



AILIMPO WEEKLY HIGHLIGHTS

José - Antonio García
Director



LinkedIn

"There are good people in the lobbying industry. Lobbyists can serve a very useful purpose" (Kevin Spacey)

Millenials

Young people born since the 80s are a digital, hyper-connected generation with high social and ethical values.

The data we have are very worrying: **most millennials decrease their consumption of fruits and vegetables year after year.** This age group is characterized by moving away from home to study or start their professional career, which coincides with the time when they start to choose their diet by themselves without their parents' supervision. This pattern could predispose them to make poor dietary choices and habits throughout their lives. The more urban lifestyle of the younger generations leads them to a way of eating that they consider more practical and where there is no room for fruits and vegetables. In addition, the increased time spent in front of screens pushes them to buy processed products that are easy to eat (such as pizza, pasta or rice).

Demand, and therefore the future of our business in the coming years, depends in large part on how the habits of millennials evolve. **Knowing them well is the first step in trying to influence them.**



FRESHFEL EUROPE: our eyes, ears and voice in Brussels



This week Freshfel Europe held its Annual Event 2022 in Brussels, the first physical meeting of the Association since the beginning of the COVID-19 pandemic. **AILIMPO has been a member of Freshfel for 18 years and the fantastic team of professionals we have in the Brussels office are our eyes, our ears and our voice in that European capital where every day decisions are made that affect our lemon and grapefruit growers, cooperatives, exporters and processors.** Decisions ranging from quality standards, MRLs, approval of active ingredients, trade agreements with third countries, plant protection rules,

labeling... All our activity, from the tree to the supermarket shelf is subject to decisions made in Brussels. That is why it is so important to devote energy and resources to lobby there. **Neither AILIMPO nor the Spanish lemon and grapefruit sector would be what they are today without the wonderful work of Freshfel and its team** led by Philippe Binard together with Egle Baecke Eimontaitė, Nelli Hadju, Nicola Pisano, Gil Kaufman and many more people who have worked there with passion to defend the European fruit and vegetable sector.

The Annual Event Public Conference was preceded by the Annual General Meeting of the Association, where **Salvo Laudani (FRUITIMPRESE) was elected as President of Freshfel Europe, and Frederic Rosseneu (GREENYARD) and Anders Lind (COOP TRADING) were elected as First and Second Vice-President respectively. They will be accompanied by the rest of the members of the Board of Directors, where there are 3 Spaniards: José Antonio García (AILIMPO), Iván Elías (NUFRI) and Joan Mir (ANECOOP).**

The session was opened by MEP Franc Bogovič (EPP) and three topical political sessions were held: firstly, on the European Green Deal and the "farm to table" strategy, with the participation of the Deputy Director General of the European Commission, Claire Bury; secondly, on trade and market developments, with the participation of the Head of the Directorate General for Trade of the European Commission, Denis Redonnet; and finally, on the CAP, with the participation of the Head of Unit E.2 of the European Commission's Directorate General for Agriculture, Mauro Poinelli.

Many challenges ahead, but the union of the European fruit and vegetable sector and the leadership of Salvo Laudani and his two vice presidents will be key to continue working and finding solutions.