

PRESS RELEASE

medFEL 2025: Producers return in record numbers!

March 2025



The unmissable event for the fruit and vegetable sector is preparing for an edition that will be even more productive and fruitful than ever, on **23 & 24 April 2025 at Perpignan Exhibition Centre**.

A leading event for the industry in France, medFEL has reaffirmed its key role by bringing together all the sustainability-minded figures in the sector. **On the agenda: business meetings, summer fruit harvest forecasts, analyses of market trends and societal expectations**, for a deep dive into the industry's challenges.

PRODUCERS OUT IN FORCE (AGAIN)

The leading players in the French and international fruit and vegetable industry have staked their place, **with a record number of producers attending**.

Since 2023, the show has witnessed an impressive return of **producers** to the show, with their numbers **rising by 47%** over two years.

The 2025 edition in numbers



250

exhibitors expected



5,000

professional visitors expected



1

Exclusive Big Debate



4

summer fruit harvests forecast





In the space of two editions, medFEL has won over an increasing number of sector stakeholders and confirmed its role as a must-attend event. **For this 15th edition, 95% of the producers who exhibited last year will be back for this year's show.**

A few new names have joined the producers on the exhibitor list, for example: Vergers Cancel, Syndicat de l'Abricot des Baronnies, SN Comptoir Rhodanien and Terra Vecchia.



*"medFEL is **a major event** for the fruit and vegetable industry. We hold the position of a leader in the production of kiwis, cherries, plums and grapes. It is therefore important for us to be there: **a unique opportunity to meet our customers and break into new markets.**"* – Vergers Cancel

*"The Baronnies apricot obtained its PGI label in 2024, in recognition of its quality and origin. **Exhibiting at medFEL is essential to promote dialogue between producers and distributors** around this exceptional fruit "* – Syndicat de l'Abricot des Baronnies



*"With more than 400 hectares of farmed land and more than 20,000 tonnes of fruit dispatched every year, we see **medFEL as a key event to meet and chat with our clients.**"* – SN Comptoir Rhodanien

AN EXHIBITION ON SOLID FOUNDATIONS

With a record **86% of its 2024 exhibitors re-signing** for this edition, the show is a pure illustration of the trust and engagement of the sector's professionals. This momentum is built upon high mobilisation by producers, already underscored by their increased presence at the show.

New leading companies have also signed up for the 2025 show, broadening its offering and reinforcing its diversity. Among them, **Genuine Coconut (Spain), Interfel (Ile-de-France), San Lucar (Spain), Syndicat du melon de Cavaillon (PACA) and Syndicat France Grenade (PACA)** add further market representativity.





Over the years, medFEL has confirmed its role as a **genuine crossroads of exchange and innovation**. This edition is shaping up to provide even more structure, by placing emphasis on challenges around production, consumption and adaptation to change in the sector.

The 2025 medFEL show stands out for its increased appeal and stronger roots in the Fruit and Vegetable industry.

medFEL: deep roots in the Occitanie region

For over 15 years, **medFEL extends its influence from the heart of Occitanie**, a strategic region for French agricultural production.

Perpignan is the leading European distribution centre for fruit and vegetables, a key logistics hub that reinforces the show's vocation of bringing together committed players in the sector, from both France and further afield.

A few key figures for the Occitanie region

- 60,000 farms
- Number 1 agricultural region in France
- Number 2 in France for fruit and vegetables
- Number 1 for organic farming and by number of labelled products.

The Occitanie Region Pavilion confirms this dynamic, **with 24 companies from the region exhibiting** and an **88% returning exhibitor rate**.

A stronger international contingent

But that's not all! medFEL will also be welcoming exhibitors from Algeria, Belgium, China, Greece, Italy, Morocco, Poland, Spain and Switzerland for this upcoming edition. Exceptional opportunities for professionals looking to source new products.



UNAVOIDABLE HIGHLIGHTS

medFEL is much more than a tradeshow: it is the definitive event where professionals can decipher, anticipate and discuss the hottest topics in the Fruit and Vegetable industry. Over the space of two days, experience an impactful live content programme featuring exclusive market analysis, harvest forecasts and lively debate. A wide range of subjects will be explored by top-level professionals, among which market developments, consumer trends, labels, organic, and processing. The show is a truly unmissable event for anyone wishing to be the first to hear about the changes ahead in the sector!

Harvest forecasts

👉 **Apricots, melons, plums and peaches-nectarines:** focus on market trends and production anticipations.



The Big Debate and round tables

- 🍏 **The Grand Debate: "Are fruit and vegetables expensive?"** A debate in the presence of Marie-Amandine Stévenin from UFC Que Choisir and Christel Teyssedre from Saveurs Commerce.
- 🌱 **"Processing: developing French origin in processed F&V"** With Saint-Mamet Distribution, Comptoir Rhodanien, Agromousquetaires, Blénida – Danone France, and Vergers Boiron
- 🍏 **"Does communication support consumption?"** With Wonderful, Les Gros Mots and Interfel.
- 🌱 **"Organic sector: what is the impact of new retail concepts?"** With Bio Frais and Naturalia.
- 🍏 **"The Label jungle: obligation or real promotion?"** With Fruits de Valeur, Interfel and Rougeline.

Christel Teyssède joins the medFEL 2025 Grand Debate!

An additional perspective to cultivate discussions around a key issue for the sector! **Christel Teyssède, a fruit and vegetable grocer in Prayssac (Lot department) and chairwoman of Saveurs Commerce**, will be joining Marie-Amandine Stévenin, national chairwoman of UFC Que Choisir, for a debate on a burning topic: **“Are fruit and vegetables expensive?”**

Christel Teyssède received the honour of Commander of the Order of National Agricultural Merit in December 2024 for services to the fruit and vegetable sector. She has made a significant contribution to the progress of the profession, in particular by creating the Greengrocery technical diploma. Harboring a passion for her sector, she campaigns for small-scale fresh produce enterprises and works to guarantee the long-term future of the profession through a range of actions and roles in trade associations.



Marie-Amandine Stévenin



Christel Teyssède



Two experts with two complementary visions to analyse the prices, value for money and affordability of fruit and vegetables in France. A lively and unmissable debate at medFEL 2025!



A SHOW FOCUSING ON BUSINESS AND RECRUITMENT

An international business convention

By accompanying **50 international VIP top buyers**, medFEL has embraced the role of a business accelerator for the sector's professionals. These buyers, targeted and qualified by AD'OCC, come from 35 countries and cover the entire supply chain. For each of them, **the show has organised a series of pre-scheduled face-to-face meetings**, guaranteeing constructive discussions and immediate business opportunities.

The buyers hail from a wide geographical spectrum: Austria, Belgium, Brazil, Canada, Côte d'Ivoire, Colombia, Czech Republic, Denmark, Ecuador, Egypt, Germany, Greece, Hungary, Hong Kong, India, Ireland, Italy, Lithuania, Malaysia, Netherlands, Poland, Portugal, Qatar, Saudi Arabia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Thailand, United Arab Emirates, United Kingdom and Vietnam.




medEMPLOI: employment at the heart of the show



Since 2023, medFEL has shone a light on the **issues surrounding the business and workforce issues** of the Fruit and Vegetable sector, and has rounded out its offering with medEMPLOI, a talks programme dedicated to supporting professionals in their HR actions.








 23 April : A day for job-dating between recruiting companies and qualified candidates, making for fast and efficient matchmaking.

In association with France Travail.

 24 April : 4 theme-based workshops and an exclusive talk.

In association with the Occitanie Fruit & Vegetable Federation.

-  Focus on two occupations with labour shortages: cropping manager and buyer – state of play and opportunities.
-  Solutions to meet talent needs: training, financing and support programmes.
-  More women in farming jobs: challenges and levers for action
-  Highlighting an employer brand to attract and retain talent
-  Talk: Are social media unavoidable for hiring? Presented by Léo Bernard, an expert in HR digital strategy.



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**, and **Christel Teyssède**, from **Saveurs Commerce**, at the Big Debate.



+47% more producers since 2023

95% producer loyalty rate in 2024

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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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.](#)

MEDIA ENQUIRIES

Local media : Jérôme Bouchindhomme – AD'OCC

jerome.bouchindhomme@agence-adocc.com - Tél. +33(0)6 23 30 23 01

French and international media : Clarisse HARDY – SPAS Organisation

chardy@spas-expo.com – Tel. +33(0)1 77 38 89 19

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