

World's leading fruit and veg industry trade show FRUIT LOGISTICA convenes global leaders

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FRUIT LOGISTICA, the world's largest trade exhibition dedicated to fruit and vegetables, returned to Berlin on 7 to 9 February 2024. Over 2,770 exhibitors from 94 countries and trade visitors from over 140 countries and all continents participated compared to 2,610 exhibitors in 2023.

In addition, there was a strong Spanish presence on a high level and increase in Italian exhibitors. Among the 47 countries that booked more space at the show this year, China took nearly three times as much as it did last year, and more than it took before the pandemic. Middle East and North Africa, as well as 211 exhibitors on FRUIT LOGISTICA's Organic Route, an increase of 10% each year.

Kai Mangelberger, director of FRUIT LOGISTICA said "The fresh produce business faces numerous challenges in terms of disruption and cost increases that now place its profitability under threat. At times like these, companies need more partners than they did in the past. And that's why they come to FRUIT LOGISTICA."

Innovation - Leading trends and dynamics

FRUIT LOGISTICA retains its position as a centre of fresh produce innovation, with a packed event programme spread across six stages. For the first time this year, a new Farming Forward stage will present groundbreaking events with international and

renowned partners such as the CEA Alliance and Wageningen University & Research, on the topics smart agriculture, advanced greenhouse tech, and controlled environment agriculture (CEA). And there is a packed programme of talks, interviews and discussions across all of the event's content stages: Fresh Produce Forum, Future Lab, Logistics Hub, Tech Stage, and Friday's Startup Stage. The FRUIT LOGISTICA Innovation Award (FLIA) was expanded for the first time to include a FLIA Technology prize. These two, industry-leading global awards were presented in special exhibition areas. Trade visitors to FRUIT LOGISTICA 2024 benefited from expanded services and networking opportunity.

As well as its annual European Statistics Handbook, the essential guide to production and trade in Europe's fresh fruit and vegetable business, FRUIT LOGISTICA has also published its latest annual Trend Report under the title *Arrested development - As towers topple and investor interest cools, what is the future for vertical farming?*

Produced by Fruitnet, the report takes a deep dive into the world of vertical farming and controlled environment agriculture. Previously heralded as the future of fresh fruit and vegetable production in an increasingly urban world, recent failures in vertical farming have raised doubts about its future. But, as some investors and innovators head for pastures new, there is continued potential for advanced technologies to have a lasting, positive impact on the sustainability of indoor production.