



PRESS RELEASE

AREFLH to celebrate its 25th anniversary in the Spanish region of Valencia

For 25 years, the Assembly of European Horticultural Regions has been representing the interests of its members to the European institutions. To mark this anniversary, a public conference will be held as part of its General Assembly on 3 April to take stock of its activities and outline the sector's future prospects.

A rich programme of discussions on the future of the sector

Organised in partnership with the *Generalitat Valenciana* and the Cultural Centre del Carme, the public conference will bring together institutional representatives, F&V professionals and experts. The event will be open to all, both on site and online.

The discussions will focus on three main themes:

- the European Commission's **Vision for the Future of Agriculture and Food**
- the reform of the regulations on the **National Strategic Plans and the CMO**
- the main challenges for **water resilience** in the fruit and vegetable sector.

In the morning, AREFLH annual general meeting, reserved for members, will be marked by a change of governance. After three terms as President and Vice-President, Simona Caselli and Jean-Louis Moulon will be handing over the reins for the next three years.

Valencia, a key area for European agriculture

The Valencia region is the leading producer of lemons in Spain (supplying almost half of total production) and the second largest producer of plants and flowers (16.1% of total national production)*. In 2022, the Valencian agri-food sector was the third largest in Spain, behind Andalusia and Catalonia. It generated €10.7 billion in Gross Value Added (GVA), or 10.8% of the Valencian economy.

The event will thus provide an opportunity for representatives of the region and professionals to talk about the challenges of rebuilding after the floods at the end of 2024.

Take part in this not-to-be-missed event

The programme for April 3 is available at www.areflh.org.

AREFLH's public conference is free and open to all; [registration is compulsory](#). It will be translated into 4 languages (English, Spanish, French and Italian).

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* Source: CAJAMAR. December 2023 "Observatory on ISA in the Spanish regions".

The mission of AREFLH, the Assembly of European Horticultural Regions, is to :

- Represent its members: regions, APOs, POs and expert members from 15 European countries,
- Defend the economic and social interests of the fruit, vegetable and plant sectors in dealings with European institutions,
- Encourage exchanges of experience, partnerships and joint projects between regions and professional organisations,
- Be a driving force behind proposals on the main issues affecting the future of the sector's production in Europe.

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