SOHISCERT confirms on-site participation in the next edition of Fruit Attraction

For years the certifying entity, SOHISCERT , has been participating in the fruit and vegetable fair par excellence as an exhibitor, but with the arrival of the pandemic all face-to-face events were moved to digital channels for these professional actions.

Fortunately, we can already see the light at the end of the tunnel with the Covid-19 situation, and both the FRUIT ATTRACTION organisation and IFEMA have developed a protocol to guarantee a safe, reliable and comfortable work environment. That is why SOHISCERT is committed to its physical presence as an exhibitor for the next edition of FRUIT ATTRACTION 2021, which will take place from 5th to 7th October 2021.

FRUIT ATTRACTION is the leading global event for fruit and vegetable marketing. Its ability to promote world exports in the sector makes it the commercial connection point for the whole group of professionals who make up the entire value chain, in addition to having consolidated its position as a stage for innovation in the fruit and vegetable market.

It should be noted that the United Nations General Assembly has designated the year **2021 as the International Year of Fruit and Vegetables**, which offers a unique opportunity to raise awareness about the importance of fruit and vegetables for human nutrition, food security and health.

For SOHISCERT, FRUIT ATTRACTION is a multi-dynamic meeting point, since it allows it to focus on different lines of work thanks to the many different certification services it offers. Undoubtedly, its main focus for the event is Ecological Production, which is the area where its stand is located, accompanied by operators certified in organic production who also want to participate in the event as SOHISCERT co-exhibitors. But let's not forget that there are many agri-food companies that have additional certification services, such as Food Safety: GlobalG.AP, IFS, BRC, as well as Quality Mentions.

Today we find consumer profiles that are ever more informed and demanding of the products they consume.

The quality of the food purchased is the main concern both for the end customer, as well as for a buyer or broker, and it is the producers and companies that are fully responsible for guaranteeing it by way of certification, thanks to the requirements for established controls.

These standards ensure that safer products reach the market and bring added value, granting producers a privileged position over the competition and access to more selective markets, reporting higher profitability than usual, both in domestic and international markets.

For this next edition of Fruit Attraction, **SOHISCERT is back to present its certification services to all professionals in the sector** and provide guarantees to consumers. Its stand can be found in the Ecorganic Market area (Stand No. 8C03), a specialised area for the marketing and export of organic products, where it will be accompanied by co-exhibitors such as: Exalco Bio, SL; Hortícolas Gelves, SL; Biorigen, SLU; Setas Meli, SL; EcoFruits Almería, SL; Agro López Ruíz, SL; Gonserbio, SL and Jopiloca, SL