain of the industry.

+Ecorganic Market, also hosts its part in organic industry.

-Fresh Food Logistics, a space at the service of logistics, transport and cold chain management for fresh food.

In addition, the **avocado** stands out as the **star product** of Fruit Attraction 2024. The **Global Avocado Congress** will be held the day before the start of the fair.

Buyers Programme:

The fair will continue to implement initiatives aimed at favouring sales, promotion, development and growth of exhibiting companies.

-International Buyers Programme

-Guest importing countries: China and Saudi Arabia are taking centre stage in 2024. This will promote trade relations between the countries of the European Union and these non-EU markets, backed by a full programme of round tables, guided tours of the fair and B2B sessions.

Innovation

One of the fundamental pillars of Fruit Attraction is INNOVATION. The fair shows the international fruit and vegetable industry as a whole, that innovation is one of the pillars of a modern industry, adapted to consumer profiles.

-The Innovation Hub: brings together all the innovation and the best products or services of the exhibitors participating in the Fair.

Innovation Hub Awards: recognising the best products and services in each category.

Activities

- **The Fruit FORUM, Fruit Next, "The Summit" and the Biotech Forum, will be providing a** full programme of technical conferences made up of sessions characterised by the great diversity of content, as well as the high level of

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participants and speakers (**Biofruit Congress -organised by Ecovalia**), **Biotech Attraction**, the **5th Fresh Food Logistic The Summit** -organised by **Alimarket**-and other interesting sessions in addition to **37 presentations** by exhibitors at the **Fruit Next Forums**).

-The gastronomic space **Factoria Chef**, will return with attractive demonstrations and showcookings.

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Fruit Attraction celebrates the biggest edition in its history and converts Madrid into the industry's world epicentre

Madrid, 8 October 2024 - From **8 to 10 October**, Fruit Attraction will be hosting its **16th edition** with a great line-up of activities, consolidating itself as the benchmark event for the sector on a global level. The fair, organised by **IFEMA MADRID and FEPEX** and with **Andalusia** as its **Guest Region**, has recorded the **highest participation levels in its history with 2,146 exhibiting companies from 56 countries**, representing an **increase of 7%** over last year, **70,000 square metres** of floor space and the expected attendance of more than **100,000 trade visitors from 145 countries**.

In total, **for the first time, 10 halls -1, 2, 3, 4, 5, 6, 7, 8, 9 and 10-**of the Madrid Trade Fair Centre will be hosting the **wide range of fruit and vegetables on offer at this edition**, which means **an increase in occupancy of more than 9%** compared to 2023. In this way, Fruit Attraction 2024 will turn **the city of Madrid into the world epicentre for the marketing of fresh produce**.

These highly positive figures demonstrate the **fruit and vegetable sector's** growing **interest in participating in the sector's largest business centre, as well as its support for promoting Fruit Attraction as a fundamental lever for internationalisation** and a meeting point for all professionals along the entire supply chain.

On this occasion, the **Fresh Produce Area** accounts for almost **70% of the fair**, with a **6% increase in exhibition area** compared to the previous year, as well as the **Ancillary Industry Area**, which **represents 24%** and shows a **4% increase**. The **Fresh Food Logistics Area** has also recorded an increase of more than **26%**. A new addition this year is that Hall 1 will be dedicated to **Innova&Tech**, the new area that brings together the **Biotech Attraction and Smart Agro** sectors, aimed at **innovation, research and technological development companies**.

National participation accounts for **55% of the trade fair**. The immense influence of **Spain as a world leader in the fruit and vegetable market** will be reflected by the **presence of almost all the autonomous communities producing fruit and vegetables in the country**, cementing Fruit Attraction as an effective tool for generating **business opportunities** and for **accessing new international markets**, precisely in a **key month** for planning campaigns.

The **international segment also recorded a significant growth**. On this occasion, it **accounts for 45% of the total occupancy of the fair** and represents an **increase of 22.5%**

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of the exhibition area. Likewise, the **number of exhibitors has grown by 18%**, with the incorporation of **102 new companies.**

Andalusia, Guest Region at Fruit Attraction 2024

Andalusia will be participating as a **Guest Region** at the **16th edition of Fruit Attraction.** The **Regional Government of Andalusia**, through the Regional Ministry of Agriculture, Fisheries, Water and Rural Development, aims to **promote the regional agri-food sector**, standing out as one of the main sponsors for the third consecutive year .

Through its participation, the Regional Ministry will promote Andalusian fruit and vegetable products, their production methods and their identification on the market. It also aims to **increase consumer awareness of the region's products and to increase the recognition of those with certified quality labels.**

Andalusia will also be promoting its certified quality brand **Gusto del Sur** on its stand at the trade fair. Since its launch, **more than 100 companies and associations have signed up**, meaning that up to **300 products from different sectors and subsectors** now carry this European-recognised quality label.

One of the main objectives of Fruit Attraction is to offer a platform for international expansion and promotion. In this sense, **IFEMA MADRID**, with the collaboration of the **Ministry of Agriculture, Fisheries and Food and ICEX**, is once again activating the **International Buyers Programme**, which will attract **over 700 buyers from 70 countries**, retail purchasing managers, importers and wholesalers to Madrid, bringing a special dynamism to the trade fair business operations.

In addition to this, there are the **'Guest Importing Countries'** with the spotlight on **China** and **Saudi Arabia** at this edition. Fruit Attraction therefore will open up and promote trade relations with these markets, backed up by a full programme of round tables, guided tours of the fair and B2B sessions.

On the other hand, the **avocado** will be this year's **star product**, with several initiatives being focused on this superfood whose success has grown notably in Spain in recent years, both in terms of cultivation and exports. In addition to various activities, workshops and demonstrations on this product, the **Global Avocado Congress** will be held the day before the trade fair opens.

Also on Monday 7 October, the **Walnut and Pecan Congress** will take place within the framework of the fair. In addition to these events, Fruit Attraction 2024 offers a complete **programme of activities.**

On the one hand, **the Forums** will be hosting dozens of **presentations** distributed over different spaces. Among others, it will be holding the **Biofruit Congress -organised by**

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Ecovalia-, Biotech Attraction, the 5th Fresh Food Logistic The Summit -organised by **Alimarket**-and other interesting sessions in addition to **37 presentations** given by exhibitors at the **Fruit Next Forums**.

On the other hand, **The Innovation Hub** -at the nexus of halls 1 and 3-, with around **40 products**, will be the area dedicated to innovation and business innovations in the sector. In this area, the fair will once again host the **Innovation Hub Awards**, which have become a fundamental event for supporting the entrepreneurial commitment of the sector with its usual **categories: Fresh Produce; F&V Industry, and Sustainability and Commitment Actions**.

As usual, **Factoria Chef** will once again represent the culinary area within Fruit Attraction with attractive demonstrations and showcooking events. This is a **one-of-a-kind setting for promoting fruit and vegetable producers on the international channel** in order to highlight the quality and excellence of these foods and their endless possibilities for consumption.

For the first time, Fruit Attraction will be awarding the **Best Stand Award**. Likewise, the **14th APAE Journalism Awards** and the **Fruit Attraction Awards** will be presented, the latter dedicated to renowned international media specialising in the fruit and vegetable sector.

Fruit Attraction 2024 will once again have the backing of the Ministry of Agriculture, Fisheries and Food at its **opening ceremony, which will once more be presided over by Minister Luis Planas**.

The fair, organised by IFEMA MADRID and FEPEX, will be held at the trade fair centre from Tuesday, 8 to Thursday, 10 October, from 9:30 a.m. to 7 p.m. and until 5 p.m. on the last day. It has the collaboration of **Veganic Nature** as sponsor of the Wi-Fi network, as well as **Cajamar** of the Business Centre, **Agrobank** for the lanyards worn by the trade visitors and **Chiquita** of a rest area, *Charging Station by Chiquita*, in hall 10.

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Financial report on the fruit and vegetable industry in Spain

Prepared by FEPEX

1. Fruit and vegetables in Spanish agriculture and economy
 - 1.1 An increasingly horticultural country.
 - 1.2 Employment and Territory
 - 1.3 Strengths
2. Foreign trade
 - 2.1 2024 Data An increasingly export-oriented country
 - 2.2 Exports in 2023
 - 2.3 Importation. A country with growing imports
3. Spanish fruit and vegetables in the EU.
Leading producer and exporter
4. Spanish fruit and vegetables in the world.

1. FRUIT AND VEGETABLES IN SPANISH AGRICULTURE AND ECONOMY

1.1 AN INCREASINGLY HORTICULTURAL COUNTRY

Fruit and vegetables constitute the leading industry in Spanish agriculture, with a value of 19.633 billion euros, accounting for 53% of Final Plant Production (which includes the major industries: cereals, olives, etc.) and 31% of Final Agricultural Production (which also includes livestock farming), according to complete data from 2022, from the Sub-Directorate General of Statistics of the Ministry of Agriculture, Fisheries and Food.

Spain produces around 27 million tonnes of fresh fruit and vegetables, of which 54% corresponds to vegetables, 38% to fruit and 8% to potatoes. Around 60% of fruit and vegetable production is destined for export and the rest for the domestic market.

The area occupied in Spain is around 1,100,000 hectares, which is approximately 5% of the total agricultural area.

1.2 EMPLOYMENT AND TERRITORY

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In the current situation of constant depopulation of rural areas, the fresh fruit and vegetable production and marketing industry makes an important contribution to the territorial, social and economic structuring of this rural environment in Spain and, by extension, in Europe.

It helps to fix the population in rural areas as it is present in most of the Autonomous Communities and occupies a relatively small part of the surface area. The fruit and vegetable industry is characterised by its variety and diversity, both in terms of agro-climatic regions, production areas and agricultural systems, which allows it to be present in all the autonomous communities and to offer the market a large number of products, both in terms of species, varieties, production methods and formats within each species.

Because of its labour-intensive nature and the high added value generated by its production, it also contributes to the economic structuring of the regions. The direct employment generated by the fruit and vegetable industry is estimated at 280,000 workers in annual terms affiliated to the Social Security Special System for Employed Agricultural Workers, which represents more than half of the national agricultural employment, estimated at 409,113 workers in annual terms according to data from the Ministry of Employment and Social Security.

To the direct employment generated by fruit and vegetable production must be added the figure of 150,000 workers in processing work at source and other complementary activities, so it can be concluded that the industry represents more than 50% of national agricultural employment.

1.3 STRENGTHS OF THE SPANISH FRUIT AND VEGETABLE INDUSTRY

- **Diversity of supply**

Spanish fruit and vegetable production and export is characterised by a great diversity of products, and within each product, there are different species, varieties, formats, etc. Diversity that sets it apart from other major fruit and vegetable exporting countries. Spanish vegetable exports are made up of more than 92 products and more than 120 fruits.

- **Wide range of calendars - reliable supplier all year round**

The diversity of the fruit and vegetable supply is driven by the diversity of agro-climatic regions, production areas and agricultural systems, which allows Spain to have wide marketing calendars and therefore to have an almost permanent presence in the market. A large group of products is exported from areas that are very far apart, e.g. peaches from Huelva to Lleida.

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- **High production and export volumes to supply all types of customers and markets**

Spanish exports exceeded 11 million tonnes in 2023, reinforcing its position as Europe's leading fruit and vegetable exporter. The large volumes offered by the Spanish market garden make it possible to satisfy the demands of small distributors or large supermarket chains.

- **The shortest value chain to supply Europe**

A very high percentage of the food we consume comes from distant markets. This has a high cost of transport, whether by sea or road, carbon footprint, time... Long value chains are much more exposed at times when there is a global problem. Spain offers the shortest value chain to supply Europe with fruit and vegetables all year round.

2. FOREIGN TRADE IN FRUIT AND VEGETABLES

2.1 SPAIN, AN INCREASINGLY EXPORT-ORIENTED COUNTRY 16 BILLION EUROS WERE EXCEEDED IN 2023.

Spanish exports of fresh fruit and vegetables in 2023 fell by 6% in volume compared to the previous year, totalling 11.3 million tonnes, and grew by the same percentage in value, standing at 16.855 billion euros, according to data from the Customs and Excise Department, processed by FEPEX.

Fresh fruit exports fell by 7.7% compared to 2022, totalling 6.2 million tonnes, whereas the value grew by 1% to 8.972 billion euros. In addition to citrus fruits, which recorded decreases in the volume exported, red fruits also experienced a decrease, with a drop of 11% in the case of strawberries to 246,308 tonnes, 15% in the case of blueberries, totalling 73,508 tonnes, and 17% for raspberries, with 55,878 tonnes. Stone fruit, on the other hand, showed a positive performance, with peaches and flat peaches growing by 25% to 327,888 tonnes and nectarines by 8%. Watermelons with 678,822 tonnes maintained the same volumes as in 2022.

Vegetable exports fell by 3% compared to 2022 to 5.2 million tonnes, with drops in the main vegetables sold abroad: peppers, lettuce, cucumbers, tomatoes and cabbages. Pepper production totalled 710,780 tonnes (-11%), lettuce 706,760 tonnes (-1%), cucumber 667,546 tonnes (-4%), tomatoes 558,514 tonnes (-11%) and cabbages 469,804 tonnes (-6%). The total value of vegetable exports grew by 11% to 7.883 billion euros.

By destination countries, the EU-27 accounted for 83% of Spain's total exports in 2023, totalling 9.4 million tonnes, a percentage that rises to 97% if Europe is considered (including countries such as the United Kingdom, Switzerland and Norway).

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In terms of origin, Andalusia, Valencia and Murcia continue to be the main exporting regions. Andalusia accounts for 33% of national exports, standing at 3.7 million tonnes, 9% less than in 2022, with a value of 6.565 billion euros, the same figure as in 2022. It is followed by the Valencian Community, with 3.2 million tonnes (-8%) and 4.365 billion euros (+9%) and Murcia with 2.1 million tonnes (-6%) and 3.085 billion euros (+6%). In fourth place is Catalonia with 897,144 tonnes, 6% more than in 2022 and worth 1.236 billion euros (-12%).

The drop in the volume of fresh fruit and vegetable exports in 2023 was the result of various factors such as adverse weather conditions, especially drought and the lack of water resources, as well as the increase in production costs and the decline in competitiveness against third countries, according to FEPEX. However, while these problems remain, export volumes have improved so far in 2024.

2.2 EXPORT IN 2024.

VOLUME RECOVERS, WITH GROWTH OF 9% AND VALUE UP BY 3%.

The volume of Spanish exports of fresh fruit and vegetables from January to July 2024 has recovered compared to previous years and up to July it has registered a year-on-year growth of 9%, totalling 7.6 million tonnes. The value continues to grow, with a rise of 3%, worth 11.21 billion euros.

There has been a growth in both fruit and vegetables, which has been particularly noticeable in the quantities exported, with increases of 9% in both groups, totalling 3.6 million tonnes in the case of vegetables and 4 million tonnes in fruit.

Vegetable exports amounted to 3.6 million tonnes (+9%) and 5.103 billion euros (-1%), with peppers being the main vegetable sold abroad, with 512,837 tonnes (+15%) and 1 million euros, the same value as the previous year, followed by tomatoes, with 468,144 tonnes (+19%) and 725 million euros (-10%) and in third position lettuces, with 464,501 tonnes (+4%) and 563 million euros (-5%).

Cabbages also stand out for their strong export volumes, with 388,760 tonnes (+9%) and 567 million euros (+4%), cucumbers, with 380,542 tonnes (+4%) and 511 million euros (-12%), courgettes, with 256,050 tonnes (+5%) and 309 million euros (+10%) and onions, with 169,584 tonnes (+6.5%), worth 117 million euros (-21%).

Fruit exports amounted to 4 million tonnes (+9%) and 6.107 billion euros (+7%), with the good performance of red fruits such as strawberries, with 251,072 tonnes (+4%) and 767 million euros (+13%) and blueberries, with 82,971 tonnes (+20%), worth 527 million euros (+15%).

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Also noteworthy is the positive evolution of stone fruit, such as nectarines, with 194,253 tonnes (+17%) and a value of 305.5 million euros (+9%); flat peaches, with 124,680 tonnes (+21%), worth 200 million euros (+21%); peaches, with 82,478 tonnes (+5%) and 127.5 million euros (+5%); apricots, with 83,593 tonnes (+30%) and 153 million euros (+22%) and cherries, with 37,311 tonnes (+18%) and 132 million euros (+1%); while plum sales fell by 8% in volume and 3% in value, standing at 33,066 tonnes and 57 million euros.

Watermelons and melons also showed an increase in the volume exported, 11% in the case of watermelons to 563,656 tonnes and 9% in the case of melons, with 238,467 tonnes. In terms of value, it decreased by 1% in watermelons, totalling 395 million euros, and grew by 7% in the case of value, standing at 235 million euros.

2.3. GROWTH IN IMPORTS

Fruit and vegetable imports in 2023 continued their upward trend and compared to 2022, increased by 7% in volume and 19% in value, totalling 4.1 million tonnes and 4.473 billion euros respectively. In the last five years imports have grown by 28% in volume and 51% in value.

In 2024, foreign purchases continue to grow. From January to July 2024 it stood at 2.909 billion euros, showing a year-on-year growth of 10%, while the volume increased slightly, by 0.4% totalling 2.4 million tonnes, so that the average imported price increased by 9%.

Vegetables have seen the biggest increase in fruit and vegetable imports in the first seven months of the year compared to the same period last year, growing by 8% in volume and 15% in value, totalling 1.2 million tonnes and 935 million euros respectively. The potato has been the driving force behind this growth, with imports growing by 8.5% in volume and 17% in value, totalling 723,218 tonnes and 344 million euros. Also noteworthy is the increase in tomato imports, with 81,879 tonnes (+6%) and 104 million euros (+4%).

With regard to fruit, the Spanish import market fell in volume by 6%, dropping to 1.3 million tonnes, and grew by 7% in value, amounting to 1.973 billion euros. Bananas, avocados, oranges and apples were the most imported products in the period analysed, but while banana, orange and apple imports have decreased, avocado imports have seen a strong growth, with 146,846 tonnes (+4%) and 345 million euros (+13%).

3. SPANISH FRUIT AND VEGETABLES IN THE EU. LEADING PRODUCER AND EXPORTER IN THE EU

In the European Union, Spain is the main producer of fruit and vegetables, with 29.6 million tonnes, according to FAO data for 2022, closely followed by Italy, with 29.5 million tonnes.

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Spain is also the leading exporter in the EU. Intra-EU trade in fresh fruit and vegetables reflecting exports and imports between EU Member States, including re-exports, stood at 38.1 million tonnes in 2023, according to data from Eurostat's Statistical Office. Spain is the EU's leading supplier of fruit and vegetables, accounting for 25% of total intra-EU trade in fruit and vegetables. It is followed by the Netherlands with 24%.

4. SPANISH FRUIT AND VEGETABLES IN THE WORLD

Global fruit and vegetable production in 2022 amounted to 2,027 million tonnes, 1% more than in 2021, according to FAO data. Spain ranks eleventh in the world.

The world's leading producer of fresh fruit and vegetables is China with 789 million tonnes, accounting for 39% of the total. The second is India, with 245 million tonnes, representing 12% of the world's total production. The third position is held by the United States with 65 million tonnes, representing 3% of total world production.

These three main producers are followed by Turkey with 55.6 million tonnes, Brazil with 47.7 million tonnes, Mexico with 39.6 million tonnes, Russia with 36.5 million tonnes, Indonesia with 35.7 million tonnes, Egypt with 33.2 million tonnes, Ukraine with 29.9 million tonnes and Spain with 29.6 million tonnes, according to FAOSTAT data, processed by FEPEX.

Madrid, 24 September 2024

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Andalusia, Guest Region at Fruit Attraction 2024

Andalusia will be participating as a **Guest Region** at the **16th edition of Fruit Attraction**. The **Regional Government of Andalusia**, through the Regional Ministry of Agriculture, Fisheries, Water and Rural Development, aims to **promote the regional agri-food sector**, standing out as one of the main sponsors for the third consecutive year.

The fair, which is taking place from **8 to 10 October at IFEMA MADRID**, will be hosting professionals from the entire value chain of the fruit and vegetable sector, in which **Andalusia stands out as a world leader**. Through its participation, the Regional Ministry will promote Andalusian fruit and vegetable products, their production methods and their identification on the market.

The Ministry also aims to **increase consumer awareness of the region's products and to increase the recognition of those with certified quality labels**. In short, the aim is to promote the image of Andalusia's quality fruit and vegetables.

Gusto del Sur, Andalusia's food quality mark

Andalusia will also be promoting its certified quality mark **Gusto del Sur** at its stand at Fruit Attraction. This brand was promoted by the Regional Government a year ago and has since been managed by the Regional Ministry of Agriculture, Fisheries, Water and Rural Development.

Since its launch, **more than 100 companies and associations have signed up to Gusto del Sur**, meaning that up to **300 products from different sectors and sub-sectors** now carry this European-recognised quality label. The pioneering companies and associations of Gusto del Sur belong to various sectors, especially the **fruit and vegetable** industry with companies producing **blackberries, strawberries, raspberries, blueberries, custard apples, avocados, loquats, mangos, citrus fruits, tomatoes, asparagus and potatoes, as well as canned vegetables**.

Fruit and vegetable companies represent the third sector within the Gusto del Sur brand, with **26** registered **entities** between companies and regulatory councils and eight in the process of being processed.

Gusto del Sur represents the entire Andalusian agri-food reality, and the Andalusian Regional Government is working **with the sector** to incorporate other **quality assumptions** so that the new brand is increasingly **representative** of the Andalusian agri-food sector.

To become part of Gusto del Sur, the Junta de Andalucía has developed an **online platform** where business owners can provide documentation and submit their membership

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application. The application period is open all year round and the period for a decision is a maximum of three months.

The fruit and vegetable sector, a key sector in Andalusia

The fruit and vegetable sector in Andalusia is one of the main driving forces of the regional economy. Specifically, **agri-food exports from Andalusia** have reached a new record since comparable data has been available (1995), totalling **7.770 billion euros in the first five months of 2024, thanks to a year-on-year growth of 14.7%**, making the region the leader in international sales, with almost one out of every four euros exported by Spain (24.4%), and the main **supplier of fruit and vegetables to the European Union**.

According to the latest data published in July by Andalucía TRADE - Business Agency for Economic Transformation and Development of the Andalusian Regional Government, **by sector, vegetables**, after olive oil, are in **second place in terms of sales, with 2.221 billion, 28.6% of the total**. In third place is **fruit, which recorded a record 1.834 billion (23.6%), thanks to a 7.9% year-on-year increase**. This was followed by **vegetable and fruit preparations (preserves and similar), also with a record 336 million (4.3 %) and a rise of 19.9%, the third best in the Top 10**.

In terms of **provinces, Almeria leads in sales**, with 2.102 billion and 27.1% of the Andalusian total. Seville is second in terms of export turnover, with 1.868 billion euros and 24% of the total. In third place is **Huelva**, also in **record position**, with 1.286 billion and 16.6% of the total, which recorded **an increase of 11.6%**, driven by the **historic sales of red fruits** (1.025 billion and +11.7%).

Organised by **IFEMA MADRID and FEPEX**, this year **Fruit Attraction is holding its 16th edition from 8 to 10 October**, with an expected participation of **2,100 companies from 56 countries**, with an offer of **70,000 m2 of fruit and vegetable** and an attendance of more than **100,000 professionals from 145 countries**.

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Fruit Attraction recognises innovation and entrepreneurship with the *Innovation Hub Awards*

Fruit Attraction, organised by **IFEMA MADRID** and **FEPEX** and held from **8 to 10 October**, will once again be hosting the *Innovation Hub Awards*, which **recognises and highlights the R&D&I efforts of the industry as a whole**, and of each **company in particular**.

On this occasion, a total of **9 products** have been chosen as finalists from among the 40 participants, and will have the opportunity to **defend their candidacy before the jury of the Innovation Hub Awards on Thursday 10 October**, starting at **12pm in the Fruit Forum in Hall 1** of the trade fair.

After their defence and the jury's deliberation, the winner in each category - **Fresh Produce; F&V Industry** and **Sustainability and Commitment Actions** - will be chosen, and the prize-giving ceremony will take place, with a **cash prize of 2,000 euros for each winner**.

The information on the **40 products and services presented** at this edition will be available in the **Innovation Hub space at Fruit Attraction**, located in the **centre of Halls 1 and 3**.

The finalists of this year's **Fresh Produce** category are:

- AGRICOLA SANTA EULALIA**, with Broko-Fresh
- CAMPO DE LORCA**, with CRACKERS - Soy un Crack
- RIJK ZWAAN IBERICA**, with Orange Sunglow

The **finalists of the F&V Industry** are:

- AEROBOTICS**, with TrueFruit Grade
- AGERPIX TECHNOLOGIES**, with AICROP
- VERTIGO TECHNOLOGIES B.V.**, with FMS-H Apple Scanner

The **finalists in the Sustainability and Engagement Actions category** are:

- EURO COMPANY SPA**, with nut's amore recyclable RPET trays
- MYCOPHYTO**, with MycoBiomix

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Nota de prensa

-TALLERES DAUMAR, with DAUMAR ZERO

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The avocado will be the star product at the next edition of Fruit Attraction

Madrid, 25 September 2024. The **avocado** is to be the **star product at the 16th Fruit Attraction organised by IFEMA MADRID and FEPEX, taking place from 8 to 10 October** at the Madrid trade fair centre. In this way, the trade fair will concentrate various initiatives around this **superfood, whose success has grown notably in recent years** both in terms of consumption and international trade.

In addition to the **presentation of the Interprofessional Organisation of Avocado and Mango** at Fruit Attraction, the day before the start of the fair, **on Monday 7 October**, the **World Avocado Organization, Asociofruit -Spanish Association of Producers and Exporters of fruits, dried fruit, vegetables, flowers and plants of Andalusia-, Aecam - Association of Avocado and Mango Marketers- and Cooperativas Agro-Alimentarias** will be holding **the Global Avocado Congress**, to help to continue positioning the avocado at an international level. In addition, during Fruit Attraction, this product will play a leading role in different activities organised by **Asociofruit, Aecam and Cooperativas Agro-Alimentarias**.

Among other activities, **demonstrations** will be held **at Factoría Chef**, led by **Daniel del Toro**, in which this product will be the main ingredient in different recipes. The guest chef will also be visiting the Fruit Attraction halls to invite visitors to take part in the **Avocado Quiz**. A digital brochure on the health benefits of avocados will also be produced. Visitors will also be able to enjoy the **Avocatruck**, a foodtruck located on the Central Avenue where showcooking sessions with innovative uses of avocados will take place and there will be free tastings every day during the trade fair opening hours.

On the other hand, during the month of September, "**The avocado league**" is being organised, with the participation of different hotel and catering schools from all over Spain, in which competitions will be held in which students will design recipes with avocado featuring as the main ingredient. The winners from each school will attend Fruit Attraction to compete in the final.

In recent years, according to the MAPA 2022 Yearbook, avocado cultivation in Spain has experienced notable success, moving from the traditional growing areas (Canary Islands, Costa Tropical of Malaga and Axarquía in Malaga) to other areas of the country in the provinces of Cádiz, Huelva, Alicante, Valencia and Castellón. In addition, cultivation experiments are being carried out in regions such as Galicia, Asturias and Cantabria.

Andalusia is the Spanish region that accounts for most of the national avocado production, around 75%, with Malaga and Granada being the provinces where the crop has traditionally been grown. However, it is currently expanding to provinces such as Cadiz, Huelva and Seville.

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Spanish avocado exports are mainly destined for the EU, according to the Customs and Excise Department of the Spanish Tax Agency. In 2023, 122,784 tonnes of product were traded to EU countries, with France and the Netherlands receiving more than 50% of these exports. Overall, in economic terms, the value of the total exported production is quantified at around 400 million euros.

Mexico is the world's largest producer and consumer of avocados, accounting for around 30% of world production, according to FAOSTATS. Much of it is destined for the US market. Countries such as Peru and Chile also export a large proportion of their production, with European markets in general, and Spain in particular, being an important destination for their exports.

Peru is the world's leading exporter of avocados to Spain, according to the Customs and Excise Department of the Spanish Tax Agency. In 2023, a total of 133,011 tonnes of Peruvian avocados were imported. This means that more than 50% of this product imported by Spain (242,060 tonnes) originates from Peru.

Fruit Attraction, organised by IFEMA MADRID and FEPEX, is holding its 16th edition from 8 to 10 October and is expecting participation of more than 2,100 companies from 56 countries, which will be presenting 70,000 m2 of fruit and vegetable produce. The event expects to attract more than 100,000 professionals who will be visiting from 145 countries.

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Fruit Attraction 2024 presents a new edition of Factoría Chef, with showcooking and tasting sessions

Once again, **Fruit Attraction**, the international trade fair for the fruit and vegetable industry organised by IFEMA MADRID and FEPEX, is returning to the Spanish capital from **8 to 10 October**. With the participation of more than **2,100 exhibiting companies from 56 countries**, this event has established itself as a global reference point in the sector. The varied programme includes **Factoría Chef**, a showcooking space designed to highlight the quality and gastronomic possibilities of fruit and vegetable products.

The aim of **Factoría Chef** is to promote the versatility and excellence of agricultural produce through culinary demonstrations given by renowned chefs. With the support of the **Ministry of Agriculture, Fisheries and Food**, this space will be located in **Hall 5**, where visitors will be able to enjoy creative recipes and food tasting activities prepared with products such as avocados, tomatoes, apples, peaches, plums, pomegranates, red fruits, among others. All of this from different participants in the trade fair such as **Campo de Lorca, FHF, 5 al Día, Primaflor, Asociafruit, Trops, Extremadura Avante, CMR Group, Promperú, Primary Sector of Gran Canaria, Somos Hijolusa** and **Avocados from Colombia**.

The sessions will be participated in by renowned **national and international chefs** such as **Aitor Sánchez, Daniel del Toro, Luisa Solano, Pepe Valades, Virginia Calzas, Jorge Jaldón Rueda, Pablo González Conejero, Carolina Peña Cardona, Rodrigo de la Calle, Willy Ramirez, Celia Conroy, Elisa Peñaherrera, Úrsula Franco** and **Ani y Sara Fit Happy Sisters**.

FACTORÍA CHEF Programme

Tuesday 8

The tomato is a fruit, so are apples and peaches.

Time: 11am - 12pm

Alongside FHF and 5 al día with Luisa Solano (dietician and nutritionist) we will discover some surprising recipes using tomato and different fruits from Navarre.

Speaker / Chef: Luisa Solano

Company: FHF - Stand: 7C08

Revolution in vegetables

Time: 12pm - 1pm

Chef Rodrigo de la Calle presents traditional vegetables in the most original way.

Speaker / Chef: Rodrigo De la Calle

Company: PRIMAFLOR - Stand: 9D01

Aquacate from Spain Showcooking

Time: 1pm - 2pm.

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Immerse yourself in the boundless creativity of Chef Daniel del Toro as he transforms the avocado into the star of a innovative recipe. Daniel del Toro will take us on a gastronomic journey that combines tradition and innovation, with the versatile and healthy addition of the Spanish avocado.

Speaker / Chef: Daniel del Toro

Company: ASOCIAFRUIT - Stand: 9G09

Healthy cooking workshop with TROPS avocados

Time: 3pm - 4pm

With the help of a dietician-nutritionist, we will offer tips and recipes for healthy cooking with the TROPS avocado. During the workshop, the different dishes that have been prepared by those attending the showcooking can be tasted.

Speaker / Chef: Jorge Jaldón Rueda

Company: TROPS

Stand: 10E02

Convivium of Extremaduran fruit

Mulsum, grata poma, dulcia,...

(In the time of Augusta Emerita)

Time: 4pm - 6pm

Plums, peaches, figs, pomegranates and red berries as prepared by the Romans. Pairing with rosé wines and mulled wines with honey.

Speaker / Chef: Pepe Valadés

Company: EXTREMADURA AVANTE - Stand: 5D12C

Wednesday 9

Aquacate from Spain Showcooking

Time: 11am - 12pm

Discover how our guest chef, Daniel del Toro, reinvents traditional cuisine using the Spanish avocado as his main inspiration. In this showcooking event, a recipe fusing modern techniques with the creamy and nutritious taste of avocado will be presented to the delight of the public.

Speaker / Chef: Daniel del Toro

Company: ASOCIAFRUIT - Stand: 9G09

Tropical fruits from Gran Canaria in haute cuisine

Time: 12pm - 1pm

In the presentation we will prepare a tandoori banana tartare with grilled avocado, sweet potato chips and mango gazpacho. We are going to pair it with a kombucha made from the banana peel, to ensure that we achieve zero waste from our main product.

Speaker / Chef: Willy Ramirez

Company: PRIMARY SECTOR OF GRAN CANARIA - Stand: 5C03

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Explosion of flavours with vegetables

Time: 1pm - 2pm.

Chef Rodrigo de la Calle plays sublimely with the most traditional and the most innovative vegetables, offering delicious and tasty dishes.

Speaker / Chef: Rodrigo De la Calle

Time: 1pm - 2pm.

Company: PRIMAFLOR - Stand: 9D01

Avocado, the king of nouvelle cuisine

Time: 2pm / 3pm

Aitor Sánchez, dietician and nutritionist, director of the Aleris Nutrition Centre, contributor to RNE, La1 and La Vanguardia, as well as author of scientific articles and books on nutrition and food, will introduce us to the many qualities of avocado. She will then present an original, tasty and perfectly balanced recipe created exclusively for the event by Virginia García of Creativegan y Sin Receta, with avocado as the star product.

Speaker / Chef: Aitor Sánchez/Virginia Calzadas

Company: CMR GROUP - Stand: 10.E04

Aquacate from Spain Showcooking

Time: 3pm / 4pm

Aguate from Spain invites you to an encounter with haute cuisine, where the Spanish avocado will become the star of the show: Daniel del Toro will be displaying his culinary skills to transform an everyday ingredient into authentic works of art.

Speaker / Chef: Daniel del Toro

Time: 3pm / 4pm

Company: ASOCIAFRUIT - Stand: 9G09

Healthy recipes in Airfyer with Fit Happy Sisters and Somos Hijolusa

Time: 4pm - 5pm

The sisters Sara and Ani, creators of Fit Happy Sisters, will delight us with their live cooking with different delicious and simple recipes using Somos Hijolusa products, while they explain the keys to a healthy and balanced diet. This will be followed by a small tasting of the dishes created.

Speaker / Chef: FIT HAPPY SISTERS SARA & ANI

Company: SOMOS HIJOLUSA - Stand: 10C03

Salmorejo con Chalaquita Peruana de Mango

Time: 5pm - 6pm

Salmorejo is a traditional dish from Spanish cuisine, originating in Andalusia, made primarily with tomatoes, bread, olive oil, garlic, and vinegar. It is served cold. On the other hand, Peruvian chalaquita, typical of Peruvian gastronomy, includes red onion, lime, chili, and cilantro. In this case, we will add fresh mango and diced ham, and use it to top the

salmorejo. This fusion of flavors and ingredients results in a unique, different, and exotic dish, combining the creaminess of the salmorejo with the freshness of the chalaquita.

Speaker / Chef: Celia Conroy – Elisa Peñaherrera – Úrsula Franco
Company: PROMPERÚ- Stand: 4C16-4D16

Thursday 10

Cricket Green Gourmet by Pablo González Conejero

Time: 11am - 12pm

Two preparations created with Cricket vegetables.

Speaker / Chef: Pablo González Conejero

Company: CAMPO DE LORCA S.C.L. - Stand: 7D04

Aquacate from Spain Showcooking

Time: 12pm - 1pm

With Daniel del Toro at the helm, the Spanish avocado reclaims its leading position in contemporary cuisine. Join us for a showcooking session where culinary innovation will take shape through flavoursome, healthy and sustainable recipes. During this showcooking event, we will show how avocado can be the foundation for creative and sophisticated dishes, capable of captivating both the most gourmet palates and lovers of healthier options.

Speaker / Chef: Daniel del Toro

Company: ASOCIAFRUIT - Stand: 9G09

Avocados from Colombia: grown from the heart

Time: 1pm - 2pm.

Enjoy the unique flavour of Avocados from Colombia in various dishes that demonstrate the great dynamism of this fruit grown from the heart, a reference point of this sector's commitment to sustainability.

Speaker / Chef: Carolina Peña Cardona

Company: AVOCADOS FROM COLOMBIA - Stand: 4D04

5th Fresh Food Logistics, The Summit: the focus for agile and efficient cold chain logistics

Organised by **Alimarket and Fruit Attraction**, the **5th Fresh Food Logistics, The Summit**, to be held **on 9 and 10 October in Hall 4 of IFEMA MADRID** will be focusing on the current situation and prospects of the temperature controlled supply chain.

During the conference, questions will be raised such as where to focus for an agile and efficient, competitive and sustainable cold chain management? Which levers to boost? How is the FMCG industry responding to current demands and requirements?

Change is no longer a trend, but a constant in business development and therefore in its strategy. Flexibility, speed and efficiency are therefore the top three in the supply chain, especially in the temperature-controlled context. From capillary delivery and urban distribution of goods to a long-haul international trade ecosystem, the supply chain has to meet the global demands and requirements of the current environment. When it comes to fresh and frozen products for retail and hotel, restaurant and catering channels, the demands on transport, logistics and service are growing.

Once again, Alimarket Publications is organising Fresh Food Logistics, The Summit together with Fruit Attraction, within the framework of the trade fair. Over the course of two days, this reality, which is constantly changing and demanding, will be addressed, focusing on key issues that will be the focus of efforts in the coming years: technology and traceability, innovation, investment, sustainability, collaboration, talent, adaptation, etc.

These sessions will be attended by FMCG industry companies, manufacturers and retailers, together with logistics operators and sectoral organisations. Fresh Food Logistics, The Summit has so far confirmed the participation of **Jesús Gómez**, CEO of the Foodiverse group; **Javier del Amo**, Director of central-north logistics at Covirán; **Joan Figueras**, Director of Operations at Globalimar; **Rafael Aguilera**, Managing Director of Uno Logística; **Alfonso Jiménez**, President of Cascajares, and **Cristóbal San Juan**, Director of Business and Commercial Expansion at Ontime. Alimarket is also sponsored by MSC, Transportes J. Carrión and Ontime.

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