



the forum for the fresh produce industry

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Germany – Period of rapid growth over for Aldi and Lidl

1 February 2010 (Süddeutsche Zeitung) – Discounters Aldi and Lidl have not succeeded in spite of their aggressive pricing policy in the past year to expand their market share. According to a survey by the market research institute GfK Aldi's market share shrank from 19% to 18.4%. The discounter lost in Germany more than 4% of sales and saw the sharpest drop in sales so far. Even competitor Lidl could hardly grow. Its market share stood at 9.8%, up 0.1% from 2008. GfK consumer researcher Wolfgang Twardawa said that "the era of rapid growth is over". According to him causes are not only the tough price competition in the sector but also a decline in business with promotional items, as well as structural problems.

Spain – Ailimpo to present its new certification scheme for lemon storage

31 January 2010 (Ailimpo) – Ailimpo, the Spanish Interbranch organisation for lemon and grapefruit, will launch its new certification scheme for the homologation of stores for lemons providing the highest level of guarantee and quality. The new scheme will be presented at Fruit Logistica, namely in the frame of the Freshfel Citrus WG. The system is endorsed by the Spanish Ministry of Agriculture as a self regulation scheme of the sector. The objective of the scheme is to secure that stores under certification comply with the stricter rules on food safety, environmental management, security and health at the workplace, CSR, fiscal obligation and social security and basic contracts for the purchase of lemons to growers. The certification is voluntary and would allow those under the scheme to have a differentiation seal. Already 19 exporters are registered under this scheme.

Spain – Spanish citrus exporters call for the opening of the Mexican market

31 January 2010 (Periodico del Mediterraneo) – The exporters of citrus from Castellon have reminded the relevance of opening up the Mexican market for the export of citrus and in particular of clementines. The market remains closed in absence of a protocol to deal with plant health requirements of Mexico. For the exporters of Castellon, Mexico is one of the target markets for exports along with other destinations such as Russia, Saudi Arabia, India,...

Spain – ASPROCAN urges government to take actions to deal with the deep banana crisis

31 January 2010 (ABC) – The Spanish organisation of banana producers in the Canary Islands (Asprocan) has stated that the banana industry in the islands is due to face a severe crisis following the expected decrease of bananas for the import into the EU of bananas from Latin American origin. The authorities are called to contribute to help alleviating the situation and the upcoming disaster. Despite promotional measures taken since 2003, the Canary Islands bananas have been losing 30% market share on the "Peninsula". To cope with these difficulties, the association is calling for an upwards revision of the POSEI budget by €20 million. Separately, Asprocan is also requesting its government to consider an assistance scheme for transport already tabled in the Royal Decree for assistance on transport.

Spain – ASPROCAN takes steps towards a denomination of origin for Canary Islands bananas

29 January 2010 (Agencia EFE) – Asprocan has been working with ICCA (Canary Islands Institute for the quality of Agrofood businesses) to build a denomination of origin for the bananas of the islands. The work has been undertaken to secure that the largest number of producers could enjoy the protection of the origin. Only bananas originating from the Canary Islands and matching the specificity of the local production will be granted the protection and certification. An EU assistance scheme is also available to cope with the requirements. For the Canary Islands the EU funds for protection of origin for agricultural products amount to €4.5 million for the period 2008-2013.

Germany – International fruit organisations to call at Fruit Logistica for greater level of cooperation for standards for information management

29 January 2010 (Frug I Com/Freshfel) – Frug I Com, IFPS and Freshfel Europe will call the industry in Berlin to move towards a greater level of cooperation for the development and implementation of standardised supply chain information management systems. Standards are only becoming common once they are used by the total supply chain from growers to retailers and more efforts should be undertaken within the sector to facilitate interchange information about quality, logistics, plant health and financial transaction. Dedicated working groups will be set up by the international fruit organisations to investigate steps to be taken for improving information management and data