Feel the heartbeat of innovation at FRUIT LOGISTICA 2024

Innovation is the lifeblood of FRUIT LOGISTICA whose motto this year is "The heartbeat of the Fresh Produce Business".

> From 7 to 9 February 2024, the leading trade show for the global fresh produce business returns to Berlin with a brand new lineup of young startup companies, each one ready to enrich the industry with their groundbreaking new ideas.

Under the slogan ’Disrupt Agriculture’, the FRUIT LOGISTICA Startup Day takes place in Hall 5.1 on 9 February 2024. 20 startups will showcase their trailblazing products and solutions. Robots that monitor plant health; labels that automatically change colour with the temperature; AI-based irrigation systems that know how thirsty plants are. Just three examples of how those startups plan to harness new technologies and improve the business.

There are innovations aplenty elsewhere at FRUIT LOGISTICA 2024, and these include several world premieres, many of which are already present on its dedicated Spotlight page. This year's innovations include packaging and labels with a reduced plastic content that can be easily recycled or are even biodegradable. AI-based technologies are being used in agricultural and sorting machines. New fruit varieties not only appeal to consumers' tastes; they also make work easier for producers, as they are resistant to common plant diseases, for example.

To learn more about the event’s more than 2,600 exhibitors from 90 countries, as well as its extensive programme which offers expert knowledge on five stages, trade visitors can use FRUIT LOGISTICA Online, the exhibitor and event database.

There are new ways to attend FRUIT LOGISTICA 2024. Trade visitors can upgrade their ticket with a Gold Upgrade and enjoy access to a special lounge and post-show refreshments. And a new Friday Ticket grants access to the final day of the show at a reduced rate. The FRUIT LOGISTICA 2024 ticket shop is now open.