Fruit Logistica has just presented the new Trend Report

FRUIT LOGISTICA's annual Trend Report considers what the future may hold for the world's fresh produce companies.

FRUIT LOGISTICA, the world's leading trade show for the fresh fruit and vegetable business, has published a special report about the long-term effects of Covid-19 on the international fresh produce business.

Entitled "A Fresh A Start?", the show's latest annual Trend Report brings together an unrivalled collection of exclusive opinion and commentary from people working at the heart of the industry. It considers the lasting impact of the pandemic on various aspects of the trade, focusing on production, logistics, distribution and consumers.

"The past year has been full of uncertainty," says report author Mike Knowles of Fruitnet Media International, "but there is no doubt that some of the changes we have seen in that time are going to shape the fruit and veg business for several years to come. Growing consumer interest in healthy food, for example, or the fact that online retail has become a far bigger part of the market. Sustainability, both social and environmental, is being talked about more than ever before as well, and while opportunities to grow certainly remain, supply chains are coming under greater strain as a result of these and other pressures."

As the world continues to fight the coronavirus, the FRUIT LOGISTICA Trend Report explains how the fresh produce sector is adapting to a new reality and coming to terms with the longer-term impacts of this unprecedented global crisis.

FRUIT LOGISTICA **TREND REPORT 2021**

To access the TREND REPORT 2021, you need to **register with your email address**. Please fill in all required information on the right and click on **"register now"**. After sending the registration form, please **check your inbox** for an e-mail inviting you to **confirm your registration**. Thereafter you will receive access to the download link and browse catalogue of the TREND REPORT 2021.

As of now visitors to the FRUIT LOGISTICA website can download a copy of the Trend Report -

free of charge.