

PRESS RELEASE

medFEL unveils an exciting programme for its 2025 show!

February 2025



AT MEDFEL, STAND BY FOR NEWS ON THE LATEST DEVELOPMENTS AND HIGH-QUALITY CONTENT!

On 23 and 24 April, medFEL will be rolling out the red carpet at Perpignan Exhibition Centre to all Fruit and Vegetable professionals!

Organised on behalf of the Occitanie regional authority by its economic development agency AD'OCC and SPAS Organisation, medFEL is the unavoidable tradeshow for the sector. The exhibition is a venue for networking and dialogue that brings together sustainability-minded exhibitors and visitors. Whether the goal is to form business partnerships, discover the summer fruit and vegetable harvest forecasts, or analyse market trends and the expectations of society at large, medFEL is the strategic meeting point for an entire industry.

This edition has lined up a captivating live content programme exploring the big issues of the future: promotion of the French origin label, the fair price of fruit and vegetables, communication efficiency, the upturn of the organic market, simplification of labels and adapting to market developments. Meet the experts, chat with sustainability-minded professionals and discover the solutions that are shaping our future, from field to fork.

The 2025 edition in numbers



250
exhibitors expected



5,000
professional visitors
expected



1

Exclusive
Big Debate



4

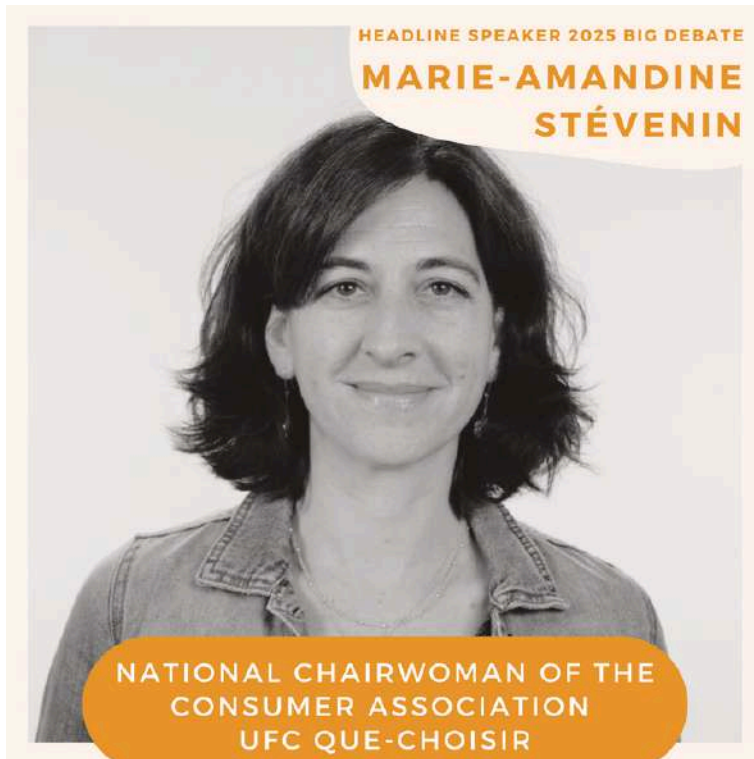
summer
fruit harvests
forecast



THE FIRST HEADLINE SPEAKER IN THE BIG DEBATE- NAMED AT LAST

This year for the first time, medFEL will be the setting for an exclusive Grand Debate on a burning and highly topical subject: **“Are fruit and vegetables expensive?”**

To contribute her perspective and join the conversation, the show will be welcoming Marie-Amandine Stévenin, national chairwoman of the consumer association UFC Que Choisir.



With a background as a lawyer, Marie-Amandine Stévenin succeeded Alain Bazot in June 2023 following his 20 years as chairman, with the aim of bringing fresh impetus to the NGO. She is committed to promoting more responsible consumption, in step with today's public health, environmental and societal issues.

At this debate, she will contribute her expertise to decipher the upsurge in retail prices and discuss the notion of a “fair price”. It is crucial to understand pricing mechanisms and how they are affected by seasonality, climate conditions and the margins of the supply chain players. As the advocate of informed and responsible consumption, Marie-Amandine Stévenin will aim to give practical pointers on how to gain a better understanding of these

fluctuations. A discussion not to be missed, whose goal is to combine spending power with good quality food!

Joining her in the debate will be another personality whose identity will be unveiled in the coming weeks – so watch this space!





A PROGRAMME UP TO THE TASK OF ADDRESSING THE SECTOR'S CHALLENGES

The talks delivered on the Agora will also provide insights into the major challenges facing players in the sector. An enthralling programme is in store that will allow participants to discuss, learn and innovate together!

WEDNESDAY 23 APRIL 2025



10.00am – European apricot harvest forecasts

Hosted by Eric Hostalnou, Head of Fruit & Vegetables Department, Pyrénées Orientales Chamber of Agriculture.

10.45am – Anticipation for melon plantations

Hosted by Olivier Masbou, Associate journalist – Socopag press agency.



12.00pm – Inauguration of medFEL 2025

2.30pm – Processing : developing French origin in processed F&V

Hosted by Florence Rabut, journalist

With Gérard Gillet, Saint-Mamet Distribution Director, Philippe Lefebvre, Sector Manager Agro Mousquetaires and Daniel Gaillard, associate deputy director of Comptoir Rhodanien

It's a firmly-established trend: the proportion of processed products in food purchases is increasing, in step with changes in consumer behaviour and lifestyles. Fruit and vegetables are no exception to the rule, and some companies are investing, incorporating processing or developing partnerships into their business models. The stakes are shifting: manufacturers need above all to secure their sourcing, assuming that it will continue to grow in the years to come. So how can these additional volumes be satisfied? What new value-adding opportunities are there for fruit and vegetables? How can the development of high-performance French-origin fruit and vegetable sectors dedicated to the industry be reshaped ?



WEDNESDAY 23 APRIL 2025



4.30-6.00pm – The Big Debate: are fruit and vegetables expensive ?

Hosted by Florence Rabut, journalist and

Olivier Masbou – Associate journalist – Socopag press agency.

With Marie-Amandine Stévenin, national president of UFC que Choisir.

“Fruit and vegetable prices are soaring”: the subject of fruit and vegetable prices is a regular feature in the news. But what does this really mean? What would be a ‘fair price’ for a kilo of tomatoes or apples?

What does the ‘price’ of fruit and vegetables actually refer to, when there are fifty or so different products up for sale on the same shelf or stall? Moreover, seasonality, climate and bumper or poor harvests can all affect prices, sometimes on a daily basis. Consumers need to be given a reference point, and told what lies behind the price of fruit and vegetables.



THURSDAY 24 APRIL 2025

10.00am – Fruit & vegetable : does communication support consumption ?

Hosted by Olivier Masbou – Associate journalist – Socopag press agency.

Whether it is the initiative of individual sectors, trade associations or companies, communication around fruit and vegetables is rife, and some of it haphazard. But is it nevertheless effective in a context where consumption is at best stagnating, sometimes falling ? Television, radio, press, social media: which media should be favoured ?



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THURSDAY 24 APRIL 2025



11.00am – Organic sector : what is the impact of new retail concepts ?

Hosted by Dany La Noé from Interbio, and Florence Rabut, journalist.

With Bertrand Chaveron, Bio Frais President and Sébastien Lévy, Head of Supply and Purchase at Naturalia

Amid the turmoil of the last few years of crisis in the organic produce market, with declining consumption volumes and falling transaction frequencies, food retailers responded swiftly, with general retailers cutting back on their ranges, and specialist organic retailers repositioning their brands and launching new concepts that are more in tune with consumers' new needs. And it seems to be working! Some chains seem to be returning to post-crisis growth. What are these promising new concepts? What are the keys to successful new growth? What are the renewed commitments and ambitions for the future?



2.00pm – Anticipation of the plum harvest



Hosted by Olivier Masbou, associate journalist at press agency Socopag

3.00pm – The label jungle : obligation or real promotion ?

Hosted by Florence Rabut, journalist

With Marc-Henri Blarel, Head of Fruits de Valeur, Cécilia Céleyrette, Associate Director, Stratégie filières, Interfel and Philippe Fort, Commercial and Marketing Director, Rougeline

Private labels, quality and origin hallmarks (PDO/AOC, Label rouge, PGI, etc.), bespoke specifications, HEV, organic farming and its various segments, ratings (Nutriscore, Planetscore, etc.) : there is an endless list of promises and guarantees around food products. Amid this upsurge, sometimes with the feeling that new criteria are being imposed endlessly, how can we still create differentiation and added value for the companies involved, without 'drowning' consumers? How can we steer consumer preference towards products and sectors that are genuinely more virtuous ? In the future, how can consumer information be improved ?



THE UNAVOIDABLE EUROPEAN SUMMER FRUIT HARVEST FORECASTS

A headline moment at medFEL each year, the unavoidable **European summer fruit forecasts** will bring an extra buzz to this exciting programme.

The 2025 will follow in this tradition, offering a varied array of highlights. Visitors to the show will be the first to discover **forecasts for melon plantations** and for **European apricot and plum harvests**. Meanwhile, the **forecasts for peaches and nectarines** will be presented at a **webinar** as part of the “medFEL Tuesdays” on **20 May 2025**.

These forecasts are essential calendar highlights for all of the sector’s players, and **enable buyers to plan their purchasing!**

MEDEMPLOI IS BACK IN FORCE THIS YEAR



Since 2023, medFEL has been shining a light on the specific skill and manpower problems encountered by the Fruit and Vegetable sector.

In association with the French Fruit and Vegetable Federation, the show will host a series of workshops and talks to support professionals in their human resource activities.



🍏 10am – 10.20am : A focus on two occupations suffering from labour shortages: cropping manager and buyer – State of play and opportunities

With Céline El Boukilli and Catherine Glemot from CTIFL

🍏 10.20am – 10.35am : Meeting your needs to find your talent: cropping manager and buyer, training and financing

With Céline El Boukilli and Catherine Glemot from CTIFL and Jean Serge Fensch from the OCAPIAT

🍏 10.35am – 10.50am : Broadening the target audience: attracting more women to jobs in farming

With Anne Picot from FNAB

🍏 10.50am – 11.05am : Employer branding, promote your social commitment

With Thierry Combet and Morgane Prost from APECITA Occitanie

🍏 11.15am – 12.15pm : Are social networks essential to talent recruitment?


With Léo Bernard from Blendy, Tam Tam podcast and the Welcome to the Jungle France Lab.

And that’s not all: **a job dating session** will also be organised to bring the industry’s **recruiters** and **candidates** together. This operation is being conducted for the first time in partnership with the French job centre, France Travail.



WHAT YOU NEED TO REMEMBER



 The **15th edition** of the medFEL trade show



When? On Wednesday 23 and Thursday 24 April 2025



Where? At the Perpignan Exhibition Center



The presence of **Marie-Amandine Stévenin**, national president of **UFC Que Choisir**, at the **Big Debate**.

On the conference programme:



- Processing: developing French origin in processed F&V
- Fruit & vegetables: does communication support consumption?
- Organic sector: what is the impact of new retail concepts?
- The label jungle: obligation or real promotion?

As well as forecasts for the apricot harvest, melon planting and plum harvest.

The return of medEMPLOI

- A series of workshops and conferences in partnership with La Fédération des Fruits et Légumes d'Occitanie
- Job dating in partnership with France Travail

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More information on www.medfel.com

Stay up to date on the latest developments from medFEL on social: [#medfel2025](https://twitter.com/medfel2025)



ABOUT AD'OCC

The regional economic development agency supports companies in the Occitania / 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 tradeshows and consumer events dedicated to organic products, wellness and art de vivre. SPAS Organisation organises 20 events: organic, consumer and trade exhibitions in Paris and around France and trend forums.

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

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Agence de Développement Économique