

TMF Florida

EU Trade

Presentation

“Sustainable Fruits”

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1. Reversing the Present Decline of EU Trade

* European Fruit and Veg Consumption in Free Fall: Where is the Answer?



Tom Karst

www.thepacker.com

Europeans apparently don't have the answer to increasing fruit and vegetable consumption. What's more, they are struggling to maintain the status quo.

*In a Freshfel news release, the **European Fresh Produce Association** said that the newest edition of the "Freshfel Consumption Monitor" shows a sharp 7.8% decline in fresh fruit and vegetable consumption within the EU-27 in 2010 compared with the previous year.*

Put in the context of comparing the 2010 figure with the average of the last five years, fresh fruit and vegetable consumption is off 10.3%. – www.freshfel.org

From the release: Philippe Binard, General Delegate of Freshfel, commented: "Unfortunately, the data released demonstrates again that the consumption continued to be in worrying declining trends ... unfortunately the trend is likely to be prolonged also for 2011 given the impact of the economic crisis as well as the consequences of the EHEC outbreak.

A more cautious approach by consumers to limit waste might alleviate the decline by effectively consuming what is purchased, but this corrective effect would unfortunately not be sufficient to remedy the negative trend."

According to Ramon Rey, Freshfel's President, "the monitor contains an impressive source of information on trends in the EU-27 Member States and also identifies consolidated EU trends. It is a unique report and a valuable tool for companies in the fresh produce sector and public sector alike." More than ever, the sector would need a collective effort of all stakeholders to stimulate the consumption.

Operators from the private sector as well as public authorities need to join forces to remedy such a dramatic trend.

Mr Rey added: "In the last years Freshfel took the lead for the sector at the European level to engage in a proactive attitude to halt this negative trend ... These first steps will still have to be reinforced by building a network platform ... incorporating both public and private stakeholders who would like to join forces and expertise to finally reverse this decline in consumption which has marked the last decade."

Tom Karst: Ah, the elusive magic of the "public-private" partnership to increase fruit and vegetable consumption. What is the formula for success?

Meanwhile, the first news release from Fruit Logistica 2012 had some interesting references to global trends in fruit and vegetable production.

From the release: According to 2011 figures from the **AMI (Agricultural Market Information Service)** in Bonn, Germany, production figures for both fruit and vegetables have steadily increased over the past few years. The AMI reports talks of a steady increase in fruit and vegetable production over the past few years, yet consumption trends in Europe and other developed markets seem to suggest otherwise **illumination, gentlemen?**

2. Reversing the Present Decline of EU Trade

* East Europe - A Positive Growth Market for Fruits and Vegetables



The EU market for fresh fruit and vegetables is declining in volume but growing in value. In much of the eastern European Union consumption is still growing and consumers are shifting from basic fruit and vegetables towards more diverse produce, including exotics.

At the same time, the availability there of other food products, such as snacks and fast food, is a source of heated competition for fresh fruit and vegetables. – www.cbi.eu/news

The markets in countries such as Germany, Spain, Italy and France are large but nearly saturated. Only certain market niches and product groups provide opportunities for growth.

From the release: More and more EU entrepreneurs in this business are opting for offshore outsourcing, i.e. moving parts of the production process to developing countries. As they face increasing pressure to improve, many of them consider offshore outsourcing a strategic means of lowering production costs, increasing their own company's capacity for products with a higher added-value outsourcing products with a lower added-value. While the number of fruit and vegetable growers in the EU has been declining for decades, their involvement in offshore fruit and vegetable growing is increasing.

Fruit Outperforms Vegetables

Developing countries play a very important role in EU fruit trade and a substantial, if smaller, role in the vegetable trade. In 2007, 37% of the imports of fruits into EU member states came from developing countries, compared to 13% of total vegetable imports.

In terms of volume, fruit imports from developing countries also outperform vegetable imports. A major reason for this difference is the fact that the EU countries are highly dependent on imports, as some fruits are not grown in the EU, such as, bananas or mangos, and others, such as citrus fruits, are only produced seasonally.

Opportunities and Threats

The fresh fruit and vegetables market in the EU offers both opportunities and threats for exporters in developing countries worldwide. The creation or adaptation of products that serve market segments and capitalise on trends in consumption, production and trade ... offers major opportunities.

Obviously, tropical (super) fruits also offer good opportunities as they cannot be produced in the EU and therefore have to be imported. Likewise, products that can fill the EU supply gap during the off-season are likely to be successful.

Organically grown products with a fair-trade label and developed in a sustainable manner will also readily find their way onto EU markets. – www.cbi.eu/news

3. Long-Term Protection for EU Trade Economics

* “Sustainable Fruits” - New World Trade Initiatives for the EU Market



While the *extensive waste of fresh produce* continues to increase in the midst of European economic hardship ... the answer to this conundrum has presented itself in the form of an innovative new line of products ... the *“sustainable fruit”*.

“Sustainable fruits” will meet important needs of EU Markets, extending perishability limits of fresh fruits considerably, while optimizing nutritional benefits, flavors and structural integrity ... and rendering the normal trade losses ... a plague of the past.

What are “Sustainable Fruits”?

By graduate reduction of the natural water content of fresh fruits, and precise determination of dehydration percentage, the *“sustainable fruits”* be created to consistently optimize the fruit’s natural flavors and nutritional qualities, while considerably reducing its inherent perishability, and shipping and handling fragility. Increasing, at the same time, the unit volume per transport.

The subsequent reduction in volume and weight of each fresh fruit will reflect itself positively in the transportation costs. The reduced perishability will reflect itself positively in all storage and transport situations. The reduced fragility will reflect itself positively in shipping and handling, storage, and visually in store displays.

International Research of “Sustainable Fruits”

International research continues to show the improvements in the quality and sustainability of fruits, *sub-tropical and tropical fruits* in particular, via *optimized dehydration processes*.

Advancements in new technologies are providing us with much more than just “dried fruits”. The “sustainable fruits” are semi-dehydrated in the gentlest way possible to preserve all the essential characteristics and nutritional components of the fruits, and in doing so, extend considerable the shelf-life of the fruit.

Economic Impact of “Sustainable Fruits”

The benefit of *“sustainable fruits”* are obvious, and in today’s crippled world economy, represent a real salvation for the EU trade importers. Eliminating the enormous unnecessary waste based on perishability, the *“sustainable fruit”* offers the EU general importer an immense new source of income, large variety of products, and the insurance that the imported fruit will reach the end consumer in impeccable and market capable conditions.

Summary

Trade specialists agree that the *“sustainable fruits”* line can answer many of the present problems plaguing the current European trade industries, economies and fresh fruit markets ... and once adopted and offered by the EU importers on the market ... *has the potential to reverse the decline of the EU trade and ensuring greater protection in the event of future economic struggles or disasters.*

4. Long-Term Protection for EU Trade Economics

* TMF Florida: An Introduction to “TMF Sustainable Fruits” Product Lines



www.TMFflorida.com

As reported by “CBI” (Netherlands Ministry of Foreign Affairs) ... “The creation or adaptation of products that serve markets ... and capitalise on trade ... offer major opportunities.”

TMF Florida has taken up the mantle by offering EU Traders logical and lucrative solutions for the short, medium and long-term ... to end the current economic struggles ... and guarantee a better future for the EU Fresh Produce Industry ... with the launch of ... “sustainable fruits”.

TMF - Sustainable Fruits – Satisfying EU Market

TMF “Sustainable Fruits” product line will meet the current EU economic and consumer market needs ... halting the current financial declines ... and further elevating TMF’s growing reputation for innovation, in the world trade markets.

TMF - Sustainable Fruits – Optimal Dehydration

TMF dehydration process is optimized for each type of fruit, in order to, maximise and preserve fruit flavors, minimise nutritional losses, maintain the overall integrity of the fruit ... and extend considerably, the shelf-life of the fruit.

TMF - Sustainable Fruits – Preserving Nutritional Values

Optimizing the dehydration process will enable TMF’s nutrient-dense tropical and sub-tropical fruits to maintain their high nutritional values and superior nutritional content ... when compared to many common mainstream Western fresh fruits.

TMF - Sustainable Fruits – Organic Fruits

According to CBI ... “Organically grown fruits with a fair-trade label and developed in a sustainable manner will also readily find their way onto EU markets.”

TMF Florida supports the production of organically grown fruits and international fair-trade legislation. TMF has access to highly-fertile and “untapped” farms, primarily from the tropical and sub-tropical regions of the Americas ... many of which are uncontaminated by modern toxic chemicals ... and growing superior quality produce available to world markets.

TMF recognizes the importance of organic farming, increasing the world’s supply of organic fruits and produce ... and meeting the ever-increasing EU and US market demands for healthier grown organic fruits. TMF “Organic Sustainable Fruits” will pass all EU and US testing standards for organic produce and will be clearly labelled and presented to buyers.

“We do not buy, sell, grow, or support the trade of GMO (Genetically Modified) foods.” – TMF Florida

5. Optimizing Logistics ... Cost Savings & Solutions

* TMF Florida: An Introduction to “TMF Sustainable Apricots”



www.TMFflorida.com

The apricot fruit has many favorable characteristics conducive to optimizing the introduction, distribution and marketing of a new “Sustainable Fruit” product line to the EU Markets.

*The TMF “Sustainable Apricot” offers considerable **financial benefits** to EU Trade Economics, **logistical advantages** ... and strong **marketing appeal** to a wide variety of EU Consumers.*

TMF - Sustainable Apricots

TMF “Sustainable Apricots” offer **significantly increased shelf-life** in stores ... and maintain familiarity with consumers.

TMF - Sustainable Apricots – Financial Benefits

TMF “Sustainable Apricots” offer **minimal financial risk** to the EU Fresh Produce Industry and a significant reduction (or elimination) in losses due to perishability and fragility issues during storage, shipping and handling.

TMF - Sustainable Apricots – Logistics

TMF has sufficient apricot production in place to meet the demands of the EU market. Technologies are also in place to produce “sustainable apricots” at optimal specifications to meet **EU quality standards** and TMF’s high nutritional demands.

TMF - Sustainable Apricots – Nutritional Benefits

The “Sustainable Apricot” will maintain a **consistent flavor and sweetness** (without additives), as well, as its high nutritional content (esp. when compared to common mainstream fruits). The dehydration process may concentrate the flavor also.

TMF - Sustainable Apricots – Whole Fruits vs Sliced Fruits

TMF recommends introducing 2 different forms of “sustainable apricots”:

1. **Whole Fruit Form:** “Sustainable Apricot” with 10-15% reduction in water content. The whole fruit form increases shelf life up to, 4 to 6 weeks, while closely maintaining the overall look and structure of the original fruit, textures and flavor, high nutritional values ... as well as, the important beneficial properties of the apricot kernel inside.
2. **Sliced Fruit Form:** “Sustainable Apricot” with 30-40% reduction in water content. The slice fruit form increases shelf life up to, 3 to 4 months, while maintaining or concentrating fruit flavor and minimizing nutritional losses. Slice fruits can be packaged in multiple sizes (e.g. individual, family or “lunch box” portions for school children).

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Sustainable Apricots – Nutritional Benefits and Marketing Strategies

TMF “Sustainable Apricots” will be slightly reduced in size, and maintain a similar (or more concentrated) fruit flavor compared with a 100% fresh apricot. A superior nutritional content will remain ... particularly when compared to many mainstream fruits (see table below):

Nutritional Analysis - Apricot vs Mainstream Western Fruits:

Fresh Fruit Nutrition Analysis	All Serving Sizes: Per100g							
 Apricot	Vit A Vit B1 (Thiamine) Vit B2 (Riboflavin) Vit B3 (Niacin) Vit B5 (Pant. Acid) Vit B6 Vit B9 (Folate) Vit C Vit E Vit K	1926 0 0 0.6 0.2 0.1 9 10 0.9 3.3	38 0 0 0.1 0.1 0 0 4 0.1 0.6	23 0 0 0.2 0 0 7 4.2 0.1 4.5	225 0.1 0 0.4 0.3 0.1 17 45 0.2 0	52 0.1 0 0.5 0.2 0.1 11 16.9 - 0.8	54 0 0 0.4 0.1 0.1 6 9.7 0.6 20.3	IU mg mg mg mg mg mcg mg mg mcg
 Apricot	Potassium Phosphorus Magnesium Calcium Iron Selenium Manganese Copper Zinc Fibre	259 23 10 13 0.4 0.1 0.1 0.1 0.2 2.0	90 11 4 5 0.1 0 0 0 0.1 1.3	119 11 7 9 0.2 0.1 0 0.1 0.1 3.1	169 12 10 43 0.1 0.5 10 0 0.1 2.4	125 9 12 13 0.3 0 1.6 0.1 0.1 5.1	77 12 6 6 0.3 0.1 0.3 0.1 0.2 2.2	mg mg mg mg mg mcg mg mg mg g

** N.B. All values highlighted in RED represent “TMF Super Fruit Rating” ... high content for a nutrient / trace nutrient **

For further information, please visit: http://tmfflorida.com/z_info_apricot.html



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