



PRESS KIT

April 2026

med
FEL
2026

MEDFEL 2026: THE ENTIRE SECTOR SHOWS UP!

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MEDFEL 2026: THE ENTIRE SECTOR SHOWS UP!



medFEL opens its doors for its 16th edition on Tuesday, April 28 and Wednesday, April 29, 2026, at the Parc des Expositions in Perpignan. Driven by the arrival of many new exhibitors, the presence of international buyers, the commitment of interprofessional organizations, and an ambitious strategic program, the trade show is part of a truly collective dynamic that promises an edition full of energy and opportunities.

A SUCCESS THAT GROWS WITH EACH EDITION

A must-attend event for the fruit and vegetable sector in France, **medFEL confirms its role as a strategic platform** by bringing together all committed stakeholders in the industry.

On the agenda: **business meetings, summer fruit harvest forecasts, market analyses, and insights into societal expectations**, offering a deep dive into the current and future challenges of the sector.

Exhibitor loyalty speaks for itself: nearly **80% of participants from the 2025 edition are returning this year, while 100% of Saint Charles Export members will once again be present.**

Alongside them, **37 exhibitors** are joining the event, including many producers: Blue Whale, Les Paysans de Rougeline, Le Jardin de Rabelais, SARL du Tilleul, Edenys, Parmentine, Ferme de la Motte, Nectar Select, Estagel Le Fruit d'Henri... and many more.

New pavilions are also featured this year:



The “Demain la Terre” Pavilion

The collective works alongside fruit and vegetable production and marketing companies to improve practices with pragmatism and high standards, moving toward agriculture that respects planetary boundaries and social balance. They are present with five members at medFEL this year.



The “Collectif Nouveaux Champs” Pavilion

The association's primary mission is to protect shared human and environmental health. It promotes “producing better to eat better” to ensure France's food sovereignty and to restore farmers to their rightful place in society. This year, they are exhibiting with seven co-exhibitors.

Over the years, **medFEL has established itself as a true hub for exchanges, innovation, and business**, at the heart of the sector's transformations. The 2026 edition places particular emphasis on **production challenges, evolving consumption patterns, and adaptation to economic and environmental changes.**

INTERFEL AND ANEEFEL: INTERPROFESSIONAL ORGANIZATIONS MOBILIZED



The trade show also confirms its unifying role for the entire sector in this 2026 edition. medFEL is welcoming ANEEFEL, the National Association of Fruit and Vegetable Shippers and Exporters, for the first time this year.

Alongside them, Interfel, the interprofessional organization for fresh fruits and vegetables, will also be present, highlighting its initiatives as it celebrates its 50th anniversary.

Two key pillars of the sector brought together to share their initiatives, strengthen exchanges, and collectively drive the industry forward.



A THRIVING ORGANIC OFFERING

medFEL showcases the full breadth of the organic offering. This year, nearly 50% of the producers at the event offer organic products. Discover them through dedicated highlights:

The Organic Market by medFEL

A selection of exhibitors' organic fruit and vegetable offerings presented at the entrance of the trade show in a dedicated organic market.

The Organic Road by medFEL

A dedicated visitor pathway designed to help easily identify fruit and vegetable producers offering organic products.





AN INTERNATIONAL DIMENSION

The 2026 edition confirms the growing international dimension of the trade show.

This year, **15% of exhibitors are international.**

Algeria, Poland, Spain, Italy, Switzerland, Belgium, New Zealand... medFEL is strengthening its global appeal by bringing together producers and companies from around the world in Perpignan to develop new partnerships.

MEDFEL: STRONG ROOTS IN OCCITANIE

For more than fifteen years, **medFEL has been shining at the heart of Occitanie**, a strategic region for French agricultural production.

Perpignan is **Europe's leading fruit and vegetable distribution hub**, a major logistics center that reinforces the trade show's mission: connecting producers, distributors, and buyers at both national and international levels.

The **Occitanie Region Pavilion** reflects this momentum, with **21 regional companies exhibiting.**



OCCITANIE REGION: STRONG AMBITIONS FOR FOOD SOVEREIGNTY AND THE FUTURE OF THE FRUIT & VEGETABLE SECTOR



A long-standing partner of medFEL, the Occitanie Region reaffirms, on the occasion of the 15th edition, its ongoing commitment to sustainable, competitive, and locally rooted agriculture. **Since 2016, the regional budget dedicated to agriculture has more than doubled:** with €1.63 billion invested over 10 years, including €750 million in European funding, **Occitanie is the French region that invests the most in its agricultural sector.**

TOWARDS A REGIONAL PACT FOR FOOD SOVEREIGNTY

In response to climate, economic, and geopolitical crises, **the Region has launched a Pact for Food Sovereignty, Producing to Feed People Healthily**, aimed at ensuring local, high-quality production that is accessible to all and provides fair income for regional producers. **Developed in collaboration with industry professionals and citizens, this pact will be adopted in summer 2026**, with actions rolled out across the entire region.

As **France's second-largest fruit and vegetable producing region**, this sector represents a major strategic priority for Occitanie, with over €1.1 billion in turnover, **15% of regional agricultural employment, and leading national positions in several productions**, particularly apples and plums, for which it is the top producer.

Occitanie is also **France's leading organic region**, standing out for the **quality of its production**, with 23 officially recognized quality labels (SIQO) in the sector. This agricultural strength is a **key driver of food sovereignty**.



OVER €60 MILLION FOR THE FRUIT AND VEGETABLE SECTOR



Since 2016, the Region has mobilized more than €60 million (regional funding and European FEADER funds) to support farms and businesses in the fruit and vegetable sector, including:

- €19 million for orchards, greenhouses, and processing facilities
- €35 million for business and cooperative development
- €8.5 million through the FOSTER fund, generating over €73 million in total investment

The Region also supports innovation and research to help the sector adapt to climate change and maintain competitiveness. At the same time, **it encourages forward-looking and more resilient production models**, with dedicated programs for **emerging crops** (almonds, pistachios, aromatic plants, etc.) and agroforestry.



COLLECTIVE CATERING: MORE OPPORTUNITIES FOR REGIONAL PRODUCERS

In 2020, the Occitanie Region launched the Occit'Alim purchasing center to simplify and increase the supply of local, high-quality, and organic products to collective catering.

Now managed by the Occit'Alim Public Interest Group (GIP), the platform already supplies 214 members, including 171 high schools. It offers 2,000 products—more than 50% under quality labels and 40% organic—sourced from over 130 regional producers.

Water: €450 Million Invested by the Region Since 2016

The Occitanie Region is actively working to **balance water supply and responsible usage in agriculture through:**

- Support for the **improvement and modernization of irrigation networks and agricultural and viticultural water infrastructure:** nearly 400 projects supported since 2016, representing over €220 million (including €110 million from FEADER funds)
- The creation of a dedicated task force to support and strengthen agricultural irrigation management bodies **in the Pyrénées-Orientales** and facilitate the implementation of their projects
- The establishment of a €1 million emergency fund (in 2023) to support the agricultural sector and local authorities in response to drought

TWO DAYS TO CONNECT THE INDUSTRY

AN INTERNATIONAL BUSINESS CONVENTION

With the support of **30 VIP international buyers**, medFEL has established itself as a **business accelerator for industry professionals**.

Selected and qualified by **AD'OCC**, these buyers cover the entire supply chain.

They benefit from a **program of pre-qualified B2B meetings**, organized ahead of the trade show, ensuring **targeted exchanges and concrete business opportunities**.

The buyers notably represent:

- **Europe:** Germany, Belgium, Denmark, Spain, Lithuania, Poland, Portugal, Czech Republic, United Kingdom, Slovakia, Slovenia, Sweden
- **Asia:** Hong Kong, Thailand, Vietnam
- **Latin America:** Brazil, Colombia, Mexico
- **Africa:** Tunisia

MEDEMPLOI, THE CAREERS EVENT AT THE HEART OF THE SHOW



Since 2023, medFEL has been fully committed to employment and career attractiveness within the industry. Through medEMPLOI, the trade show deploys a dedicated initiative to help companies recruit, promote industry careers, and create concrete connections between recruiters and candidates.

👉 In 2026, medEMPLOI highlights **career attractiveness and the transfer of know-how**, two major challenges for the future of the sector.

On the agenda:

April 28: Job dating day

Between recruiting companies from the Occitanie region and qualified candidates, for quick and efficient meetings, in partnership with France Travail.

April 29: Career conferences and workshops

Three workshops and one conference organized in partnership with the Occitanie Fruit and Vegetable Federation, focusing on career attractiveness and the transfer of know-how.

The program is available on page 16.

AN OBSERVATORY TO DECODE INDUSTRY CHALLENGES



medFEL is much more than a trade show: **it is a true observatory of the key trends shaping the fruit and vegetable sector.**

Over two days, medFEL becomes a hub where the industry's major transformations are analysed and brought into focus, through **exclusive market insights, summer fruit harvest forecasts, and high-level roundtable discussions on the sector's most pressing challenges.**

At the heart of the conversations: organic production, CMO policies, agricultural risk management, sustainable logistics, economic performance, and orchard renewal.

A must-attend event to anticipate industry shifts and drive collective thinking across the sector.

1 KEY DEBATE, 2 PERSPECTIVES FROM ACROSS THE INDUSTRY

Building on the success of the 2025 edition, medFEL is once again hosting its flagship exclusive debate, this year focusing on a key question for all industry stakeholders:

“What levers can be used to better distribute agricultural risk across the value chain?”

To fuel this strategic discussion, two leading figures from the sector will share their perspectives, offering a cross-industry view spanning production and distribution:



MEDFEL 2026
HEADLINER

Françoise Roch

APPLE AND PLUM GROWER IN TARN-ET-GARONNE, PRESIDENT OF THE FRENCH NATIONAL FRUIT PRODUCERS' FEDERATION (FNPF) AND VICE-PRESIDENT OF THE CTIFL

An orchard grower based in Tarn-et-Garonne, **Françoise Roch produces apples, plums and table grapes** on a 60-hectare farm run with three partners, and is a member of the **Blue Whale cooperative group**. A **committed leader** with a strong belief in collective action, she has been actively involved in the fruit and vegetable sector for many years. **President of the FNPF** since 2020 and **Vice-President of the CTIFL** since 2024, she champions a structured and forward-looking vision for the industry, advocating in particular for stronger ties between research and professionals, in support of a more united and resilient supply chain.



MEDFEL 2026
HEADLINER



Mickaël Alagapin

PARTNER AT COOPÉRATIVE U, NATIONAL FRUIT & VEGETABLE CATEGORY CO-LEAD, AND CEO OF SUPER U BONNE (HAUTE-SAVOIE).

Mickaël Alagapin joined the retail sector in 2007 and has built his career “from the ground up” within the **U brand**, which he has never left. After managing his first store in the Champagne-Ardenne region, he is now **CEO of the Super U store in Bonne**, Haute-Savoie, which he co-manages with his wife. **The grandson of farmers and a self-described man of action**, he has been actively involved for several years in developing agricultural supply chains, first at local level and then regionally. Long committed to traditional fresh products, **he has led the national fruit and vegetable category** since January 1, 2025, in **tandem** with Jeff Mahintach, with **a clear ambition: to strengthen partnerships between producers and distributors.**



Through these two complementary career paths, **medFEL brings together on stage the voices of production and distribution**, two key links in the value chain that must work more closely together to better share agricultural risk and build more balanced, transparent and resilient models for the entire sector.



KEY EUROPEAN FORECASTS FOR SUMMER FRUIT HARVESTS

A highlight of medFEL each year, the **highly anticipated European summer fruit harvest forecasts** further enrich this compelling programme.

The 2026 edition is no exception, offering a rich and diverse agenda.

Visitors will be able to attend live at the show the **planting forecasts for melons**, as well as **harvest forecasts for apricots and plums** – see the programme on page 12.

The event will then continue with a **webinar** on **Thursday 21 May 2026**, dedicated to the **European harvest forecasts for peaches and nectarines**.

A must-attend event for all industry stakeholders, **enabling buyers to better anticipate their purchasing needs!**



PEACH AND NECTARINE HARVEST FORECASTS

ONLINE
MAY 21, 2026

SIGN UP NOW!



AGORA PROGRAMME

STAND H59



TUESDAY 28 APRIL

10:00AM - MEDFEL TRADE SHOW OPENING CEREMONY

11:30AM - PLUM HARVEST FORECAST

Hosted by Olivier Masbou (Associate Journalist – Socopag Press Agency), with Jérôme Capel (Co-president of the AOPn Prune) and Joël Boyer (Co-president of the AOPn Prune)

12:15PM - MELON PLANTING FORECAST

Hosted by Olivier Masbou (Associate Journalist – Socopag Press Agency), with Myriam Martineau (President of the Interprofessional Melon Association), Jérôme Jausseran (Vice-President of the Interprofessional Melon Association) and Rémi Javernaud (Coordinator of the Interprofessional Melon Association)



2:30PM - COMMON MARKET ORGANISATION (CMO) FRUITS AND VEGETABLES: 30 YEARS OF A STRUCTURING POLICY. AND NOW?

Hosted by Olivier Masbou (Associate Journalist – Socopag Press Agency), with André Graglia (Apfel South-West Director and Gefel national expert for the CMO fruit and vegetables), Eric Sargiacomo (MEP) and Jean Louis Moulon (President of IDFeL Val de Loire and administrator of AREFLH)

The Common Market Organisation (CMO) for fruit and vegetables was established in 1996. Original and for a long time unique, it has, over 30 years, structured the production of fresh and processed fruit and vegetables within the European Union. But today it is threatened by the European Commission's plans for the future CAP (2028-2034).

4:30PM - GRAND DEBATE: WHAT LEVERS CAN BE USED TO BETTER DISTRIBUTE AGRICULTURAL RISK ACROSS THE SECTOR?

Hosted by Florence Rabut (Specialist journalist) with Françoise Roch (Apple and plum producer in Tarn-et-Garonne, president of the FNPF and vice-president of the CTIFL) and Mickaël Alagapin (Partner at Coopérative U, National Fruit and Vegetable Partner, CEO of Super U in Bonne (74))

Juggling climate, health and environmental risks, the agricultural sector is questioning the viability of its businesses and the long-term sustainability of the industry.

Yes, producing is becoming increasingly difficult. No, agricultural risk management tools, most often used reactively or requiring significant investment to be adopted, will not, on their own, resolve the accumulating crises. Will this burden continue to fall solely on producers, on the front line, who are urged to “do better,” while citizens-consumers grow indifferent, accustomed to abundant, accessible and low-cost food?

Moreover, quality remains a key expectation: standardization has conditioned consumers to expect visually perfect, blemish-free, uniformly sized fruits and vegetables. What will the future hold? How can these risks be better anticipated to avoid a critical disconnect between production and consumption levels? How can this become a true sector-wide issue, involving not only producers but also their distribution partners? And how can consumers be better informed and engaged in the changes ahead?

6:15PM - HOW TO CAPTURE 100% OF THE POTENTIAL REVENUE IN FRUITS AND VEGETABLES?

Hosted by Florence Rabut (Specialist journalist) with Marc-Henri Blarel (Founder of Fresh Data, F&L expert), Olivier Dauvers (Journalist and expert in large-scale retail) and Philippe Goetzmann (Expert in retail and consumer strategy)

Organized by Fresh Data – followed by a networking aperitif at the trade show



WEDNESDAY 29 APRIL



10:00AM - LOGISTICS AND TRANSPORT: CAN WE RECONCILE PERFORMANCE AND GREEN LOGISTICS?

Hosted by Olivier Masbou (Associate Journalist – Socopag Press Agency), with Christian Rose (Director of Transport and Logistics at the Confederation of French Wholesalers (CGF)) and Gilles Bertrand (Director of Economic Development for the Grand Marché de Provence)

Reconciling green logistics with economic performance is possible. Beyond contributing to the decarbonization of supply chains, this approach can also deliver significant economic benefits. By integrating sustainable practices, companies can enhance their brand image, reduce costs, and meet growing consumer expectations regarding environmental responsibility.

11:00AM - ORGANIC: HOW TO MAINTAIN PRODUCTION?

Hosted by Dany La Noé (Project Manager, InterBio Occitanie) and Florence Rabut (Specialist journalist) with Alexandra Farnos (Consultant specializing in the organic sector), Cécilia Céleyrette (Deputy Director of Supply Chain Strategy, Interfel), Marine Bré-Garnier (Research Officer, Observatory, Bio Agency), Nordine Arfaoui (Director of the Uni-vert cooperative), Pierre Gratacos (Director of Operations, Cardell) and Stéphane Durand (Director of Fruits and Vegetables and Supply Chains, Biocoop)

Specialized organic retail had already announced last year at medFEL that growth had resumed and appears to be continuing, driven by repositioning strategies and evolving retail concepts. These same stakeholders had called for caution against too much reconversion or abandonment of organic farmland... at the risk of losing momentum.

Upstream, organic production is far from booming. In some sectors, such as apples, organic acreage continues to decline in order to stabilize a situation that has become critical for certain operators. This raises several questions: how can we better anticipate the shocks linked to growth crises in order to stop merely reacting to them? More broadly, how can we prevent organic farming from being marginalized in a context of increasing awareness of environmental and health issues? Could new forms of contractual arrangements between upstream and downstream partners be developed?



2:00PM - EUROPEAN APRICOT HARVEST FORECASTS

Hosted by Eric Hostalnou (Head of the Fruit & Vegetable Department, Chamber of Agriculture of the Pyrénées-Orientales), with Laura Stocchi (Centro Servizio Ortofruticolo de Ferrara), Manel Simon (Afrucac), Santiago Vazquez (Federation of Spanish Cooperatives - Cooperativas agrarias), Nikolaos Tsitsiokas (ASEPOP Velventos Cooperative) and Muriel Millan (PDO Peaches-Apricots of France)

Simultaneous translation in English, Italian, Spanish, and French



3:00PM - EUROPEAN STONE FRUIT ORCHARDS: HOW TO LIMIT EROSION?

Hosted by Florence Rabut (Specialist journalist) with Eric Hostalnou (Head of the Fruit & Vegetable Department, Chamber of Agriculture of the Pyrénées-Orientales), Laura Stocchi Laura Stocchi (Centro Servizio Ortofruticolo de Ferrara), Manel Simon (Afrucac), Santiago Vazquez (Federation of Spanish Cooperatives - Cooperativas agrarias), Nikolaos Tsitsiokas (ASEPOP Velventos Cooperative) and Muriel Millan (PDO Peaches-Apricots of France)

Simultaneous translation in English, Italian, Spanish, and French

Frost waves, hail, floods, droughts... Season after season, climate hazards follow one another and recur, in one European region or another the following year, and there are now hardly any "normal" harvest forecasts, meaning yields aligned with the production potential of European countries. Yet climate hazards leave lasting impacts. Combined with market fluctuations and certain technical production challenges, such as in apricots, they are causing a slow but persistent erosion of stone fruit orchards, with significant disparities depending on growing regions. However, stone fruits are the fifth most consumed fruit category in Europe, with an average consumption of 8.32 kg per person per year. How can producers continue to plan ahead and limit the risk of a structural decline? How can orchards be renewed, with which species and varieties, in the face of new climatic and regulatory conditions? Can a genuine European ambition for stone fruit production be defined?

WORKSHOP & CONFERENCE PROGRAMME

STAND A50



TUESDAY 28 APRIL

1:30PM | REGULATION OF CONTAMINANTS IN FRUITS AND VEGETABLES: INTERPRETATION OF RESULTS AND OUTLOOK FOR 2026

Hosted by Céline Taffin (Regulatory Monitoring Manager at Phytocontrol)

2:30PM | SUSTAINABLE MARKET LABEL: A TOOL FOR ATTRACTIVENESS AND SUSTAINABILITY FOR EVERY PLAYER IN THE SECTOR

Hosted by Frédérique Wagon (Secretary General of the Federation of French Wholesale Markets), with Alix Franco (CSR Project Manager), Eric Peloux (Head of the A2Mains Group and Deputy Vice-President of the Lyon Corbas Wholesale Market) and Stéphane Gori (President of Actium Grand Marché de Provence and Director of SARL STEF'DISTRIBU)

3:30PM | FRUIT AND VEGETABLE SECTOR: AI IS ALREADY TRANSFORMING AGRICULTURE. HOW TO TAKE ACTION?

Hosted by Elodie Le Dréan Zannin (Head of Digital Transformation for Agriculture, Agronomy, and Viticulture at AD'OCC) with Franck Brosset (Director of CSR, Monitoring and Innovation at Les Paysans de Rougeline), Guillaume Mathaly (Manager - Finance & Innovation Performance at AYMING), Mekki Maalej (CEO of AGRISAFE), Philippe Stoop (Director of Research & Innovation at ITK and Member of the French Academy of Agriculture) and Richard Gauffre (Partnerships Manager at AYMING)



WEDNESDAY 29 APRIL
MEDEMPLOI WORKSHOPS AND CONFERENCES



📌 10:00am - 10:45am: Three 15-minute flash workshops with recruitment experts

MAKING FARMING MORE ATTRACTIVE TO YOUNG PEOPLE: A PLATFORM THAT FACILITATES CONNECTIONS BETWEEN FARMERS AND STUDENTS. A SOLUTION TO BETTER MATCH JOB SUPPLY AND DEMAND.

With CLARNIE

Special Offer: 10% exceptional discount for all workshop participants, available for a limited time, to test and integrate the platform into their recruitment strategy

ATTRACTIVENESS OF THE FRUIT AND VEGETABLE SECTOR AND PERCEPTION OF THE JOBS. WHAT LEVERS CAN BE USED TO ATTRACT THEM?

With CHAIRE INNOV AGRO

ATTRACTIVENESS OF PROFESSIONS AND MECHANISMS FOR TRANSFERRING KNOW-HOW IN THE WORKPLACE

With l'APECITA and OCAPIAT

📌 11:00am - 12:00pm : Conference

AI AT THE SERVICE OF HR PERFORMANCE: RECRUIT BETTER, FASTER, WITH AI

With ALAN

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LIST OF EXHIBITORS 2026



MADNOOS	F81
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MASSAFERRO / ARTERRIS LEGUME	D21/F28
MELON DE CAVAILLON	D29 Bis
MESFRUITS	C39
METRAL FRUITS	B38
MYLORD	C19 Bis
NECTAPECHES	D40
NECTAR SELECT	G38
O'DELICE / CUADRAS PANIA	H09
PARMENTINE	H30
PEPINIERES IBANEZ	C38
PICVERT	G40
PLAINE DU ROUSSILLON	E50
POMLIBERTY	A48
PSB PRODUCTION VEGETAL	G11
RACAMIER	B40
RÉART-VALLÉE / SPANFRUITS	D38
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SAINT REMY BASILIC	H20
SARL LES FRUITS DU ROUSSILLON	F38
SARL NASRI TRADIN	H23
SAS COCCOLO	F40
SAS ESTAGEL LE FRUIT D'HENRI	C49
SAS FRUITS 2000 ARDECHE	B39
SAS PAUL HUOT LES JUMELLES	G30
SAS THERA-FRUITS ET LÉGUMES	C31
SAVEUR D'ANTAN – LAURIDAM	D21/F28
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SN COMPTOIR RHODANIEN / VILLE-VALNOIX	B41
SOLAGORA	C60
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LIST OF EXHIBITORS

2026



TRANSPORT / LOGISTIQUE - *TRANSPORT/LOGISTICS*

ALMA TRANSITAIRES	F81
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FRIGOREXPRESS TRANSPORTS INTERNATIONAUX	F20
GHELFI ONDULATI	B28
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SAVE THE DATE



**MEDFEL RETURNS ON
WEDNESDAY 28 APRIL AND
THURSDAY 29 APRIL 2027**

In the meantime, don't miss the peach and nectarine harvest forecasts on May 21, 2026

**PEACH AND NECTARINE
HARVEST FORECASTS**

**ONLINE
MAY 21, 2026**

SIGN UP!





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ABOUT AD'OCC

The regional agency for attractiveness and development 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.

[Further information in the AD'OCC press area here.](#)

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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