



1st EU Fresh info Forum & Roundtables

First week of December more than 210 delegates met at the GS1 in Europe and Frug I Com 1e EU Fresh Info Forum & Round Tables at the SS Rotterdam.

What's the best way of reporting on an event like this then "let the delegates talk". So in this newsletter you will find reflections from the delegates and connections to publications and more.

Team Frug I Com & GS1 in Europe



Fotos made by: Agf.nl

Summary from a business perspective by Willem de Rooij, Assistant Operations Manager Europe, ZESPRI Service Centre N.V

"I have greatly enjoyed the 1st EU Fresh Info Forum earlier this month at the pleasurable venue SS Rotterdam;

The 1st day Forum provided a great introduction to a wide diversity of subjects, all connecting standardized digitalization to further support the fresh produce industry, all the way from grower to consumer, presented by some 13 different speakers.

Topics included fundamentals of T&T, use of social media and usage of databars & apps to provide both instant consumer trace-ability and -feedback, as well as advanced options to avoid food waste and obtain enhanced diets/menu suggestions for health conscious consumers.

The workshop sessions on day 2 allowed delegates to gain more in depth knowledge on a selection of the topics as above mentioned.

Last but not least, both days provided plenty of opportunity for networking with the various delegates!"

Other delegates about the event:

Very useful

The conference was a very productive get-together of people from IT, solution providers, F&V industry, retail governmental and standardization bodies. I appreciated the level of information present in the conference and the high degree of openness to forward thinking and future proof solutions.

Numerous presentations contained eye-opening aspects to me. The side conversations promised a fruitful after-conference collaboration. Very useful.

Jens Kungl, Supply Chain Management, METRO SYSTEMS GmbH

EU or global?

„Especially if you are new to the fresh industry, the 1st EU Fresh Info Forum in Rotterdam is the place to be! Even though the EU is confusing in the title, as professionals and experts from all around the globe attended. High profile stakeholders from farm to fork mingle and exchange thoughts about the status quo of fresh supply chains in vivid discussions. Building and expanding networks with industry players, standardizers and independent consultants is key to stay on the forefront of innovation. Personally I loved to meet all the people in person, that I have read works of. I am looking forward to see what the future of Fresh Info brings."

Christoph Müller-Dechent, CEO & Founder FoodLoop

Great

Great workshops, great people, great experience! The 1st EU Fresh Info showed SanLucar where we are and where we need to go in terms of standardization and digitalization. The conference gave me a great overview of all the possibilities and challenges within in the sector of fresh. This is probably the start of the leading conference for standards in the world of fresh and I am looking forward to the conferences to come.

Christoph Waltert, Business Excellence, SanLucar Fruit S.L.

Insight

The Forum was an important event for the fresh produce industry and gave insight into efforts around the globe to improve the efficiency of the produce supply chain. Without events such as this one there is a natural tendency for industry to be completely unaware of work occurring in other countries which can offer significant benefits within their country and business. Gaining insight into the Single Window Initiative of WCO, the substantive efforts around fTrace and much more made the event one which everyone engaged in this part of the produce business should consider attending next year.

Jane Proctor, Vice President Policy & Issue Management, Canadian Produce Marketing Association.

Kansen ten dele benut

We zagen in een breed palet aan presentaties, inspirerend vanwege de verschillende invalshoeken. De presentaties en workshops illustreren dat de mogelijkheden en kansen die het de keten biedt slechts ten dele benut worden. Veel schakels in de keten kunnen elkaars informatiepotentieel effectiever gebruiken, indien je je eigen probleem vanuit een andere invalshoek, vanuit een andere positie in de keten benadert. Er is dus nog werk aan de winkel, voor het 2e congres.

Frans van Diepen , Rijksdienst voor Ondernemend Nederland

The summary of the event by Dan Vaché, United Fresh Produce Association, Vice President Supply Chain Management

The First EU Fresh Info Forum & Round Table meeting was set in a great location aboard the SS Rotterdam and kept the delegates together to share thoughts and ideas throughout the two day event.

Day one provided thought provoking presentations ranging from eliminating paper from your processes by the use electronic information exchange to help improve data quality, speeding up facilitation between trading partners, using open data sources to assist with interoperability and efficiencies gained in the supply chain using developed and proven standards. Attendees were also provided with a peak into the future on day one with stimulating presentations on the use of social media and various emerging technologies leading the fresh industry with precision planting, dynamic pricing, water consumption, traceability, sustainability and the value of using established standards in each link of the supply chain.

Day two included three parallel workshops loaded with topics covering the entire supply chain from the use of existing standards to the evolution of new and game changing ways to handle data to help expand the consumption of fresh fruit and vegetables. The challenge with workshops was deciding which one to attend as all of the session topics were of interest.

The value of the First EU Fresh Info Forum included exposure to multiple disciplines used in the fresh fruit and vegetable industry to help move the industry forward. The opportunity for interaction among attendees discussing the current needs and challenges of our great industry was an added bonus. The entire event provided for a great learning experience on the importance of using accepted standards, emerging technology and pointed out the need as a worldwide industry to work together for the good of the industry and ultimately consumers.

Hopelijk nog veel opvolgers...

Dit eerste Europese congres krijgt hopelijk nog veel opvolgers. De keuzes van zowel sprekers, onderwerpen als locatie was fantastisch. Het waren twee inspiratie gevende dagen.

Iem Dekking, IT manager, Univeg- Bakker Berendrecht

Sustainable

“The 1st Fresh Info Forum was a great event and I got a lot out of the two days, both from the plenaries and round tables. In addition the networking opportunities were invaluable and I was pleased to see the obvious understanding of sustainability as a key issue for the sector. I am looking forward to next year’s forum.”

Jim Bracken, Sustainability Director GS1 Global Office



Lekker

“As co-leader of the GS1 in Europe Fruit and Vegetable Group I think the conference gave a great picture of what we have achieved in standardisation and how these results are implemented now. But moreover we were able to see everything in a broader context of topics that are relevant for the F&V industry and how the different activities, developments and initiatives supplement each other. The overall aim is to have with this an efficient and secure supply chain - to make consumers happy with "Lekker" Fruit & Vegetables.”

Klaus Förderer, Co-leader GS1 in Europe Fruit and Vegetable Group

New insights

“A forum that succeeded in bringing a vast representation of major international stakeholders from private and public sector together around new insights, challenges and opportunities in our sector. Very valuable and to the point, not just another event.”

Tom Quets, CIO Capespan Global Fruit Marketing

Drive the industry forward

“The 1st EU Fresh Forum and Round Table event in Rotterdam showed what great interest there is

within the fresh produce community in Europe to work collaboratively to drive the industry forward. The insights into what is happening in EU and beyond showed that there is much that can be achieved. Hopefully this is the first of many such events which will see more companies attending from more countries.

John Hall, Solutions Manager Sustainability and Traceability, GS1 UK

Inspireert en motiveert

“Goed om bijgepraat te worden over informatietechnologie met betrekking tot onze sector. Leerzame dag die geen moment verveelde. Inspireert en motiveert om ingeslagen weg bij Kompany op dit gebied door te zetten.”

Arno Janssen, GMO Project Manager, Kompany

Focus

“Waar en nu op nationaal niveau al veel standaardisatie initiatieven zijn is het nodig op Europees en globaal niveau afspraken te maken zodat dit beter te onderhouden is voor toeleverancier en Retail die op internationaal niveau opereren. Door het kennisniveau te vergroten in de gehele branche kan momentum gecreëerd worden wat is nodig om het draagvlak op nationaal en Europees niveau te bewerkstelligen. Focus op de belangrijkste zaken is nodig, dit kan door haalbare doelen te stellen met alle betrokken partijen Retail en toeleverancier begeleid door GS1 en Frug I Com. Het EU Forum geeft hierbij een enorme internationale versnelling.”

Radbout Buijs, Functional Application Manager Nature's Pride



How?

“The Fruit & Vegetables sector is convinced about the use and necessity of standards. The big question is; how? The Forum provided insights and shows how to implement the standards in a concrete way.”

Johan van Triest, Supply Chain Manager, Royal Fruitmasters

Running

“Het Running dinner EUforum was een origineel idee van de organisatie van het EUforum om na een geslaagde 1e dag op de SS Rotterdam naar een volgende highlight van Rotterdam te gaan: de Markthal; een verkeerd gekozen naam overigens voor een toplocatie waar de crème de la crème op het gebied van vers te vinden is in de vorm van vis, vlees, groente en fruit, delicatessen etc. Als EUforum deelnemer kregen we een strippenkaart waarna we langs diverse stands in de Markthal een heerlijk diner konden samenstellen in ons eigen tempo; intussen was er voldoende tijd om met diverse deelnemers te netwerken en ervaringen te delen rondom de digitalisering binnen de AGF sector; een geslaagd event! “

Arend Steenks, ICT Manager Best Fresh Group

Lastig

“Het is altijd lastig als er op een Forum met een generale view op Supply Chain problemen wordt ingezoomd. Je wilt altijd een oplossing voor de uitdagingen van het bedrijf waarvoor je werkt. Maar ik ben wel van mening dat het goed is dat het EU forum is gestart is. Dit kan zeker uitgroeien tot het platform voor Informatie uitwisseling in de AGF-keten. Mogelijk dat er bij een volgende editie nog meer EU spelers aanwezig zijn. Deze verbinding is noodzakelijk. “

Martijn van Asperen, Business Developer Hillfresh International

Impressed

“I was very impressed with the relevance of the topics and quality of the speakers. I personally learned a great deal about the initiatives underway in Europe and other parts of the world. The roundtables were very informative with my only disappointment being that I could not attend every one of the roundtables, as the topics were all of great interest to me. I will definitely be attending this event next year.”

Ed Treacy Chair, IFPS & Vice President, Supply Chain Efficiencies Produce Marketing Association



Innovative

“The EU Fresh Info provides not only a possibility to meet the GS1 in Europe Fruit and Vegetable working group but also a good platform for discussions on IT in an sector that can highly profit from innovative solutions. The organisation of the conference, the venue and the selection of speakers and topics was the foundation of this successful conference. We will participate again in the next

year.”

Robert Reiche, Innovation & Project Manager Euro Pool System

Special thanks to Euro Pool System for preventing there Returnables for the forum.



Share

The EU Fresh Info Forum was a great event to share knowledge and experiences with many colleagues from our market. It offered us a possibility to share our learnings from Love my Salad and might help the participants to notice the great opportunities of using social media in business. Besides we hope it will inspire people to connect with our project and to increase vegetable consumption!

Martine Boekestein, Specialist Marketing communication Rijk Zwaan

Proof “Samen werkt”

“I found the speakers very inspirational and the Round table discussions were of high level. And the venue was fabulous. This included the Food market in centre of Rotterdam. Once more a proof that "samen werkt"! ”

Pieter Maarleveld, CEO GS1 Nederland

Speed

Collaboration and product knowledge more and more shape the fresh supply chain. We exchange information between the different players in the supply chain; from the fields of our growers to the retail shelf. Speed of information exchange, standardisation and data accuracy increasingly help to strengthen the valuable relationships with our partners in the supply chain.

Jelger de Vriend, Managing Director Total Produce Direct

Video Impression

The crew of Gold Sponsor Schouw Informatisering made a great [video impression of the forum](#).



Read more @ Fresh Plaza

More info and reports on Forum and the views of the speakers in Fresh Plaza.

Is Silicon Valley going to change the game?	http://www.freshplaza.com/article/131116/Is-Silicon-change-fresh-produce
Europese importprocessen kunnen gesmeerder, de stempeltjes moeten eruit	http://www.agf.nl/artikel/118174/Europese-import-gesmeerder,-de-stempeltjes-moeten-eruit
Kosten besparen in AGF-sector door standaardisatie	http://www.agf.nl/artikel/118401/Kosten-besparen-door-standaardisatie?utm_campaign=nieuwsbrief&11-2014

Zien een verschuiving naar standaard label	http://www.agf.nl/artikel/119069/Zien-een-verschuiving-naar-standaard-label
A move towards standard labelling	http://www.freshplaza.com/article/131904/A-move-towards-standard-labelling
Online community's brug tussen consument en sector	http://www.agf.nl/artikel/118500/Online-community-s-brug-tussen-consument-en-sector
Online communities bridge between consumer and industry	http://www.freshplaza.com/article/131250/Online-communities-bridge-between-consumer-and-industry
EU Fresh Info: samen de informatie in de AGF-keten verbeteren	http://www.agf.nl/artikel/115938/EU-Fresh-Info-samen-de-informatie-in-de-AGF-keten-verbeteren
App to reduce waste	http://www.freshplaza.com/article/131530/App-to-reduce-waste
Horticulture frontrunner with opportunities for ICT	http://www.freshplaza.com/article/131361/Horticulture-frontrunner-with-opportunities-for-ICT
Identificatie en informatie zijn succesfactoren van de toekomst	http://www.agf.nl/artikel/118402/Identificatie-en-informatie-zijn-succesfactoren-van-de-toekomst

Mediapartner:



Presentations

All presentations of the Forum and Round tables are available at the Forum Website www.frugicom.nl/euforum.



Thanks to Van Nature and Veiling Zaltbommel for their fresh injection to the forum.



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Thank you for attending the EU Forum.
Team Frug i Com would like to wish you...

