

Fruit Logistica gives the chance for a taste of veg

Events

02.02.2018



Fruit Logistica kicks off next week in Berlin (7-9 February). The event covers every sector of the fresh produce business and provides a complete picture of the new ideas, products and services at every link in the international supply chain.

The event offers the UK fresh produce industry the chance to talk about and taste some of Syngenta's latest innovations in consumer differentiating products and market segments to better meet value chain needs, from grower to consumer.

Syngenta is attending
Fruit Logistica 2018

 **Hall 11.1, Booth B-03** on February 7, 8, 9

syngenta

There's a lot to see on the Syngenta stand in Hall 11.1, including a brand new broccoli, with exciting features for growers, processors and consumers; varieties with more colour, taste and crunch in the

fast-growing vegetable snack segment and new fruit developments.

"We are bringing more and more colour and taste diversification," according to Jeremie Chabanis, Syngenta Value Chain Lead for EAME.

"Fruit Logistica is a great opportunity to meet the Syngenta team, as we continue to strengthen our focus on fulfilling offers to our partners."



7|8|9 FEBRUARY 2018 | BERLIN

Fruit Logistica visitors can get involved in the Fruitnet World of Fresh Ideas, stimulating ideas through the Fresh Produce Forum, and a look into innovation with a Future Lab.

The biggest such event in Europe, it attracts some 76,000 visitors a year, with over 80% of them from more than 130 countries worldwide.

There's over 3000 stands, including nearly 2800 International exhibitors from 80 countries.

Tags:

Fruit

Vegetables

fresh produce industry