



«Fresh Produce Category: Finding the Growth Path»

World Food Moscow Food Forum

September 12, 2017, Moscow, Expocentre

After the «shake» of 2014 the Russian fresh produce market has found the new balance. Suppliers and producers developed the novel geography of shipments and adjusted fruit and vegetables volume and assortment to the new ruble exchange rate, smaller purchasing power and changes in consumers' and retailers' demand. Unfortunately these adjustments led to reduction of the market size and versatility. Further development of the category depends on the industry ability to find the fresh path to grow trade and production volumes in the current environment. The 2017 Conference «Fresh Produce Category» is aimed to discuss the possible ways of the market development and potential drivers of the category growth.

The Conference «Fresh Produce Category: Finding the Growth Path» will take place on September 12, 2017 within the Russian Food Forum of World Food Trade Show in Moscow. This traditional for World Food Forum event will be organized by FruitNews Information Agency and ITE Moscow Exhibition Company.

The Conference participants will discuss:

- The ways to increase the yields of fruit and vegetables;
- Effective methods of sales and supply networks development on all levels of the entire supply chain - from grower to retailer;
- Possibilities to increase the produce value without significant growth of its cost;
- Routs to enter the Russian fresh produce market and to find the own niche for each particular product.

Event program includes:

- Market overview and drivers of the fresh produce category development;
- Possibilities of production growth and usage of state support programs;
- New technologies for fruit and vegetables processing, packing and storage and their influence on the supply economy optimization;
- Sales expansion potential;
- Growth paths of the successful producers.

The special session of the Conference will be devoted to the berry industry. The development of this industry is just starting in Russia, but the prospects are highly evaluated by the market experts.

In 2017 the Conference organizers are planning to widen communication and networking options of the event. The Conference hall will include special zones for negotiations. The break between Conference sessions will be expanded as well as the interaction possibilities for on-line participants of the event. The Conference webpage will allow its visitors to offer new discussion topics, to address speakers with questions and even to make their presentation distantly.

2016 Conference «Fresh Produce Category: New Reality for Producers, Suppliers and Retailers» has gathered over 150 participants from all sectors of the fresh produce market. The event audience consisted of the large Russian fruit and vegetable growers and small farmers, greenhouse specialists, fresh produce importers, exporters, wholesalers and retail buyers, as well as the representatives of nurseries, technologies and equipment suppliers, storage and transportation companies, market experts and media representatives. Over a thousand on-line participants watched the Conference discussions in the Internet and sent questions to the speakers in real time mode using the interactive service on the event's page at FuitNews.ru.

To find more information and to register for the event please visit the «Fresh Produce Category: Finding the Growth Path» webpage on FuitNews.ru website - <https://fruitnews.ru/conference2017>.

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