



SEPTEMBER 2025 | Information on AREFLH activities and on the fruit & vegetable sector

NEWS FROM AREFLH



AREFLH Annual Forum : the programme is out!

The 2nd edition of the AREFLH Annual Forum on Tuesday 4 November, in Brussels and online, will bring together the players of the European fruit & vegetable sector and the EU institutions to discuss two important issues:

- the role of the regions and the fruit and vegetable sector in the next CAP
- innovation for sustainable plant protection.

Take part in the event to understand the challenges at stake in a context of far-reaching structural reforms, and to find out the views of the European institutions and the sector on issues such as New Genomic Techniques (NGT) and the development of biopesticides.

Date and time: 4 November 2025, 9.30am-1pm

Venue: Delegation of the Emilia-Romagna Region in Brussels, Rue Montoyer 21 / online

[Consult the programme and register here.](#)



Visit to members in French Région Sud

From 28 to 31 July, our entire team travelled to French Région Sud (PACA) to meet with various AREFLH members and partners.

We met Bénédicte Martin, Vice-President of Agriculture of the region, Georgia Lambertin, President of the Regional Chamber of Agriculture, and their teams, to get a better understanding of the reality in the field and to coordinate efforts to meet the challenges facing European agriculture.

Together, we discussed the strategy to adopt with regard to the recent CAP reform proposal (2028-34), and the Multiannual Financial Framework as proposed on 16 July by the European Commission.

[Read the article](#)

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NEWS FROM OUR MEMBERS



**Two new members:
Origine Consulting
and FEA Consulting**

AREFLH is delighted to welcome two new Italian organisations to its College of Associated Members.

Origine Consulting

Origine Consulting's mission is to provide control services and technical assistance to public administrations and private partners, with a particular focus on European operational programmes in the fruit, vegetable and potato sectors.

It stands out for its integrated regulatory, operational and functional expertise, its national network of qualified professionals, and its personalised support based on continuous training.

FEA Consulting

FEA Consulting provides consultancy services to producer organisations and associations of producer organisations in various Italian regions. The company was founded in 2024, but its founders, and in particular its chairman, have decades of experience in advising POs and APOs.



Event in Centre-Val de Loire Region

The Centre-Val de Loire region and CESER are organising a regional food conference on Tuesday 7 October in Orleans.

The event will bring together all the regional players involved in this area, with the aim of working together to develop the future regional food strategy.

[To find out more, see this LinkedIn post from the region](#)

[Registration](#)

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RESEARCH & INNOVATION



Novasoil seminar on the benefits of investing in soil health

- Bordeaux, 19 September 2025-

As part of the European NOVASOIL project, AREFLH invites you to take part in a seminar on the benefits of investing in soil health:

Friday 19 September from 10am to 1pm (followed by lunch)

at the Radisson Hotel Bordeaux Saint Jean

[Read the programme](#)

[Participation is free but registration is required via this link](#)

Please feel free to pass on this information to other agricultural players who may be interested: regions, local authorities, agricultural advisers, producers, producer organisations, associations of producer organisations, etc.

Why is soil health important?

Healthy soils boost crop productivity, optimise water retention, reduce input costs and preserve biodiversity. Conversely, degraded soils compromise yields, threaten food security and erode farm profitability. By promoting living soils, NOVASOIL aims to strengthen the resilience and sustainability of the European agri-food sector.



Waste4Soil

biowaste transformation Living Lab in Finland

The European Waste4Soil project is exploring innovative ways of converting industrial food waste into soil improvers.

It is deploying seven Living Labs across Europe. One of them is located in Finland, in the Päijät-Häme region. The LAB University of Applied Sciences is working there on exploiting the potential of two food processing residues: cereals and fish.

[Read the article](#)



LivingSoiLL

Join the Community of Practice!

The European LivingSoiLL project is working on the creation of "living laboratories for permanent crops with healthy soils". It involves vineyards, olive groves, chestnut, hazelnut and apple orchards.

The project is committed to creating a community of practice, i.e. a wide range of stakeholders at national and international level. This aims to bring together farmers and farming professionals, local communities and residents, policy makers and regulators and more.

You too can take part in the Community of Practice, simply by filling in a short questionnaire.

[Read the article](#)

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CONSUMPTION - PROMOTION



**The green kiwifruit,
first fruit to receive an EU-approved health claim**

The European Commission has officially authorised the claim : "consumption of green kiwifruit contributes to normal bowel function". With this authorisation in force, all producers and exporters of green kiwifruit worldwide will be able to incorporate the health claim into their communications in Europe.

Consult the [implementing regulation of 30 July 2025](#)

Read the [Fruit Today](#) article [in Spanish](#), read a [Google translation](#)



**Evaluation of the agri-food promotion policy: prospects
and lessons learned**

Agra CEAS Consulting, in collaboration with Areté, is currently conducting a survey entitled "Evaluation of the agri-food promotion policy: perspectives and lessons learned". The results will be communicated to the European Parliament's Committee on Agriculture and Rural Development (COMAGRI) and will contribute to an own-initiative report on implementation.

If you haven't had a chance to take the survey yet, it will only take you 5 to 15 minutes: [take the survey here](#).

Your comments will be used to assess the effectiveness, efficiency, relevance and added value of the policy at EU level.

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NEWS FROM EUROPE





EU CAP Network newsletter

In its latest newsletter, the EU CAP Network reports on :

A workshop on "Measuring what matters: approaches to assessing the effects of the CAP", 16 and 17 October 2025

The economic vulnerability of agriculture, with an overview of the key points

A workshop on the use of simplified cost options in the CAP, 20 November.

Read the newsletter in [English](#) or [German](#)

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AGENDA



Check out the coming events in the European F&V sector

10-13 September : Eurocastanea (European Chestnut Days) in Huelva, Andalusia, Spain. Register now on eurocastanea2025andalucia.com

19 Sept: [Novasoil seminar in Bordeaux](#), open to all

30 Sept- 2 October: [Fruit Attraction](#) in Madrid

7 October: [Assises Régionales De L'alimentation](#) organised in Orléans by the Centre-Val de Loire Region and the CESER.

7-9 October: [International Asparagus Days & Int. Berries Days](#) in Le Barp, near Bordeaux, France

4 November: 2nd [AREFLH Annual Forum](#), in Brussels and online

19-21 November: [ICOP - International conference of European of Producer Organisations](#) near Budapest in Hungary

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