

PROMOTION CAMPAIGN TOWARDS THIRDS COUNTRIES – MULTI and SIMPLE programmes

2025/2026 – 2026/2027 – 2027/2028

Technical Requirements

REF : COMMEXT 25-27

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The Advertisers



The Advertisers -INTERFEL



INTERFEL, created in 1976, is the **Interbranch Association of Fresh Fruit and Vegetables**. It is recognized by the public authorities (law of the 10th of July 1976) and by the European Union since the 21st of November 1996.

■ INTERFEL's fundamental principles:

- Representativity : each member is representative, thanks to the public authorities, of a sector trade.
- Parity: this principle ensures a balance between the production and distribution families.
- Unanimity: this principle also ensures balance between the production and distribution families.

■ INTERFEL's missions:

Develop inter-professional dialogue and formulate inter-professional agreements to improve the supply of fruit and vegetables.

Promote the production of healthy, environmentally-friendly fruit and vegetables.

Develop French and international markets for fresh fruit and vegetables.

For further information, please visit our [website](#)

The Advertisers – KAKI RIBERA DEL XUQUER



- **Kaki Ribera del Xúquer** Protected Designation of Origin (Regulatory Council) is the **sole European regime covering kakis**. The Regulatory Council for the KAKI RIBERA DEL XÚQUER Designation of Origin was incorporated in 1998 at the behest of the Cooperatives and various businesses in the area. Recognised as a Protected Designation of Origin by the European Union in 2001 and **comprises 100% of the production of “Kaki Ribera del Xúquer”**.
- The Regulatory Council has contributed significantly to the strong promotion of Kaki in the Ribera del Xúquer (Valencia) and its expansion in foreign markets and the national market, where it is more recognized and valued every day by the consumer. Those associated with the DOP meet the highest demands in terms of quality standards international such as BRC, GLOBALGAP, IFS, etc. **The persimmon season is from October to January**.
- **The commercialized variety is the “Rojo Brillante” (the only variety protected)** which is a sweet fruit, with an aroma and delicious flavor, and with very sensitive skin. It has 12,784 registered farmers, 59 municipalities in the area of the D.O.P, 15 operators and a total registered cultivation area of 9,576 hectares, **equivalent to 60% of the total area of persimmon cultivation in Spain**. Each year, on average, about 45,000 tons of D.O.P certified persimmon Ribera del Xúquer, generating an economic value of more than €100,000,000 for the total covered production. Spain is the main market, which absorbs around 20% of the persimmon certified by the Regulatory Council, while **the rest is exported to more than 40 countries, including Germany, France and Italy, as main destinations**. The DOP generates more than 5,500 jobs, both direct and indirect, with an impact economical in the area of more than €62,000,000 per year.

The Advertisers – FRESHFEL EUROPE



Who we are

- Freshfel Europe, the European Fresh Produce Association, is the **forum for the fresh fruit and vegetable supply chain** in Europe and beyond
- Our **members** from across the entire supply chain in Europe **include producers, traders, wholesalers, importers and exporters, logistics providers, and retailers**
- **Non-profit association** under Belgian Law and is registered in the EU Transparency Register

What we do

- Liaise with its **members and the European institutions**, ensuring that **the European fresh fruit and vegetable sector** and its **interests are well represented** and have a **strong voice** in Europe and globally
- Ensure the European fresh fruit and vegetable **sector is dynamic, supplying healthy products** using the highest **quality, safety, environmental and social standards** to meet consumers' changing needs

The Advertisers – FRESHFEL EUROPE



Our mission

Europe is the global leader in the fresh fruit and vegetable industry and Freshfel Europe's mission is to:

- **Build a strong European fresh fruit and vegetable sector** from production to retail
- Improve the **efficiency and competitiveness** of the sector
- Create the **highest safety and environmental standards** for fresh produce
- Facilitate **intra-EU & international trade** of fresh produce
- Advance **research and innovation** in fresh produce
- Promote the **benefits of consuming fresh produce** for **health and the environment**

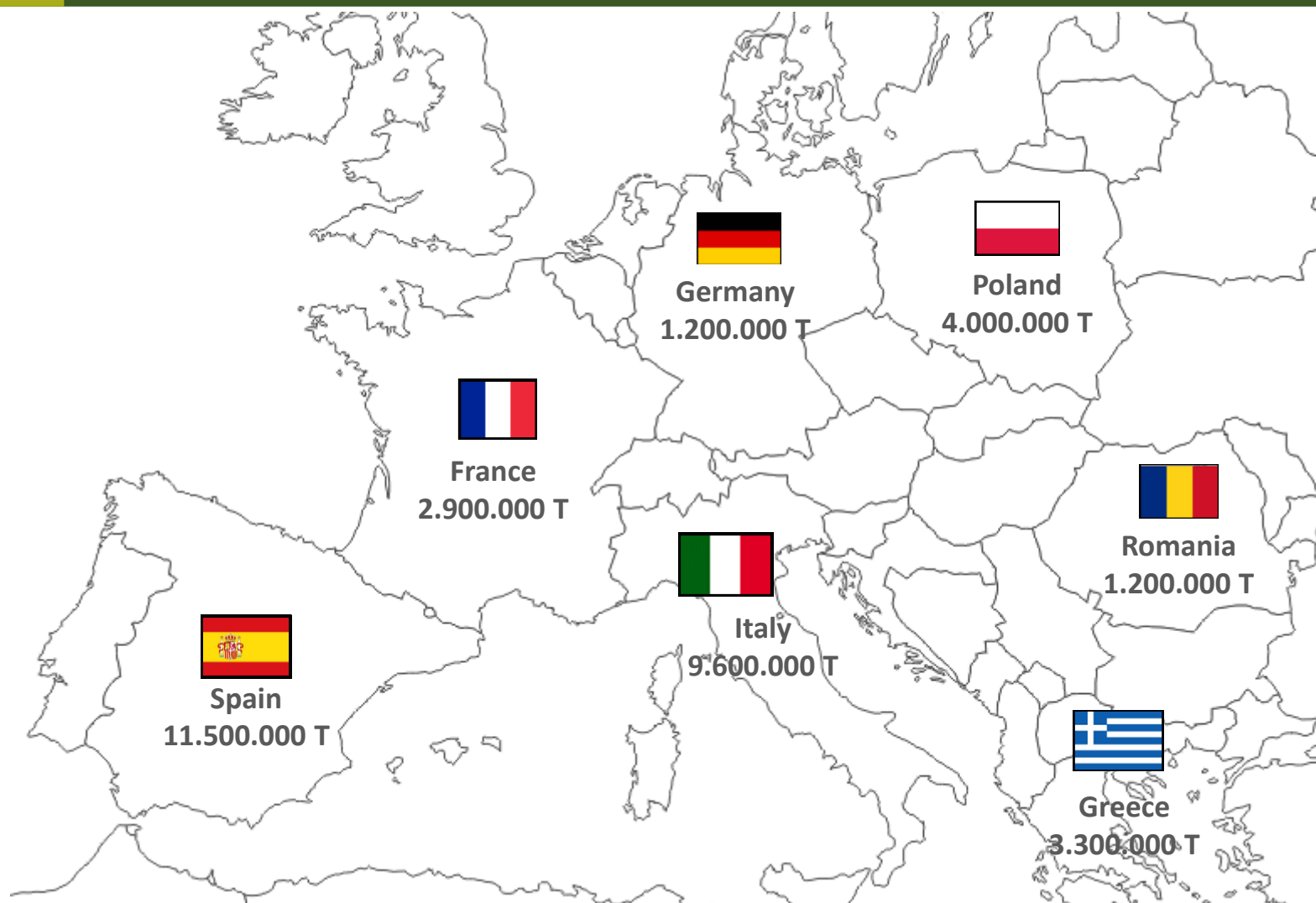
The export markets



The fresh fruit and vegetable export sector

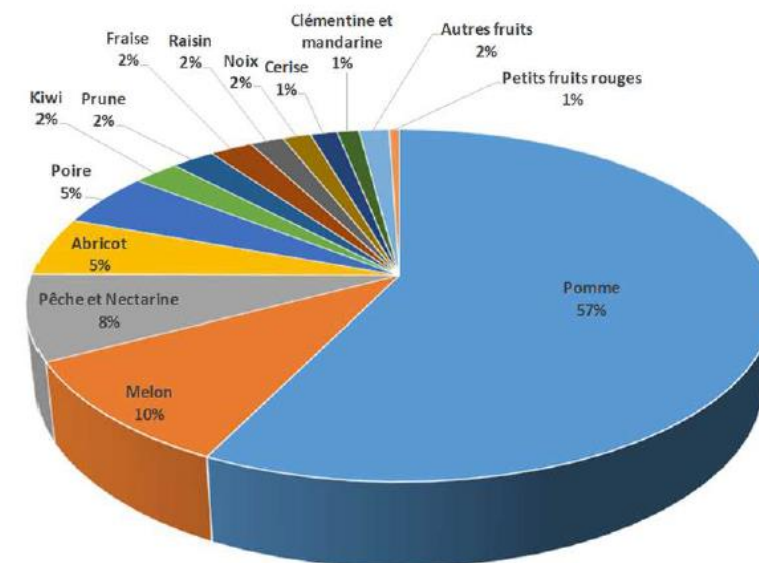


Main producers of fresh fruits in Europe



Source : Eurostat, FAOSTAT, Mapa ; moyennes 2015-2017

Distribution of French fresh fruit production



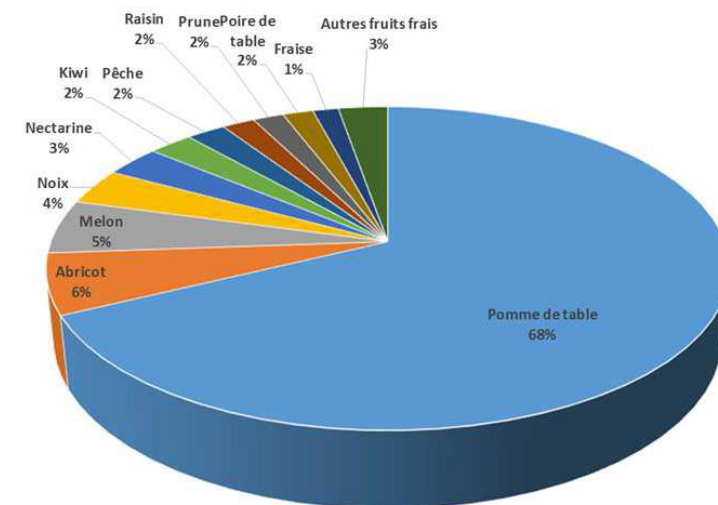
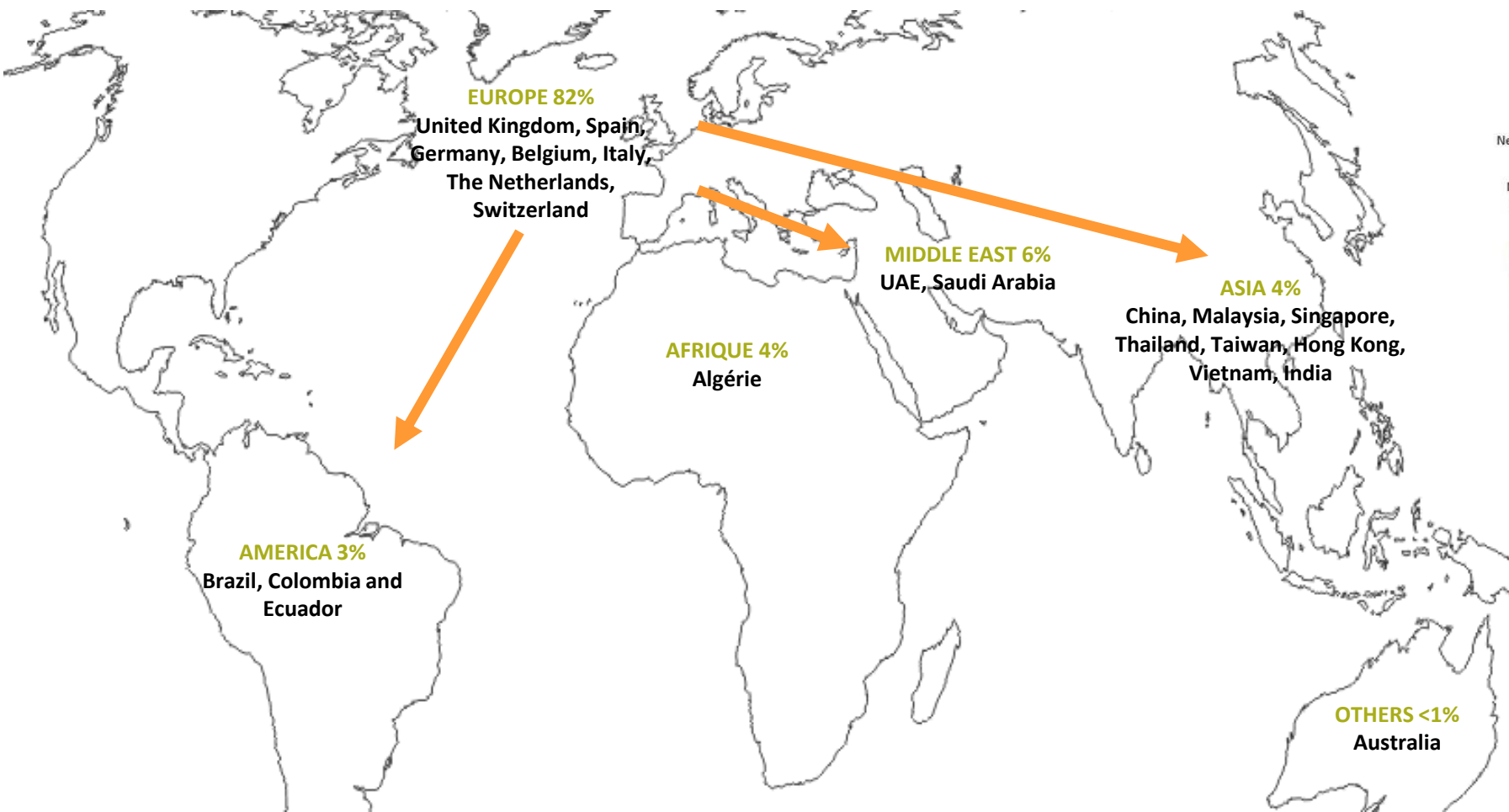
France is **Europe's 5th largest producer of fresh fruit.**

Apples account for nearly **60% of fresh fruit production in France.**

Target of French fresh fruit exports

French exports: 800.000 tons or 30% of production

Distribution of French fresh fruit exports



Apples are France's most exported fruit.

18% of French exports are maritime

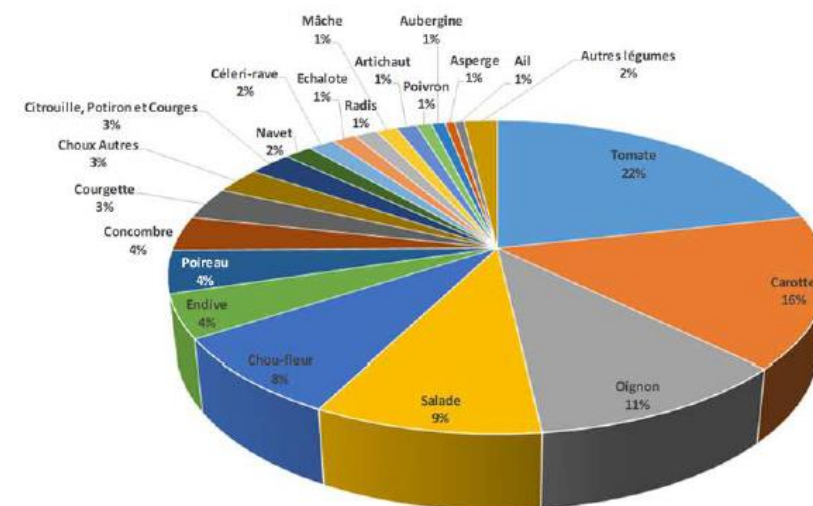
The Middle East is the leading export zone, but South America is experiencing a strong growth.

Source : Douanes françaises, moyenne 2015-17

Main producers of fresh vegetables in Europe



Distribution of French fresh vegetable production



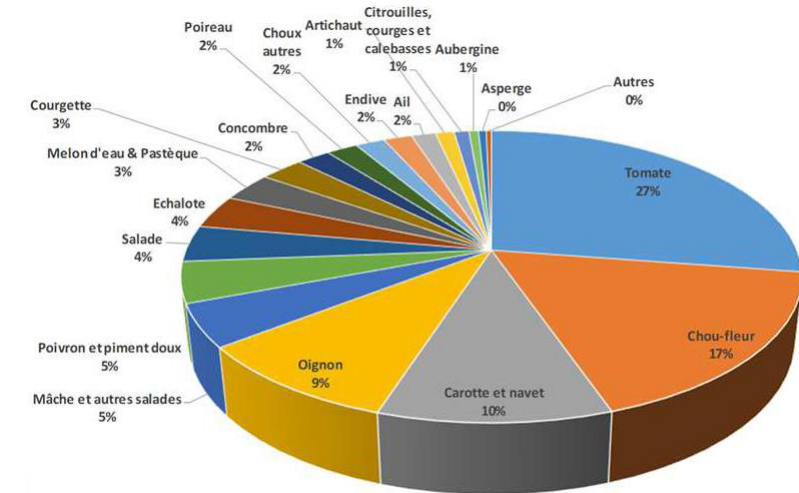
France is **Europe's 4th largest producer of fresh vegetables.**

Tomatoes, carrots, onions, lettuce and cauliflower are the main crops grown in France.

Target of French fresh vegetables exports

French exports: 865.000 tons or 24% of production

Distribution of French fresh vegetables exports



Fresh vegetables are mainly exported to mainland Europe, due to the fragility of the produce.

However, some vegetables are exported to maritime markets, such as shallots, leeks and carrots.

Source : Douanes françaises, moyenne 2015-17

Focus on main exported products (Apples, kiwis, pears, leeks and shallots)



European and French production of apples



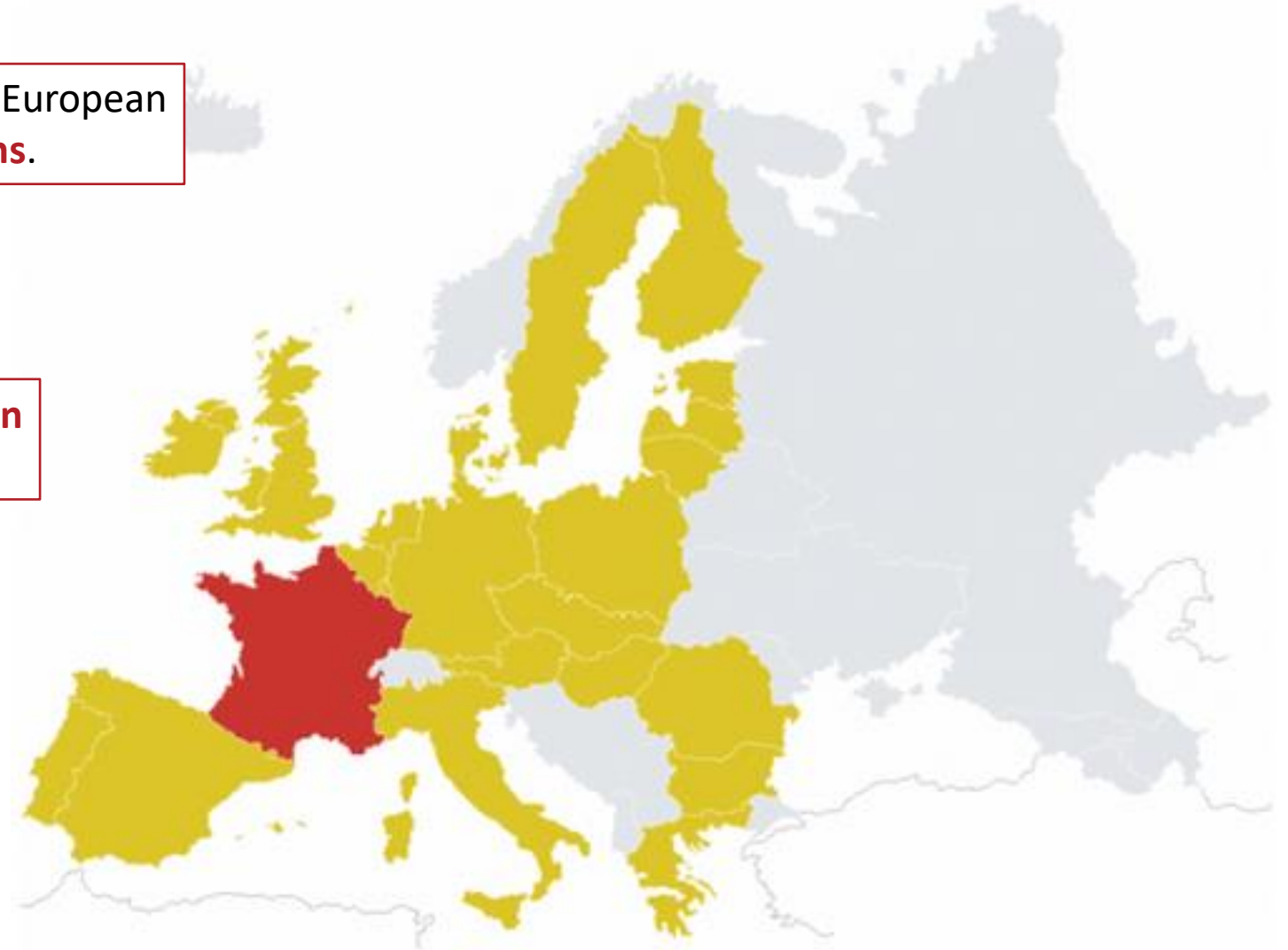
In 2023, apple production in the European Union reaches **12.168 million tons**.



France is the **3rd producer of apples in Europe** after Poland and Italy



French apple production in 2023 is estimated at **1.614 million tons**



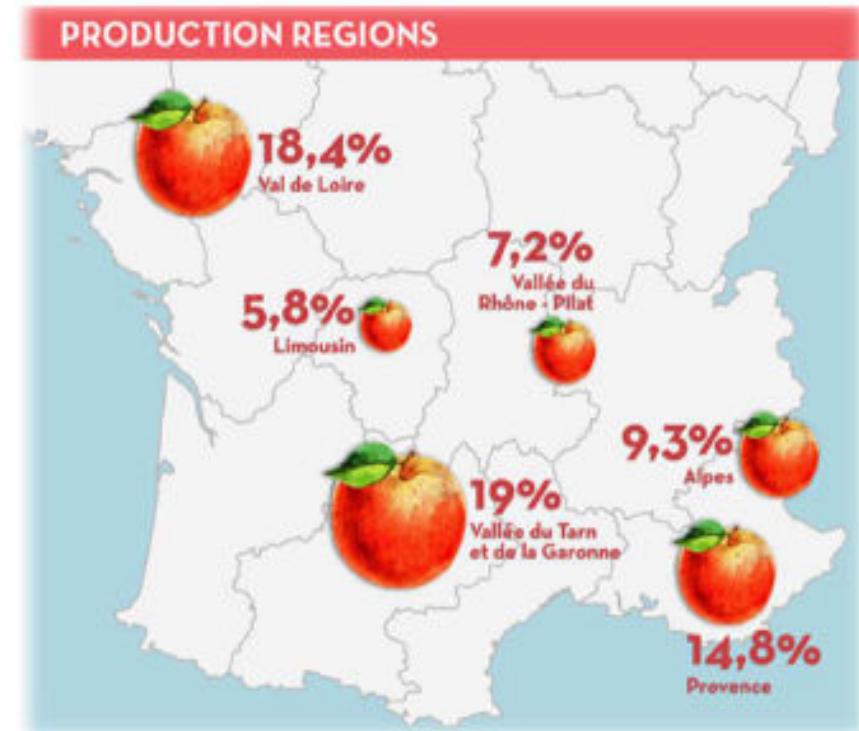
French production of apples

French production : 1.614.000 tons



Production is essentially distributed as follows:

- Vallée du Tarn and Garonne : 19%
- Val de Loire : 18,4%
- Provence : 14,8%
- Alpes : 9,3%
- Vallée du Rhône-Pilat : 7,2%
- Limousin : 5,8%



All growers have developed a Quality Charter of high environmental quality identified by the “Vergers Ecoresponsables” label (also known as eco-friendly orchards).

Main traditional varieties



GALA



BRAEBURN



FUJI



GOLDEN



GRANNY
SMITH



ELSTAR



JONAGOLD



RED

70 % of the
French
production

Main Club varieties



JULIET®



ARIANE®



HONEYCRUNCH®



KISSABEL®



JAZZ®

20 % of the
French
production



CHOUPETTE®



CANDINE®



TENTATION®



ANTARES®



PINK LADY®



JOYA®



STORY®

Official Quality Labels



Protected Designation of Origin (PDO) :

Pommes du Limousin



Protected Geographical Indication (PGI) :

*Pommes des Alpes Haute Durance
Pommes/ Poires de Savoie*

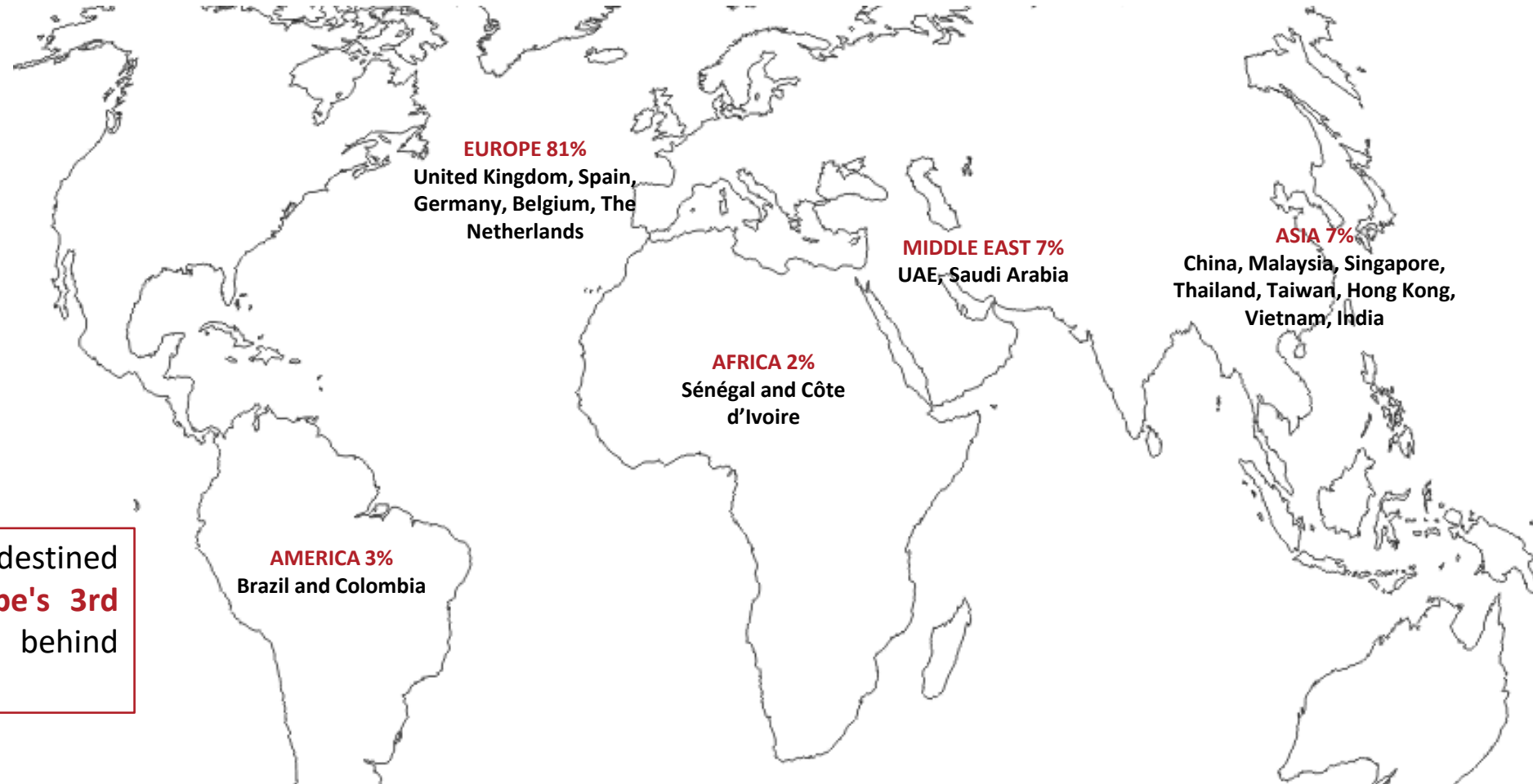


Organic Farming :
10% of orchards surfaces in
France



French Apples Exports

French exports :
400.000 tons



With **27%** of its production destined for export, **France is Europe's 3rd largest apple exporter**, behind Poland and Italy.

Marketing and Product Arguments

I Marketing

Overseas destinations are mainly marketed **from August to February/March**.

These marketing periods **determine the dates of proposed actions and should be taken into account**.

I Product Arguments

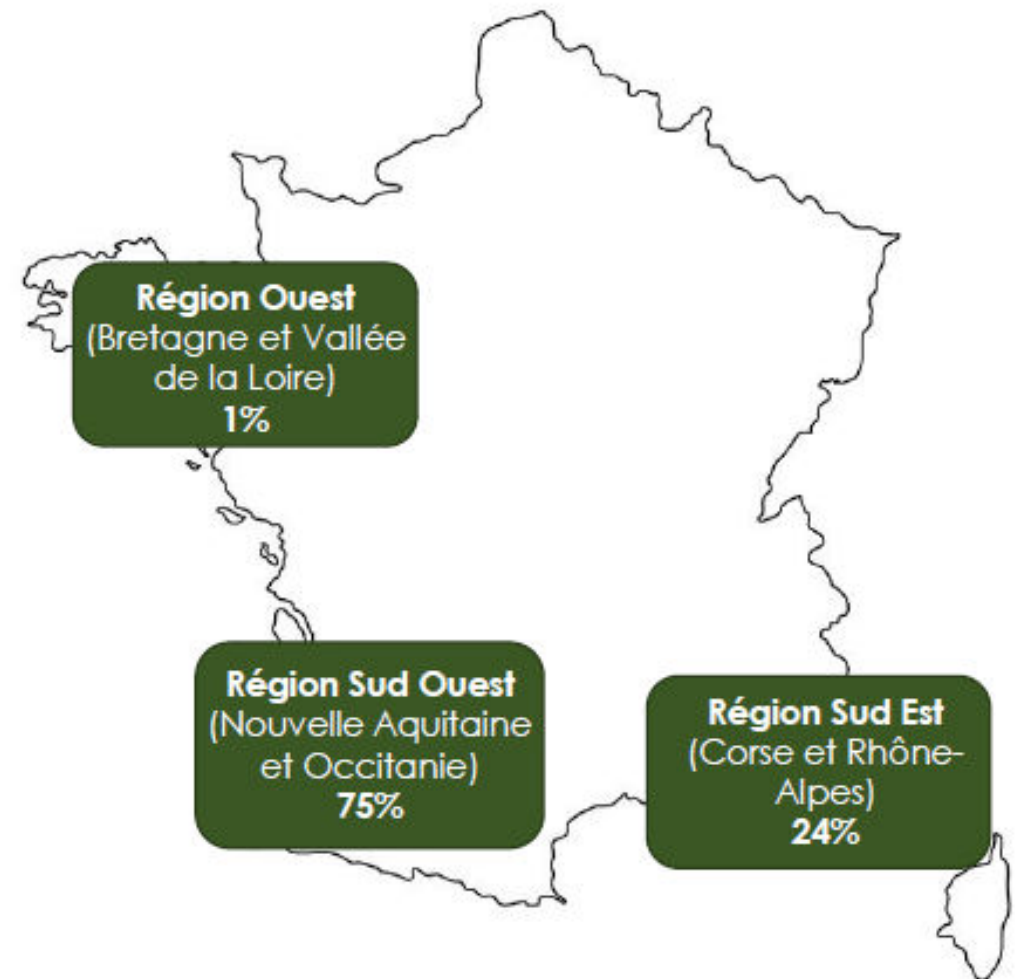
- I **Freshness of the new harvest**, symbolized by the arrival of the Gala apple (a sweet, fragrant and colorful variety).
- I Wide **range of varieties**
- I **Environmentally-friendly production methods**: the “Vergers Ecoresponsables” label, recognized by the French Ministry of Agriculture, was the first in the fruit and vegetable sector to obtain environmental certification for farms (level 2) in 2013.
- I **Multiple and varied uses for apples**

French production of kiwifruit



French production : 45.000 tons

- **France is Europe's 3rd largest producer of kiwifruit**, after Italy and Greece.
- Most French production is based in **south-western France**.
- France's terroirs are **particularly well-suited to growing kiwifruit**, resulting in a high-quality production.
- **French know-how and technical expertise** with high added value.
- Few phytosanitary treatments, thanks to the hardiness of the plants and the small kiwifruit orchards.

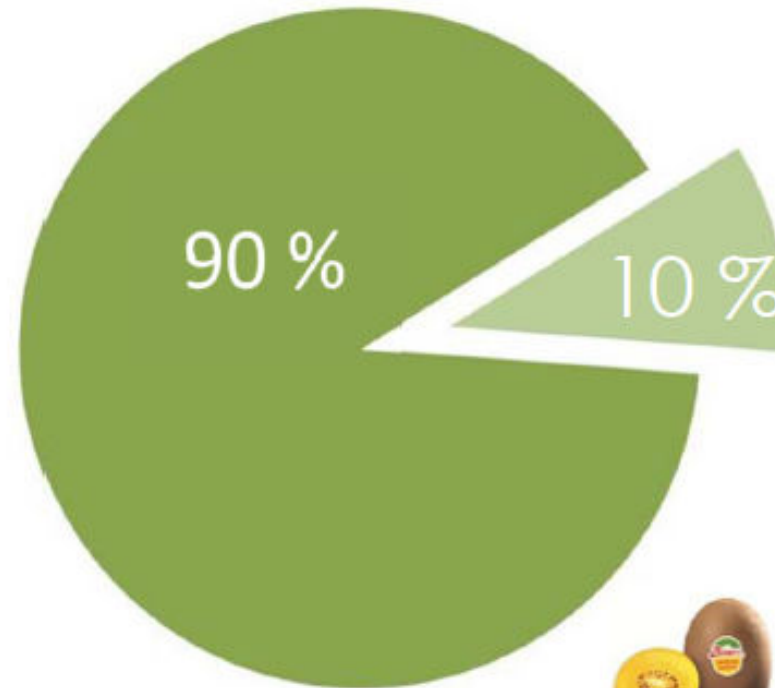


French supply of kiwifruit



Hayward Kiwifruit

Available from late October to June.
French Hayward kiwifruit is particularly sweet thanks to its optimal harvest date, defined by interprofessional agreement.



BabyKiwi

Available from September to December.
An ideal fruit for snacking.



Early Green Kiwifruit

Available from October to December
Early green kiwifruit has a sweeter taste



Yellow Kiwifruit

Available from November to June.
Yellow kiwifruit has a sweeter, more exotic taste.



Red Kiwifruit

Red kiwifruit is sweeter than its green cousin.

Official Quality Labels



Protected Designation of Origin (PDO) and Label Rouge :
Kiwi de l'Adour



Protected Geographical Indication (PGI) :
Kiwi de Corse



Organic Farming :
10% of the kiwifruit production in France

French Kiwifruit Exports

French exports :
11.400 tons



With 25% of its production destined for export, **France is Europe's 3rd largest exporter of kiwifruit**, behind Italy and Greece.

Marketing and Product Arguments

I Marketing

Overseas destinations are mainly marketed **from December to April**.

These marketing periods **determine the dates of proposed actions and should be taken into account**

I Product Arguments

- I **Special management to promote fruit quality**: manual thinning to limit the number of fruits per tree (for better size and caliber), controlled irrigation, rational fertilization.
- I Fruit harvested at **optimum ripeness** and **marketed as they ripen**.
- I **Regular inspections** of orchards and packing stations.

French and European production of pears



French production: 138.000 tons (average)
Except in 2021 due to freezing temperatures (69.000 tons)

■ **France is Europe's 5th largest** producer of pears -

■ Most French production is based in:

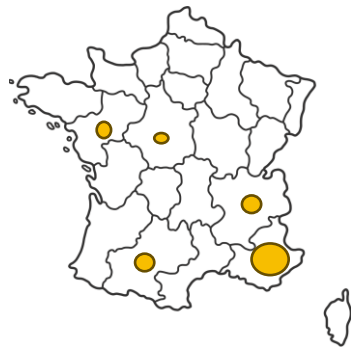
8% in Center/ Val de Loire

11% in Pays de la Loire

13% in Auvergne Rhône-Alpes

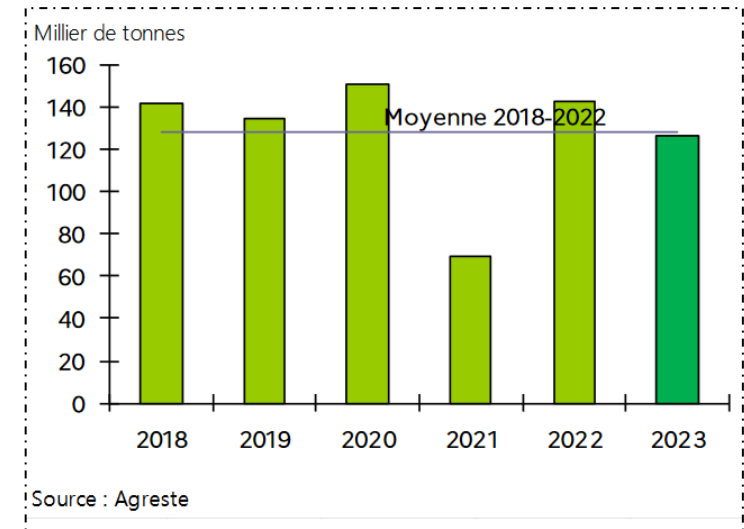
13% in Occitanie

38 % in Provence-Alpes-Côte d'Azur



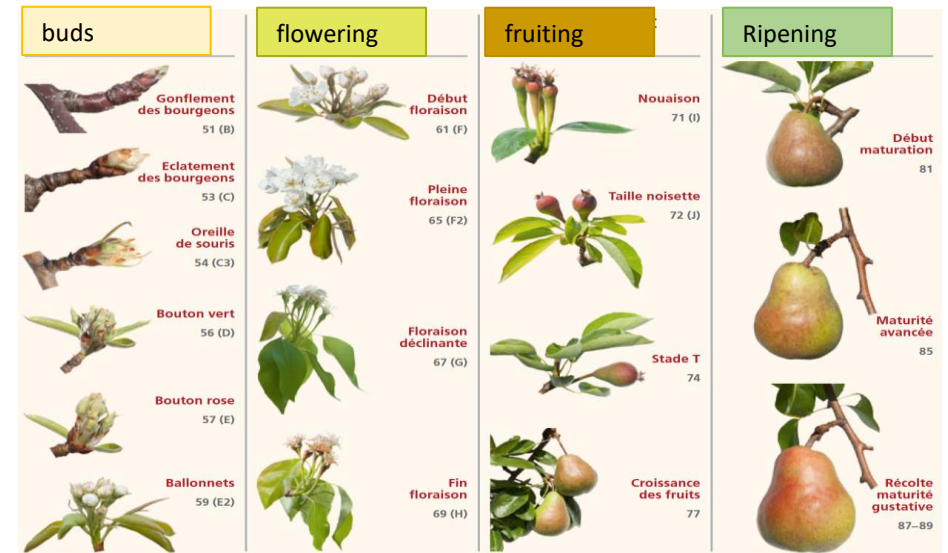
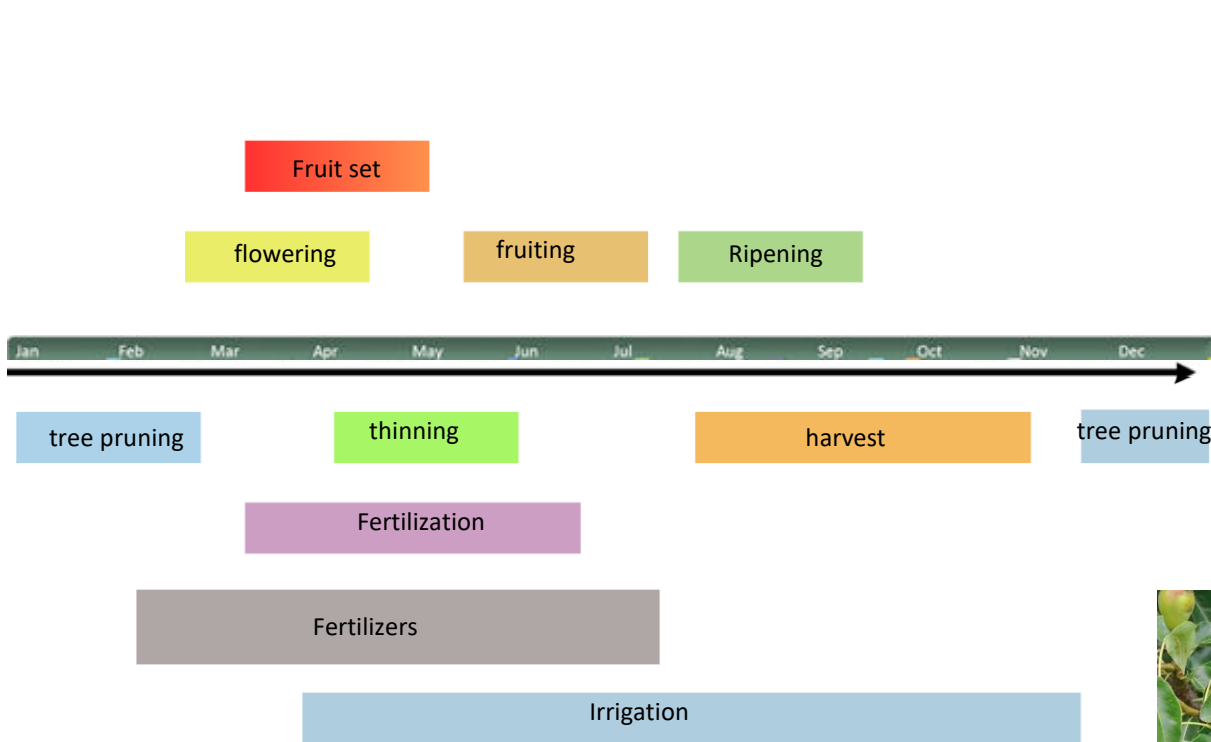
France's terroirs are particularly well-suited to growing pear, resulting in high quality production.

■ French know-how and technical expertise with high added value.



European production in 2022: 2.074.000 tons (source WAPA)
with Italy, Holland, Belgium Spain and France

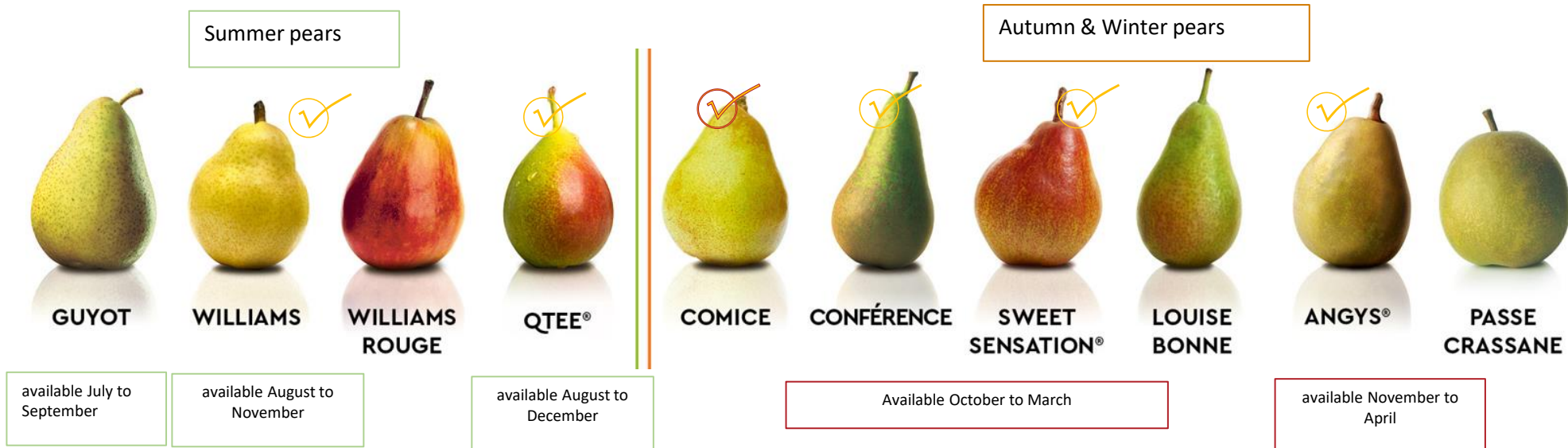
Pears: growing and production



Throughout its development, the pear tree is monitored by the arboriculturist. Apart from specific technical practices such as pruning and thinning, pear trees need to be monitored to avoid any attacks by disease and parasites

French supply of pears

In France, a **dozen varieties** are produced, including Williams and Guyot pears, which account for 70% of French production.



 Export Varieties

Harvesting takes place when the fruit is still firm:
→ Autumn and winter varieties are harvested as early as September.
→ Summer pears are harvested between mid-July and mid-September.

Official Quality Labels



Protected Geographical Indication (PGI) :

Auvergne-Rhône-Alpes, Paires de Savoie



GÉNÉRAL LECLERC



LOUISE BONNE



WILLIAMS



PASSE-CRASSANE



DOYENNÉ DU COMICE



CONFÉRENCE

“Paires de Savoie” PGI are grown on 110 ha in Savoie and Haute-Savoie.

Small, round, slender, yellow, green, reddish... they come in all shapes and sizes.

You'll find them on the shelves from September to February.

French pears Exports

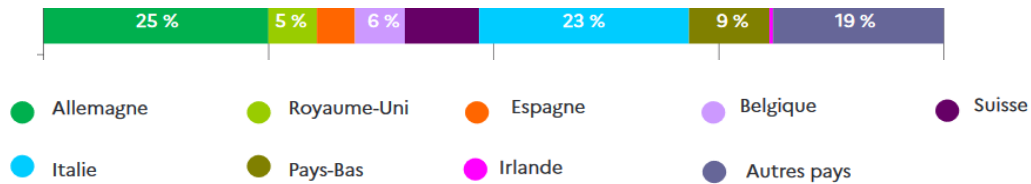


French exports:
11 400 tons (average)

→ exports are mainly to European union countries



Export of French pears in value (2021)



Marketing and Product Arguments

I Marketing 🍐

Overseas destinations are mainly marketed **from August to February/March.**

These marketing periods **determine the dates of proposed actions and should be taken into account.**

I Product Arguments

- I **Special management to promote fruit quality:** manual thinning to limit the number of fruits per tree (for better size and caliber), controlled irrigation, rational fertilization.
- I Very hardy, the pear tree is resistant to cold and wind, but its flowers can be damaged by late frosts. It accepts full sun and light shade.
- I **Regular inspections** of orchards and packing stations.

French production of leeks

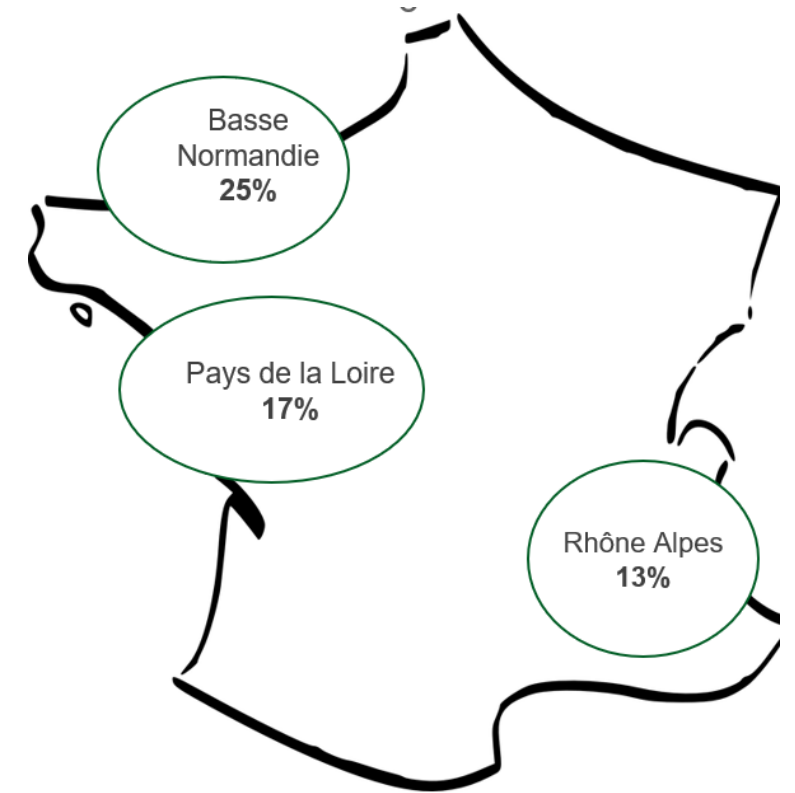


French production: 170.000 tons (average)
Area harvested: 5.700 ha

- France is Europe's 2nd largest producer of leeks after Belgium and ahead of Germany -
- Most French production is based in:

French production is mainly located in temperate regions favorable to the development of this crop or vegetables (the Nantaise region, Central Loire Valley, Normandy, Hauts de France, Brittany, New Aquitaine and Burgundy)

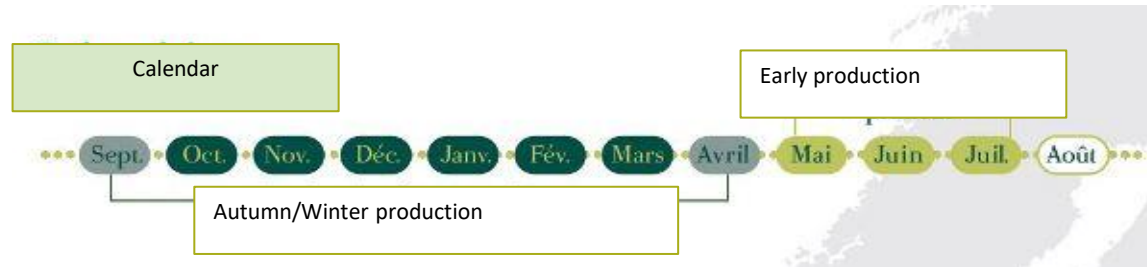
- French know-how and technical expertise with high added value



Leeks: growing and production

Autumn/winter leek: Sown in nurseries for 2.5 to 3 months, leeks are then replanted until they reach maturity over a period of 4 to 8 months, depending on their earliness and the selection made by growers to ensure optimum production throughout the season.

Staggering production allows us to respect the harvesting window and enhance the leek's qualities.



2 types of early leek:

- Sown early leeks, which are sown in September and harvested from late April to May 20, are on the market for a month.
- Planted early leeks are identical to autumn/winter leeks, sown and raised in nurseries. It is planted in February and harvested from May 20 to the end of July.



Official Quality Labels



**Protected Geographical
Indication (PGI) :**

*Poireau de Créances,
Normandy*



French leeks Exports

**French exports:
11.119 tons (average)**



France is Europe's 4th largest leek exporter, behind the Netherlands, Belgium and Spain

(tons)	2017	2018	2019	2020	2021	2022
Spain	6 403	6 532	6 238	4 273	4 845	4 920
Belgium	2 139	927	1 474	1 011	1 183	943
Germany	1 792	1 085	1 272	1 498	1 083	914
Canada	846	1 432	1 522	1 577	1 118	901
United Kingdom	826	769	652	317	616	658
Italy	1 347	862	1 366	800	746	457
Poland	1 901	1 329	2 126	405	874	457
Switzerland	874	395	360	420	574	272
Czech Republic	646	435	473	120	417	239
Netherlands	537	389	128	398	290	150
Portugal	186	98	72	24	40	74
TOTAL	18 268	14 991	16 262	11 018	12 092	10 246

Source: Eurostat	2019/20	2020/21	2021/22	2022/23	+/- in %
IMPORT					
World	23.389	23.341	19.124	16.649	-13%
EU27 countries	21.873	22.018	17.666	15.391	-13%
EU27 extra	1.515	1.323	1.458	1.258	-14%
Belgium	15.347	13.869	13.470	11.419	-15%
Spain	2.950	3.134	1.569	1.284	
Portugal	1.574	2.559	408	1.110	+172%
Netherlands	964	1.630	1.485	897	-40%
Morocco	970	833	995	781	-21%
Other	1.583	1.315	1.197	1.158	-3%

France: Import of leek (in tons)

Marketing and Product Arguments

I Marketing

Overseas destinations are mainly marketed **from August to February/March**.

These marketing periods **determine the dates of proposed actions and should be taken into account**.

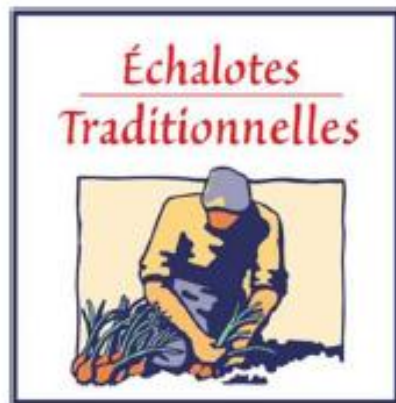
I Product Arguments

- I **With so many varieties to choose from**, leeks are practically available all year round, even though they are a winter vegetable par excellence
- I Leeks only need water in the event of prolonged drought or hot weather
- I Long known for its **many benefits and virtues**: rich in vitamins C and E, fiber and pro-vitamin A
- I Leeks can be eaten **raw or cooked**, but most leek-based recipes favor cooked leeks

French production of traditional shallots

French production : 50.000 tons

- France is Europe's leading producer of traditional shallots
- 90% of traditional French shallots are produced in Brittany.



Traditional shallot: growing and production

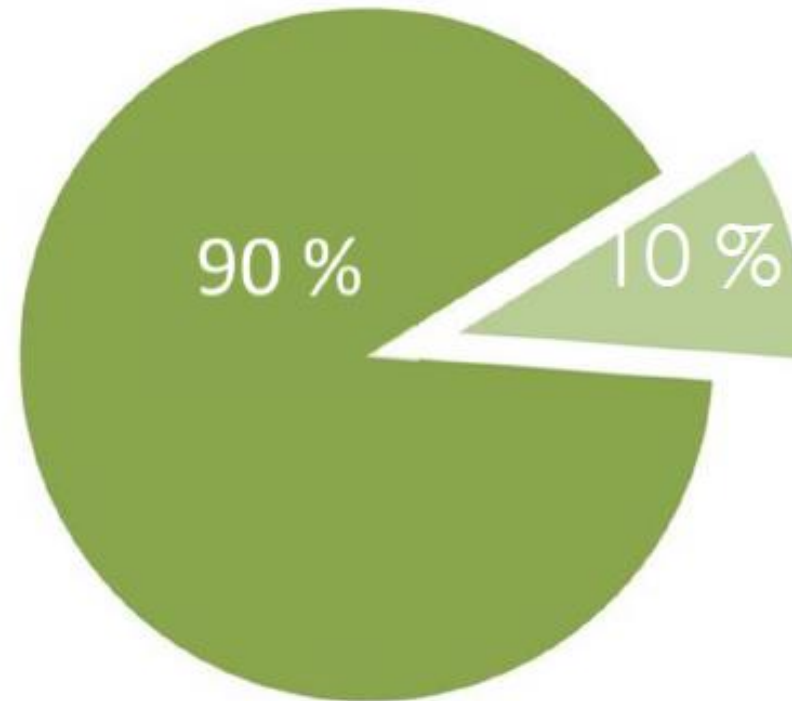
Year-round production											
Soil preparation	Plant preparation / planting	Planting	Planting	Processing	Processing	Harvest mid-July	Harvest	Storing			Soil preparation
January	February	March	April	May	June	July	August	September	October	November	December



The supply of traditional shallots



Long shallots



Half-long shallots

Official Quality Labels



Part of Anjou's traditional long shallot production is PGI certified



Organic farming accounts for around 3% of French production



The kaki export sector

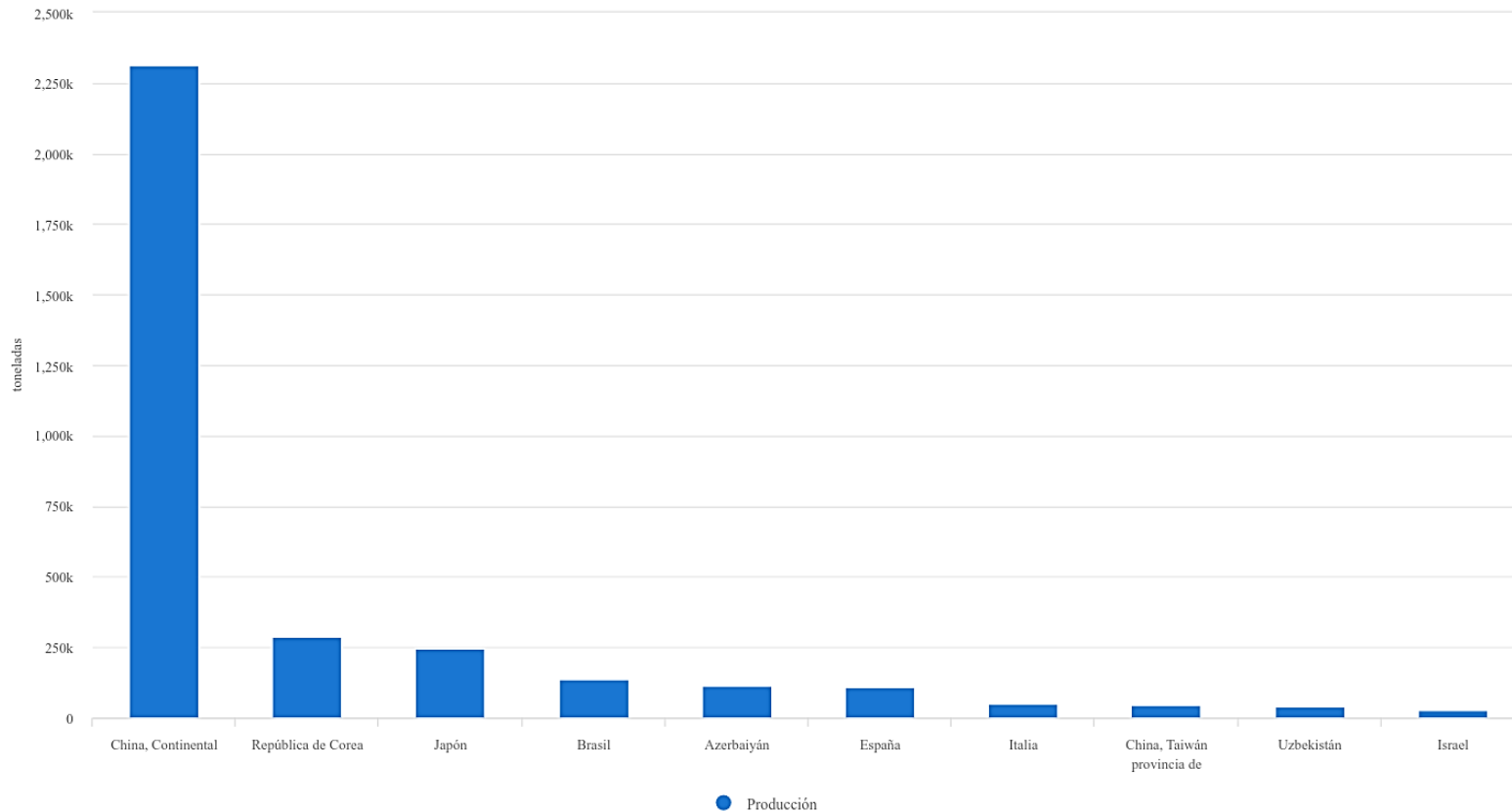


Main producers of fresh kaki in Europe



Producción de Caquis: los 10 productores principales

Promedio 1994 - 2022



Source: FAOSTAT (25 de enero de 2024)

- According to FAOSTAT, in Europe there are basically only three producing countries, **mainly Spain and Italy**. The table on the right shows the top ten world producers, where only Spain and Italy appear, although the data is not updated due some countries don't provide the data, but according to FAOSTAT, only Slovenia produces some volumes.
- According to FAOSTAT, the value of exportations during 2021 from Spain and Italy were **185.966 tonnes from Spain** and 4.091 from Italy. **Spain exports about 80% of their production**, while Italy have a short production, which is consumed mainly in the domestic market, with hardly any exports.

European and Spanish production of kaki



- As mentioned previously, European production is **limited to two countries, with Spain as the main producer** and in addition to being the first exporting country in the world, given that the main producing countries ahead of Spain dedicate practically all of their production to the internal market, so **the European production from Spain is the most important exportation of persimmon in the world.**



Focus on main exported products (Kaki)



Varieties / Quality Labels



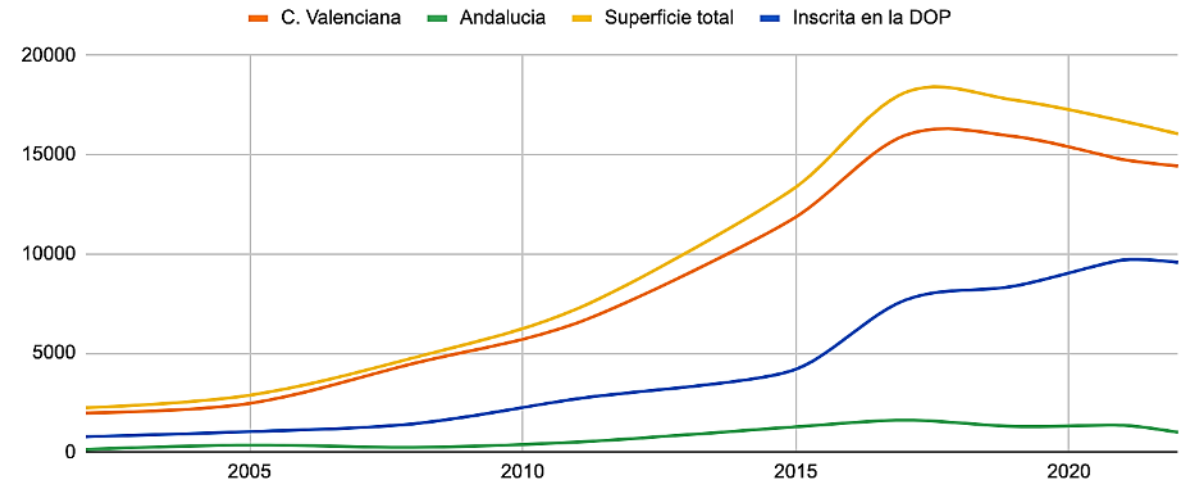
- The main variety grown in Spain is the **“Rojo Brillante”** variety, **the only one covered by the PDO**, and therefore the only variety protected by a quality seal in Europe. Marketed in its "firm" consumption form and marketed by the PDO under the registered trademark "Persimon", this variety accounts for more than 90% of the production from Spain, followed by the Sharoni variety, although it has been the introduction of the **“Rojo Brillante”** variety that has caused this commercial success.
- As mentioned previously, **the PDO KAKI RIBERA DEL XÚQUER is the only protected designation of origin recognized by the EU for a variety of persimmon**, in this case the **“Rojo Brillante”** variety.



Spanish production of kaki



- **The Valencian community is the main producer of persimmon in Spain, followed by Andalusia. Approximately 90% of Spanish production is produced in the Valencian Community, and within it in the production area covered by the Denomination of Origin, which in recent years has shown a decrease in the cultivated area.**
- The cultivation of persimmon just 20 years ago was practically unknown and, in this period, it has become one of the few fruits that have experienced such significant commercial growth in Europe.



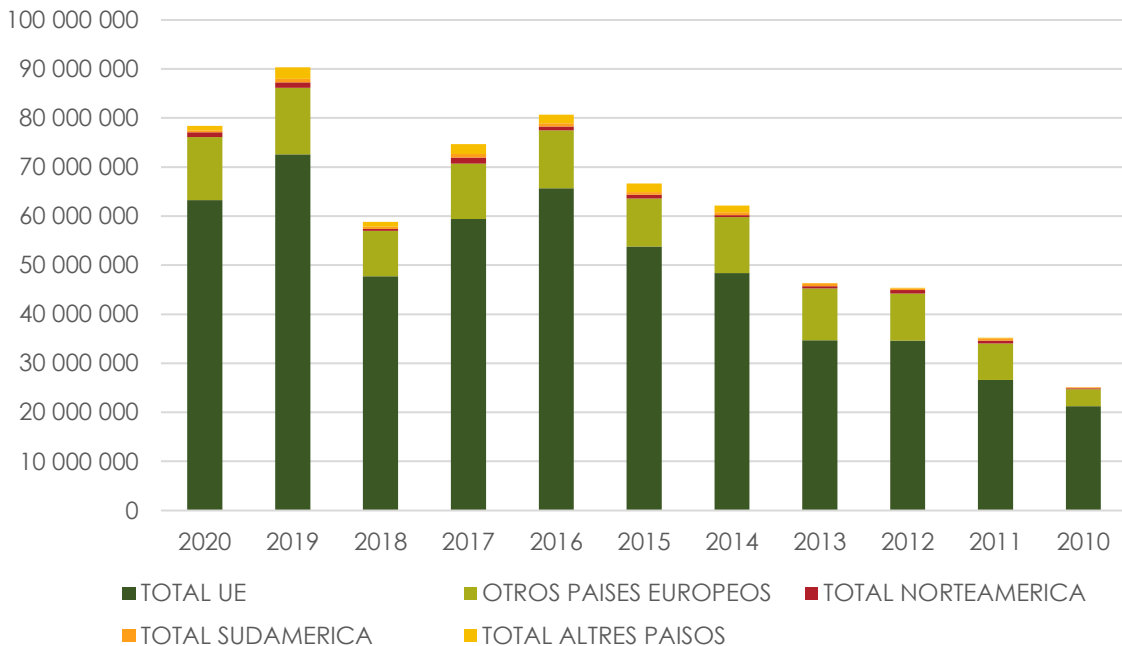
Source: ESYRCE (2022) – MAPA – Harvested área by region

- **The PDO has been a definitive boost** for the development of this crop and its commercial success, especially in Europe, thanks to the work of the PDO and the promotional effort carried out to publicize this fruit and its European quality seal.

Spanish kaki exports



- Spanish exports currently reach **more than 40 countries**, although more than 90% is destined for European markets, and to a lesser extent America and the Middle East, in addition to other less important markets.



Main destinations for Spanish persimmon exports

	2017		2018		2019		2020		2021	
	Volume n (t)	Valor (miles €)	Volume n (t)	Valor (miles €)	Volume n (t)	Valor (miles €)	Volum en (t)	Valor (miles €)	Volume n (t)	Valor (miles €)
Total	215.693	191.729	171.539	175.647	210.088	194.268	210.818	205.204	189.831	206.120
Alemania	47.885	43.584	42.276	44.184	51.335	48.064	49.617	49.379	46.962	51.709
Italia	30.041	25.073	25.097	23.222	32.048	26.079	30.365	25.802	27.177	27.307
Francia	23.002	20.872	19.092	18.525	24.039	20.585	24.149	22.029	21.451	21.989
Polonia	14.541	9.593	8.454	7.650	11.692	9.890	9.950	8.908	10.646	10.588
P. Bajos	12.680	7.733	10.455	6.611	12.448	9.515	11.898	7.463	7.504	7.681
Portugal	5.027	9.363	4.595	8.805	5.487	9.488	6.271	10.613	6.710	7.433
R. Unido	8.810	4.265	6.927	4.627	8.580	4.887	8.244	6.095	6.490	6.894

Source: Trademap (UN Comtrade)

Historical data of DOP exports by geographical area expressed in kilos

Target of Spanish kaki exports

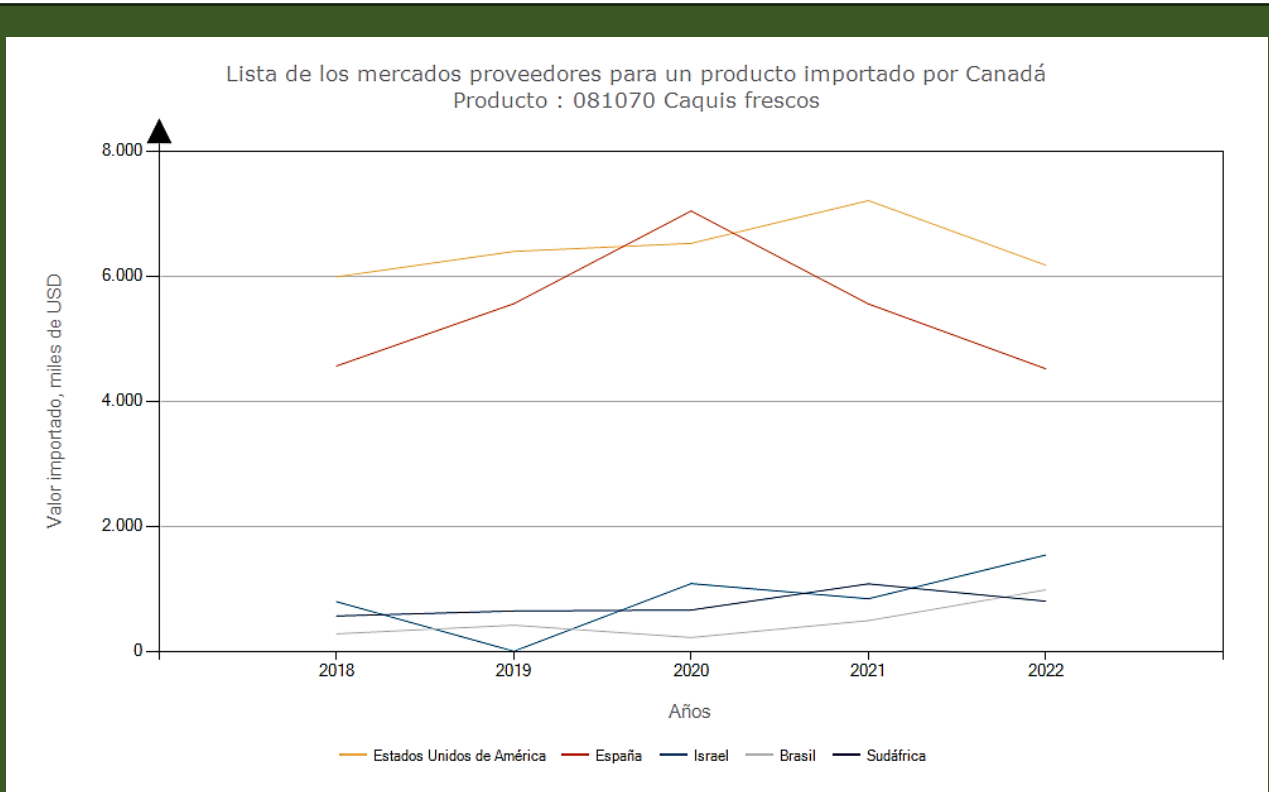


- The two target countries, **Canada and Brazil** are important to expand markets, where it has been exported for years, and with commercial stability, which with the support of promotional campaigns can give an important push that would help increase export levels.
- Both markets know the product, although they have traditionally been consumers of soft varieties, so the arrival of the “Rojo Brillante” variety, marketed **under the Persimon® brand by the PDO**, has meant greatly expanding the consumption possibilities given that it has in general, a greater acceptance than soft or traditional consumer varieties, so they present many possibilities commercially, although knowledge of **this new form of consumption must be improved** and, above all, the confusion of the traditional consumer who sometimes doesn’t understand the difference between classic varieties and the way of consumption of the “Rojo Brillante” variety in its commercial way (Persimon® brand).
- Brazil is a traditional producer of persimmon, so specially at the area of Sao Paulo there’s a knowledge of the fruit. Canada has also a historical relation with the America’s productions, although they aren’t producers, but in both cases, there’s a lot of consumers that really don’t know the fruit, and **the differences between the classic and our “Persimon®”**.
- As shown in the next slides, the last years have been complicated due to the weather conditions that have **limited the production and therefore export** which are usually more exposed to a lack of product.

Target of Spanish kaki exports

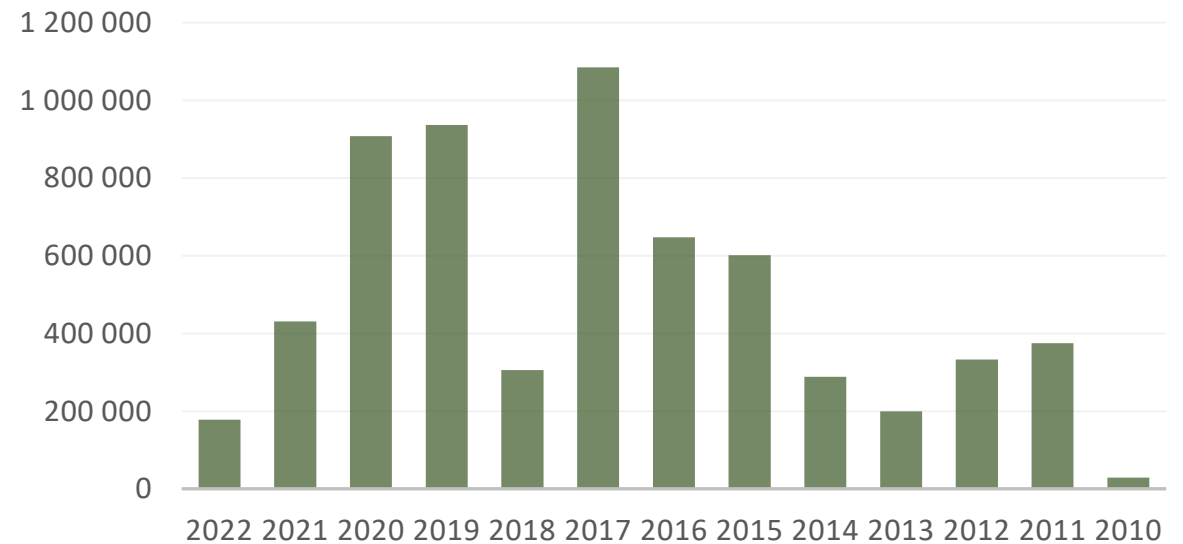


CANADIAN MARKET



Origin of persimmon imports by Canada
Source: Trademap

CANADA

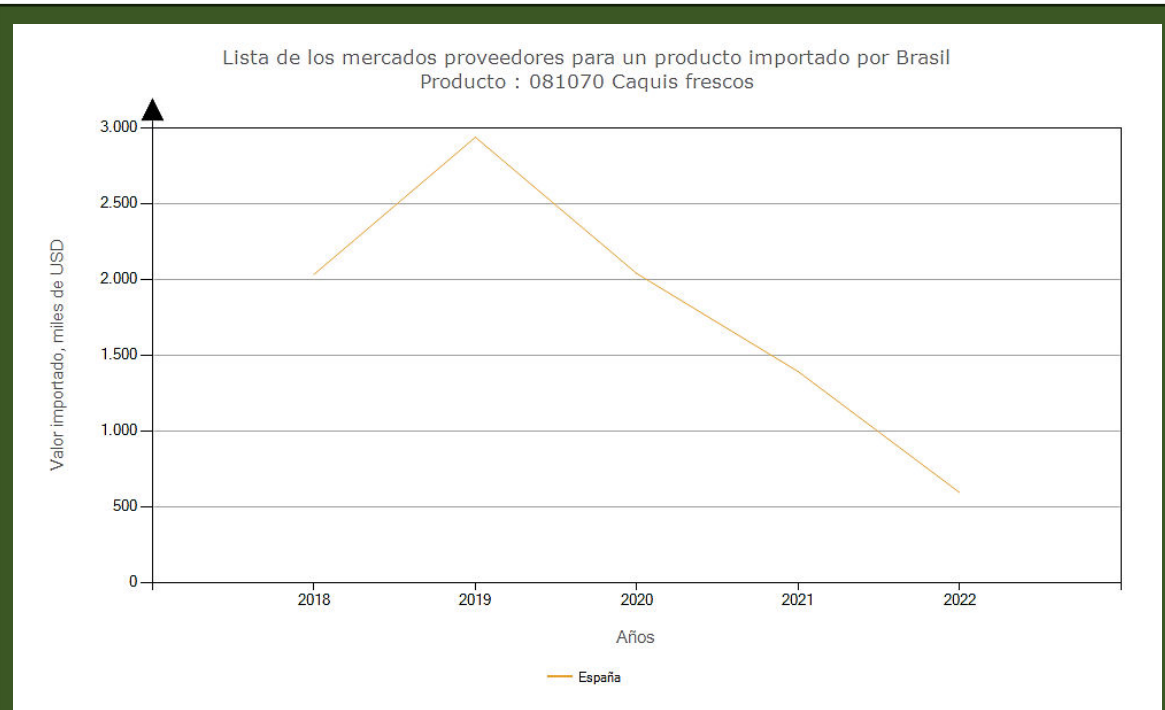


Persimmon exports (Kg) from those associated with the DOP KAKI RIBERA DEL XÚQUER

Target of Spanish kaki exports

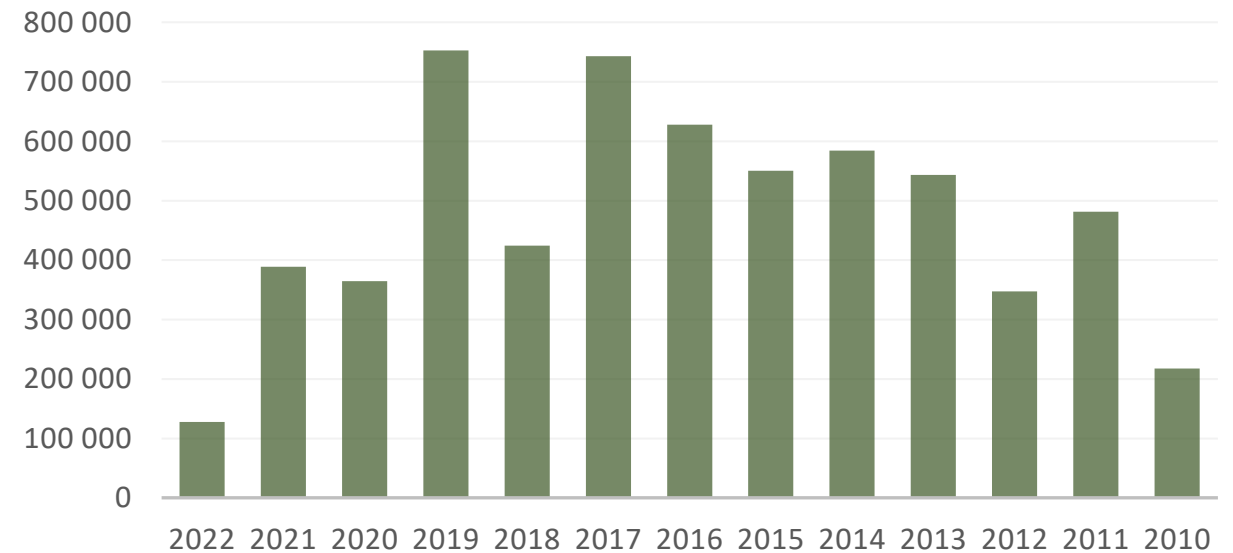


BRAZILIAN MARKET



Origin of persimmon imports by Brazil
Source: Trademap

BRASIL



Persimmon exports (Kg) from those associated with the DOP KAKI RIBERA DEL XÚQUER

The European Market

European supply of fruit and vegetables

08081080 - Fresh apples			
Destination	Exporter	Volume (t)	Value (€)
Brazil	Total	53.129	53.249.734
	Italy	31.396	31.857.938
	Portugal	15.022	13.899.253
	Spain	5.871	6.616.386
	France	841	876.157
Canada	Total	2.495	3.875.345
	Italy	2.053	3.146.728
	France	319	522.498
	Spain	106	159.699
	Portugal	17	46.420
USA	Total	148	183.926
	Italy	82	116.090
	France	66	67.823
	Portugal	0	13
Mexico	Total	24	22.679
	France	24	22.679
Total		55.796	57.331.684

Exporter	Volume (t)	Value (€)
Italy	33.531	35.120.756
Portugal	15.039	13.945.686
Spain	5.977	6.776.085
France	1.249	1.489.157
Total	55.796	57.331.684

European supply of fruit and vegetables

08105000 - Fresh kiwifruit			
Destination	Exporter	Volume (t)	Value (€)
USA	Total	32.070	57.622.979
	Italy	17.809	35.299.362
	Greece	14.261	22.322.963
	Portugal	0	23
	France	0	631
Brazil	Total	13.366	21.463.642
	Italy	11.086	17.311.882
	Spain	1.621	2.921.537
	Portugal	659	1.230.223
Canada	Total	11.410	21.783.131
	Greece	6.627	10.567.800
	Italy	4.781	11.207.178
	Netherlands	2	5.694
	Spain	0	2.459
Mexico	Total	4.860	10.209.496
	Italy	4.860	10.209.496
Total		61.706	111.079.248

Exporter	Volume (t)	Value (€)
Italy	38.535	74.027.918
Greece	20.888	32.890.763
Spain	1.622	2.923.996
Portugal	659	1.230.246
Netherlands	2	5.694
France	0	631
Total	61.706	111.079.248

European supply of fruit and vegetables

07039000 - Leeks			
Destination	Exporter	Volume (t)	Value (€)
Canada	Total	957	1.021.808
	France	901	967.308
	Belgium	30	23.294
	Netherlands	26	31.206
USA	Total	26	30.106
	Belgium	15	11.887
	Netherlands	11	15.339
	Bulgaria	0	434
	Spain	0	121
	Denmark	0	2.282
	France	0	43
Total		983	1.051.914

Exporter	Volume (t)	Value (€)
France	901	967.351
Belgium	45	35.181
Netherlands	37	46.545
Bulgaria	0	434
Spain	0	121
Denmark	0	2.282
Total	983	1.051.914

European supply of fruit and vegetables

08083090 - Fresh pears			
Destination	Exporter	Volume (t)	Value (€)
Brazil	Total	27.442	27.429.872
	Portugal	23.396	22.216.163
	Spain	3.479	4.434.431
	Italy	379	537.270
	Belgium	188	242.008
Canada	Total	2.158	2.924.768
	Portugal	1.958	2.427.031
	Italy	168	430.458
	Spain	31	67.086
	France	0	193
USA	Total	35	63.180
	France	35	63.136
	Portugal	0	44
Total		29.635	30.417.820

Exporter	Volume (t)	Value (€)
Portugal	25.354	24.643.238
Spain	3.510	4.501.517
Italy	547	967.728
Belgium	188	242.008
France	35	63.329
Total	29.635	30.417.820

European supply of fruit and vegetables

07031090 - Shallots			
Destination	Exporter	Volume (t)	Value (€)
USA	Total	5.613	8.951.394
	Netherlands	3.149	5.612.197
	France	2.126	2.899.490
	Belgium	219	347.189
	Spain	119	72.787
	Denmark	0	19.731
Canada	Total	115	173.506
	Netherlands	69	97.542
	France	45	75.964
Total		5.727	9.124.900

Exporter	Volume (t)	Value (€)
Netherlands	3.218	5.709.739
France	2.171	2.975.454
Belgium	219	347.189
Spain	119	72.787
Denmark	0	19.731
Total	5.727	9.124.900

European supply of fruit and vegetables

08107000 - Fresh persimmons			
Destination	Exporter	Volume (t)	Value (€)
Canada	Total	1.430	3.443.782
	Spain	1.430	3.443.782
USA	Total	763	1.265.536
	Spain	763	1.265.485
	Portugal	0	51
Brazil	Total	245	543.131
	Spain	245	543.131
Total		2.438	5.252.449

Exporter	Volume (t)	Value (€)
Spain	2.438	5.252.398
Portugal	0	51
Total	2.438	5.252.449

The Strategy on Third Countries

Objectives and strategy of the Third Countries programme project

I OBJECTIVES

- Highlight the **environmental specificities** of European and French production, in connection with the "**Farm to Fork**" policy, to **increase exports** of fresh fruit and vegetables to target markets: **America (INTERFEL, Kaki Ribera del Xuquer, FRESHFEL Europe) and the Middle East (only for INTERFEL).**
- Highlight the **environmental sustainability** of EU agriculture and **promote the consumption** of fresh fruit and vegetables as part of a balanced and healthy diet.
- The promotion policy will make a significant contribution to **increasing awareness and sustainable consumption** of European and French fresh produce.

Objectives and strategy of the Third Countries programme project

I STRATEGY TO SET UP 1/2

Propose a promotional programme strategy that supports the objectives of the European Green Deal to promote sustainable European production methods.

→ Guarantee a **farm-to-fork strategy** to accelerate our transition to a healthy, high-quality, sustainable food system!

- Consider the **environmental aspect** and **varietal diversity** in the communication strategy, and highlight the steps taken by the players in the sector.
- Develop the **community dimension** of the programs by proposing a common thread through actions linked to Europe.
- Highlight the European and Mediterranean Art de Vivre in its gastronomy, pleasure and taste, thanks to specific and controlled **environmental approaches** that preserve the environment while complying with European regulations.
- Use of a **common creative base** for all programs, which can be adapted by product and geographic area.

Objectives and strategy of the Third Countries programme project 3


I STRATEGY TO SET UP 2/2

Propose a strategy for a promotional program linked to the **social networks** set up by the organizations to **increase the online visibility** of the various actions.
(here, example of INTERFEL's social network)

LINKS

Web site : www.lesfruitsetlegumesfrais.com

 @FruitVegFromFR

 @fruitvegfromfr

 Fruit and Veg From France – Interfel

 @Fruit and Veg From France – Interfel



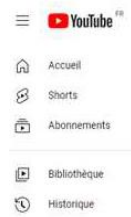
Fruit & Veg From France

@FruitVegFromFR

Haut en couleurs les fruits et légumes frais à travers le monde ! YT : Fruit and Veg From France - Interfel IG: @fruitvegfromfr @interfel

interfel.com A rejoint Twitter en février 2019

176 abonnements 293 abonnés



Connectez-vous à YouTube pour cliquer sur "J'aime", ajouter un commentaire et vous abonner.

[Se connecter](#)

Explorer

Tendances

Musique

Films et TV

Direct

Jeux vidéo



Fruit and Veg From France - Interfel

33 abonnés

ACCUEIL

VIDÉOS

SHORTS

PLAYLISTS

CHAÎNES

À PROPOS

Mises en ligne récentes

Vidéos populaires



The Story of Apples from France (Occitania)
4 vues · il y a 2 jours



The essential of the French sector of fresh Fruit & Vegetables - Asia
10 vues · il y a 13 jours



New Recipe - Cake with French mango & pineapple
18 vues · il y a 4 mois



The Story of Asparagus from France (Gascogne)
57 vues · il y a 4 mois



102 Publications 2 978 Followers 209 Suivi(e)s

Fruit and Veg From France

Hauts en couleurs, les fruits et légumes frais à travers le monde ! YouTube : Fruit and Veg From France - Interfel // TW@FruitVegFromFR

www.interfel.com/

[Suivi\(e\)](#) [Écrire](#) [+](#)



Strawberries ...



Apricots



Summer recip...



Recipes



Maste



Products, Countries and Categories targeted by the programme

I TARGET PRODUCTS

The entire range of fresh fruit and vegetables, with special emphasis on key export products such as apples, kiwis, pears, leeks, shallots and kaki.

I TARGET COUNTRY GROUPS

- **America (INTERFEL, Kaki Ribera del Xuquer, FRESHFEL Europe):** United States, Canada, Mexico, Brazil
- **Middle East (only for INTERFEL) :** Saudi Arabia, Bahrein, United Arab Emirates, Kuwait and Qatar

I TARGET CATEGORIES

Priority : decision-making institution, importers, wholesalers, distributors (retailers and supermarkets)

Secondly : consumers, professional press and general public

Programme structure by zone 1/2



I AMERICA

Objectives : promote French and Spanish fresh fruit and vegetable offer to professional specifiers, as well as maintain European projects via interactions, conferences and seminars, while relying on the various environmental and quality initiatives of the "farm to fork" strategy.

Targeted countries : United States, Canada, Mexico and Brazil.

Must-do activities:

- Promotional actions with our collaborating retailers and wholesalers for the Spanish Kaki offer.
- Propose influence actions to boost the French and Spanish products at the mentioned trade show : Fruit Attraction in Brazil and Global Produce and Floral Shows in USA.
- Propose actions on social networks with a selection of culinary influencers and professional chefs
- Participation to Global Produce and Floral Show (USA) trade show
- Propose conferences, seminars or interactions with professionals, decision-making bodies/institutions and the European representant FRESHFEL Europe

Programme structure by zone 2/2

I MIDDLE EAST

Objectives : continue to develop exports of fresh fruit and vegetables to this growing region, by promoting the environmental and quality initiatives of the European "farm to fork" strategy.

Targeted countries: Saudi Arabia, Bahrein, United Arab Emirates, Kuwait and Qatar

Must-do activities :

- Promotional actions in partner stores of the French offer
- Professional seminars
- Propose actions on social networks with a selection of culinary influencers and professional chefs
- Event activities in conjunction with promotional activities with partners.
- Trade events with professionals

LOT N°1

Creation and provision of graphic elements for every communication tools of the campaign

Estimated amount

AMERICA

LOT 1	INTERFEL	DOP KAKI	FRESHFEL	TOTAL
Year 1	29 000€	19 000€	2 000€	50 000€
Year 2	15 000€	9 000€	1 000€	25 000€
Year 3	15 000€	9 000€	1 000€	25 000€

MIDDLE EAST

LOT 1	INTERFEL
Year 1	40 000€
Year 2	20 000€
Year 3	20 000€

Requested creation



- In line with programme strategy, the aim of this lot is to propose a cross-country creation that can be adapted to specific products: apples, kiwis, pears, leeks, shallots, kaki... or other fruits and vegetables with export potential in the target zones.

- The creation will be based on the **European and Mediterranean Art de Vivre** axis, while taking into account :
 - varietal diversity
 - Respect of the environment and biodiversity
 - gastronomy
 - natural products
 - conviviality
- The agency will propose **a common theme** and a "green" plant tagline for the new advertising campaign.
- The agency will have to propose evolving creative tracks per year and all rights will be assigned.

Evolution of our communication (example for INTERFE

PROGRAMME 2018-2021

THE EUROPEAN RENDEZ-VOUS



PROGRAMME 2022-2025

EUROPE NEVER TOO GREEN



PROGRAMME 2023-2026

EUROPE NEVER TOO GREEN



Provision of the creation (example INTERFEL)

- The proposed creation must be adaptable to all the tools used in the media or non-media actions for the various campaigns, as shown in the example below:



Legal and technical information



I LEGAL INFORMATION

Origin	Brands
<p>In third countries, the mention of origin can appear at the same level as the campaign's main message.</p>	<p>Basic principle: each brand must be equally visible. A minimum of 5 brands must be present. Brand banners must not exceed 5% of the total surface area. Visibility authorized on demonstrations, tastings and websites.</p>

I TECHNICAL INFORMATION

All campaigns must include the following in the baseline: **the European Union logo, the "Enjoy It's From Europe" logo and the logo of the funding organization**. Please refer to the "Enjoy It's From Europe" graphic charter:



EU logo + mandatory mention of campaign financing



Logo of the organization
(ex: Kaki)



Logo *Enjoy It's From Europe*

Legal Notice

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LOT N°2

Construction of fruit and vegetable stands at international trade fairs

Estimated amount

AMERICA

LOT 2	INTERFEL	DOP KAKI	TOTAL
Year 1	187 000€	34 500€	221 500€
Year 2	187 000€	34 500€	221 500€
Year 3	187 000€	34 500€	221 500€

MIDDLE EAST

LOT 2	INTERFEL
Year 1	72 000€
Year 2	72 000€
Year 3	72 000€

Context, objectives and concept

I Context

INTERFEL has been taking part in and organizing the Pavilion under the European banner for many years in third countries.

During the previous campaign, INTERFEL took part in various trade fairs, including Gulfood in the United Arab Emirates, Global Produce & Floral Show in the United States, Fruit Attraction in Brazil.

I Objectives

The objectives of these events are to :

- Provide industry professionals with an opportunity to meet and exchange ideas with operators in target markets.
- Develop the reputation of the French offer by promoting the products of professionals to operators in the targeted markets.

I Concept

The stand(s) are conceptualized and laid out around a tasting area and culinary animations by French & Spanish Chef. Each professional has a space with tables and chairs to welcome their clients, and display furniture adapted to the products on show.

Example of stands - INTERFEL

PROGRAMME 2018-2021

THE EUROPEAN RENDEZ-VOUS



PROGRAMME 2022-2025

NEVER TOO GREEN



Requirements for the new three-year period

TRADE SHOW	FRUIT ATTRACTION	GLOBAL PRODUCE & FLORAL SHOW	GULFOOD
Time	April	October	February
Location	Brazil	United States of America	United Arab Emirates
Required Space	+110 m ² (80 m ² for INTERFEL and 20/30 m ² for DOP KAKI)	+/- 100 m ² (90 m ² for INTERFEL and 10 m ² for DOP KAKI)	+/- 70 m ² (only for INTERFEL)
Technical needs	<p><u>Depending on the dedicated space, the design and layout must include the following items :</u></p> <ul style="list-style-type: none"> ➤ All-inclusive culinary demonstration bar: presentation and preparation area with countertop, sink, 4-burner hob with Plexiglas panel to protect the public, multi-function ovens (traditional + microwave), worktop, storage space under the bar and 1 water inlet + water drainage, electrical connections/sockets for oven, hob and various culinary utensils, espresso coffee machines, bar and coffee/tea capsules and 2 large waste garbage cans. ➤ All-inclusive storeroom with refrigerators and storage shelves ➤ Meeting space ➤ Modular workspace with display and storage units + tables and chairs ➤ Plasma screens, DVD/Blue Ray players and complete sound system (with microphone, amplifier, speakers) ➤ Set of tables and chairs, modern design displays for products ➤ Electricity, lighting, water, cleaning and security during the show <p style="text-align: center;">THE STAND MUST BE VISIBLE AND WELL-LIT</p>		
Budget max./year	71 500 € HT	150.000 € HT	72 000 € HT

LOT N°3

Proposal and implementation of media and/or non-media resources in America MULTI programme

Estimated amount

LOT 3	INTERFEL	DOP KAKI	FRESHFEL	TOTAL
Year 1	540 000€	490 000€	45 000€	1 075 000€
Year 2	540 000€	490 000€	45 000€	1 075 000€
Year 3	590 000€	490 000€	45 000€	1 125 000€

■ Objectives

- **Promote the environmental qualities of French and Spanish production** in line with the European Green Deal policy, in order to meet consumers' societal expectations by guaranteeing them healthy, sustainable food to help develop French and Spanish exports of fresh fruit and vegetables to this area.
- **Raise the reputation of European fruit and vegetables** in the region

■ Targeted markets

Unites States, Canada, Mexico and Brazil

Targets

- Institutions, importers, wholesalers and distributors
- Consumers

■ Reminder of the strategy :

- Propose influencing actions to boost the French and Spanish presence at the above-mentioned trade show
- Propose social networking initiatives with a selection of culinary influencers and professional chefs
- Propose promotional and press events in Canada
- Participate in Global Produce and Floral Show (USA) and Fruit Attraction (Sao Paulo) trades shows, with appropriate PR activity for each show.

COUNTRIES

PROJECT TO PRESENT

BUDGET HT

➤ **For each market, the agency's market analysis must include :**

- A description of trade (imports, exports), distribution channels and main retail outlets for fruit and vegetables, and kaki, including a SWOT analysis for each country.
- An **analysis of market and consumer expectations** in terms of the environment will also be proposed for each target country.
- Consumer expectations should be sourced (links, titles, year of literature review should be indicated).
- Calculations of return on investment should be provided for each of the proposed activities.

- The agency must present a **community dimension** in its project and explain it.
- Agencies should submit **detailed and quantified** action proposals.
- A **precise description of the actions** based on the table in point 6 of PART B. (see following provision and consultation rules).
- A presentation of the teams **dedicated to each action and the working methodology**.
- A **financial offer** clearly showing the budget for each proposing organization, per year and per action, as well as reasonable agency fees.
- A **completed European budget table**. This table shows the financial offer for all partners, by year and by cost category.

UNITED STATES

The agency will have to implement a 36-month communications plan, with the following priority actions :

- Include the organization of trade shows and influence activities
- Propose influencing actions to boost the European presence at the above-mentioned trade show.
- Meetings and seminars with the local NPPO, the Agriculture and Trade department, the EU Delegation and National embassies of the Member States (Year 1)
- Conduct social media activities to highlight the value and complementarities of the EU assortment

Year 1 : 105 000 €
Year 2 : 60.000 €
Year 3 : 60.000 €

CANADA

- Propose PR Activities : Professional and consumers
- Propose point of sales actions for French fruit and vegetables as well as Spanish kaki
- Propose promotional and press events in Canada.
- Conduct social media activities to highlight the value and complementarities of the EU assortment

Year 1 : 500.000 €
Year 2 : 500.000 €
Year 3 : 500.000 €

MEXICO

- Propose seminars with professionals
- Meetings with the local NPPO, the Agriculture and Trade department, the EU Delegation and National embassies of the Member States
- Conduct social media activities to highlight the value and complementarities of the EU assortment

Year 3 : 95.000 €

BRAZIL

- Propose PR Activities : Professional and consumers
- Propose point of sales actions for French fruit and vegetables as well as Spanish kaki
- Propose promotional and press events in Brazil.
- Meetings and seminars with the local NPPO, the Agriculture and Trade department, the EU Delegation and National embassies of the Member States (Year 2)
- Conduct social media activities to highlight the value and complementarities of the EU assortment

Year 1 : 470.000 €
Year 2 : 515.000 €
Year 3 : 470.000 €

America 3/3



➤ Repartition of the budget by patnership

	Year 1				Year 2				Year 3				TOTAL			
	INTERFEL	DOP KAKI	FRESHFEL	TOTAL	INTERFEL	DOP KAKI	FRESHFEL	TOTAL	INTERFEL	DOP KAKI	FRESHFEL	TOTAL	INTERFEL	DOP KAKI	FRESHFEL	TOTAL
BRAZIL	230 000 €	240 000 €	- €	470 000 €	230 000 €	240 000 €	45 000 €	515 000 €	230 000 €	240 000 €	- €	470 000 €	690 000 €	720 000 €	45 000 €	1 455 000 €
CANADA	250 000 €	250 000 €	- €	500 000 €	250 000 €	250 000 €	- €	500 000 €	250 000 €	250 000 €	- €	500 000 €	750 000 €	750 000 €	- €	1 500 000 €
MEXICO	- €	- €	- €	- €	- €	- €	- €	- €	50 000 €		45 000 €	95 000 €	50 000 €	- €	45 000 €	95 000 €
UNITED STATES	60 000 €		45 000 €	105 000 €	60 000 €			60 000 €	60 000 €			60 000 €	180 000 €	- €	45 000 €	225 000 €
TOTAL	540 000 €	490 000 €	45 000 €	1 075 000 €	540 000 €	490 000 €	45 000 €	1 075 000 €	590 000 €	490 000 €	45 000 €	1 125 000 €	1 670 000 €	1 470 000 €	135 000 €	3 275 000 €

■ Project to be presented: precise description of actions

■ Presentation of the programme’s range of actions (in English) in the form of a table as follows :

Lot de travaux 2 : Relations Publiques					
Marchés : Canada et Etats-Unis					
Durée	Bénéficiaire principal :			INTERFEL	
Objectifs					
Objectifs spécifiques					
Groupes cibles :					
•					
2.1 Activités de relations publiques en continu –					
N° de tâche	Nom de la tâche	Description	Participant		Contributions en nature et sous-traitance
			Nom	Rôle	
Éléments livrables et budget prévisionnel					
Calendrier					
	ANNÉE 1	ANNÉE 2	ANNÉE 3		
Éléments livrables					
Budget prévisionnel					
Sous-total pour l'activité 2.1					
Total pour le lot de travaux 2					

LOT N°4

Proposal and implementation of media and/or non-media resources in Middle East SIMPLE programme

Estimated amount

LOT 4	INTERFEL
Year 1	780 000€
Year 2	780 000€
Year 3	780 000€

■ Objectives

- **Promote the environmental qualities of French production** in line with the European Green Deal policy, in order to meet consumers' societal expectations by guaranteeing them healthy, sustainable food to help develop French exports of fresh fruit and vegetables to this area.
- **Raise the reputation of European fruit and vegetables** in the region

■ Targeted markets

Saudi Arabia, Bahrein, United Arab Emirates, Kuwait, Qatar

Targets

- Importers, wholesalers and distributors
- Consumers

■ Reminder of the strategy :

- Participate in Gulfood (UAE) trade show, with appropriate PR activity for each show.
- Propose influencing actions to boost the presence at the above-mentioned trade show
- Propose social networking initiatives with a selection of culinary influencers and professional chefs
- Propose promotional events in all countries

Middle East 2/3

COUNTRIES	PROJECT TO PRESENT	BUDGET HT/YEAR
<p>➤ For each market, the agency's market analysis must include :</p> <ul style="list-style-type: none"> - A description of trade (imports, exports), distribution channels and main retail outlets for fruit and vegetables including a SWOT analysis for each country. - An analysis of market and consumer expectations in terms of the environment will also be proposed for each target country. ➔ Consumer expectations should be sourced (links, titles, year of literature review should be indicated). - Calculations of return on investment should be provided for each of the proposed activities. <ul style="list-style-type: none"> - The agency must present a community dimension in its project and explain it. - Agencies should submit detailed and quantified action proposals. - A precise description of the actions based on the table in point 6 of PART B. (see following provision and consultation rules). - A presentation of the teams dedicated to each action and the working methodology. - A financial offer clearly showing the budget for each proposing organization, per year and per action, as well as reasonable agency fees. - A completed European budget table. This table shows the financial offer for all partners, by year and by cost category. 		
<p>SAUDI ARABIA/BAHREIN</p>	<p>➤ The agency will have to implement a 36-month communications plan, with the following priority actions: :</p> <ul style="list-style-type: none"> - Propose influencing actions to boost the French presence at the above-mentioned trade show. - Propose social networking initiatives with a selection of culinary influencers and professional chefs. - Propose promotional events - Propose point of sale promotions - Trade shows in Saudi Arabia 	<p>220 000 €</p>
<p>KUWAIT</p>	<ul style="list-style-type: none"> - Propose influencing actions to boost the French presence at the above-mentioned trade show. - Propose social networking initiatives with a selection of culinary influencers and professional chefs. - Propose promotional events - Propose point of sale promotions 	<p>150 000 €</p>
<p>UNITED ARAB EMIRATES</p>	<ul style="list-style-type: none"> - Participation in the Gulfood (Dubai – United Arab Emirates) trade show, with appropriate PR activities for each season. - Propose influencing actions to boost the French presence at the above-mentioned trade show. - Propose social networking initiatives with a selection of culinary influencers and professional chefs. - Propose promotional events - Propose point of sale promotions - Trade shows in United Arab Emirates 	<p>260 000 €</p>
<p>QATAR</p>	<ul style="list-style-type: none"> - Propose influencing actions to boost the French presence at the above-mentioned trade show. - Propose social networking initiatives with a selection of culinary influencers and professional chefs. - Propose promotional events - Propose point of sale promotions 	<p>150 000 €</p>
<p>TOTAL</p>		<p>780 000 €</p>

Middle East 3/3

- Project to be presented: precise description of actions
- Presentation of the programme's range of actions (in French and English) in the form of a table as follows :

Lot de travaux 2 : Relations Publiques					
Marchés : Canada et Etats-Unis					
Durée		Bénéficiaire principal :	INTERFEL		
Objectifs					
Objectifs spécifiques					
Groupes cibles :					
•					
2.1 Activités de relations publiques en continu –					
N° de tâche	Nom de la tâche	Description	Participant		Contributions en nature et sous-traitance
			Nom	Rôle	
Éléments livrables et budget prévisionnel					
Calendrier	ANNÉE 1	ANNÉE 2	ANNÉE 3		
Éléments livrables					
Budget prévisionnel					
Sous-total pour l'activité 2.1					
Total pour le lot de travaux 2					

LOT N°5

Evaluation of the entire promotional programme in targeted third-country markets

Estimated amount

AMERICA

LOT 5	INTERFEL	DOP KAKI	FRESHFEL	TOTAL
Year 1	28 000€	19 000€	1 000€	48 000€
Year 2	28 000€	19 000€	1 000€	48 000€
Year 3	45 000€	30 000€	2 000€	77 000€

MIDDLE EAST

LOT 5	INTERFEL
Year 1	30 000€
Year 2	30 000€
Year 3	56 000€

Context and objectives

- Since 2011, actions financed by EU public authorities have had to be evaluated by an independent agency.
- The aim of the evaluation process is to obtain reliable information on the following points (in whole or in part), both during the program and once it has been completed:
 - Whether the programme and its actions are justified in terms of relevance, coherence, efficiency, effectiveness, added value and sustainability.
 - Whether the program and its actions :
 - achieved objectives or produced unforeseen results
 - have been carried out efficiently and cost-effectively
 - produced the expected impacts, and whether these impacts are sustainable
 - represented the best means of achieving the objectives set. Should these objectives be pursued? If so, in the same way or in a different form?
 - Which programme objectives are still relevant for the future?

Work requested from the agency

- The evaluation agency will assess the actions carried out directly by the proposing organizations and those entrusted to the implementing body chosen in parallel.
 - Product information and promotion stands at the indicated trade fairs
 - Media and non-media actions in America
 - Media and non-media actions in Middle East
- **The proposal should include :**
 1. The recommended evaluation approach, including a working and information-gathering methodology and a provisional evaluation timetable
 2. A financial proposal, clearly indicating the budget for each proposing organization and per year
 3. The completed European budget table. This table shows the financial offer for all partners, by year and by cost category.

Selected agencies

- The agencies selected will have to comply with the provisions laid down in the Community regulations and contracts predefined by the European Union:
 - presentation of the annual report in accordance with the rules laid down by the European Union.
- Payments will be made by bank transfer, on presentation of the corresponding bank details, based on detailed invoices.
- If the programme is accepted by the European Commission (a decision is expected in October 2025), the agreement to be signed with the successful bidder for each market will specify the invoicing and payment procedures, as well as all the elements required for the execution of each market.
- The contract with the European Commission via the member state will be signed in January.

