

# PRESS RELEASE

## medFEL: the 2024 edition breaks new ground

May 2024



Sponsored by the Occitanie / Pyrénées-Méditerranée Regional Council and organised by the regional economic development agency AD'OCC and SPAS Organisation, **the 2024 edition of medFEL came to a close reporting very positive results.**

The essential trade event for the Fruit & Vegetable sector kept all its promises, welcoming **3,703 professionals** over the space of two highly productive days, in an unambiguously energetic atmosphere and amidst an enthusiasm shared by all concerned.

The show recorded a **10% increase in the number of visitors** compared with the previous edition. More than 200 exhibitors were in attendance, including **23% more producers** than at the previous show.

### RETAILERS OUT IN FORCE

The headline event in the professional calendar held its 14th edition under the banner of business and conviviality.


*"The buyers from mass retail were out in force at the show, along with many wholesalers and retailers,"* adds exhibition director Vadhana Khath.


The retail groups **Auchan, Carrefour, Intermarché, Leclerc, Migros**, and the specialist organic retail chain **Biocoop** were all present in the aisles to meet the show's exhibitors.


 **3,703**  
professional visitors

 **+10%**  
visitors vs. 2023

 **+200**  
exhibitors

 **+23%**  
exhibiting producers  
vs. 2023

 Nearly **15**  
talks and workshops

 **2**  
Guest Speakers  
Isabelle Autissier &  
Tomás García Azcárate



## ANOTHER SUCCESSFUL PREVIEW OF HARVEST FORECASTS

Nearly **15 talks and workshops** took place over the two days of the event, including the traditional European forecasts for summer fruit harvests. The presentations for melons and apricots took place in front of a full house, at a critical time for the preparation of campaigns. Forecasts for plum harvests were also presented at medFEL for the very first time.

The exhibition's organisers were also delighted to welcome **Isabelle Autissier and Tomás García Azcárate**, Special Guest Speakers at this edition who delivered inspiring testimonials.

Addressing another acutely topical subject for the sector, the second edition of the medEMPLOI workshops met with great success, with high attendance for the themes of employee recruitment and retention.



med  
FEL  
2024



**1,000**  
business meetings



**15%**  
international exhibitors  
from **10** countries



**12%**  
international visitors



**24%**  
organic exhibitors



**+40**  
international VIP buyers

## A VENUE FOR BUSINESS, IN FRANCE AND ABROAD

This year, **almost 1,000 business meetings** took place at the show, enabling buyers and producers to meet up and build new commercial ties, both inside France and across its borders.

For the first time, medFEL played host to an Italian pavilion, represented by the Turin market of national interest (Centro Agro Alimentare Torino SCPA). The Algerian pavilion was back again, exhibiting with its official bodies.

In total, more than **15% of the exhibitors** came from outside France, representing **10 countries**.

The show additionally welcomed 12% of non-French visitors, including more than 40 key buyers invited to the show as part of the VIP programme. These professionals hailed from Austria, Belarus, Brazil, Colombia, Czechia, Denmark, Germany, Hungary, Ireland, Italy, Malaysia, Poland, Portugal, Qatar, Slovakia, Slovenia, Spain, Sweden, Thailand, Tunisia, United Arab Emirates, United Kingdom, and Vietnam.



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## ORGANIC PRODUCERS TAKE A STAND

**50 organic product exhibitors** were also at the exhibition to show off their know-how. With this sector highlighted in the Organic Market at the show entrance, visitors were also able to meet them on the Organic Road, an original visitor trail that helped them immediately identify fruit and vegetable producers with an organic range. In 2024, **24% of medFEL's exhibitors** offered organic produce.

Organic certification was additionally one of the leading topics in the live content programme. The round table "Organic: how to reinvent oneself. Conquering without going astray" gave professionals a chance to discuss the future of a fast-changing sector.



## IT'S NOT OVER YET!

medFEL is prolonging the pleasure with its online events. **"medFEL Tuesdays" will host the European forecasts for peach and nectarine harvests on Tuesday 21 May at 4.00pm CET.** The video conference will be available in French, Italian and Spanish. Registration is free of charge at <https://lesmardisdemedfel.eventmaker.io/>

And to catch up on the highlights of the show, the talks held on the Agora will be available for viewing on medfel.com from the beginning of May.

**The 15th edition of medFEL is already starting to take shape.**

**Make a date for 24 and 25 April 2025  
at Perpignan Exhibition Centre!**

*The medFEL team would like to take advantage of this press release to send its very best wishes and sincere thanks to Chantal Passat, Head of the agricultural and agro-food markets department at AD'OCC, who is taking her well-deserved retirement after devoting considerable energy to the development of medFEL.*

*Thank you so much Chantal, and happy retirement!*





## CONTACT US

More information on [www.medfel.com](http://www.medfel.com)

Stay up to date on the latest developments from medFEL on social: [#medfel2024](https://twitter.com/medfel2024)



### ABOUT AD'OCC

The regional economic development agency supports companies in the Occitanie / Pyrenees-Mediterranean region at each stage of their development: creation, establishment, innovation, growth, finance, export, transfer of ownership, while strengthening the appeal of the region.

[Download the Agence Ad'Occ press kit \(in French\).](#)

### ABOUT SPAS ORGANISATION

SPAS ORGANISATION is the largest French organiser of tradeshow and consumer events dedicated to organic products, wellness and art de vivre. SPAS Organisation organises 25 events: organic, consumer and trade exhibitions in Paris and around France, trend forums, and a digital marketplace.

[Further information and exhibition calendar here.](#)

### MEDIA ENQUIRIES

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