A Congress with emphasis on the internationalization of the sector of berries

The Second Congress of Red Fruits **which will be inaugurated on Wednesday, June 21st, at t**he Palace of Congresses of the Columbus House Huelva**, will emphasize the clear export orientation and the internationalization of the sector onubense of berries. This sector, which integrates crops of strawberry, raspberry, blueberry and blackberry, is characterized by its dynamism and its innovative and always predisposed to the search for new markets. In that vein, the Second Congress of Red Fruit will pay particular attention to this issue with an international look to countries like United Kingdom, Chile and Italy.**

More than 1,000 congressmen will meet throughout the two days of this event, organized by the Association of Producers and Exporters of the Strawberry of Huelva (FRESHUELVA). A forum that will serve as a connection point between the red fruit sector operating in Huelva (province leader in production within the European Union) and the companies related to this activity through its

products and services. In this line of promoting contacts and professional relationships, the Second Congress of Red Fruits includes an exhibition area where 50 companies will be present, 40 percent more than in the first edition, with all the new spaces designed for this purpose occupied.
The Town hall of Huelva and the Caja Rural del Sur Foundation are also prominently involved in this Congress as major sponsors.

The president of Freshuelva, Alberto Garrocho, highlighted in the presentation of the Second Congress of Red Fruits the importance of this forum for the sector of berries, considering that currently companies that produce and market these crops need to address challenges such as consumption growth, finding new markets or obtain new own varieties to obtain the support of the European consumer.

Thus one of the challenges of the red fruit sector is to achieve an increase in the consumption of strawberries, raspberries, blackberries and blueberries in markets where it currently operates. Therefore, Congress addressed through a comprehensive program, issues such as external promotion of these crops, evolution and berries consumption situation in the UK or the keys to improving the shopping experience of red fruits. Also, the appointment will serve to value scientific studies that demonstrate the benefits for the health of the intake of these foods.

The international look of Red Fruit Congress will be in two countries where these crops also have a very prominent weight, such as Italy and Chile. Conferences on innovation in storage and processing of red fruits, sustainability and food security or new consumer trends that define the European consumer supplement the essential contents of this meeting.

Source: FRESHUELVA