Val Venosta apples and sustainability, more protagonists in Fruit Attraction

Cooperative Association Horticultural Venosta Valley in the Italian Alps, will strengthen its presence at the fair BIO line, where delivery Gold awards Golden Apples Val Venosta, offers

a curious Functional Cooking Show, culinary innovation and linking Medicine dishes that enhance health, and organizes a workshop on responsible consumption.

Cooperative Association Horticultural Venosta Valley (VI.P) comes a year to Fruit Attraction trade fair, which takes place from 28 to 30 October in IFEMA, Feria de Madrid. In this seventh edition, the Italian group, which brings together seven cooperatives and more than 1,700 farmers in the Italian Alps, will strengthen the presence of its line BIO Val Venosta, which puts them at the head of the European production of organic apple.

As industry leaders participating in the Conference on responsible consumption, to be held on October 28 in the Fruit Forum 10 (hall 10), within the program Organic Hub, one of the novelties of this edition, a space and full programming dedicated to biological products. Gerhard Eberhöfer responsible BIO Val Venosta area, will offer a talk in which he analyzes the case and Val Venosta Apples strategies, producer of Europe's largest bio apples.

Furthermore, in its stand (10D03) will have the presence of those responsible for marketing and sales, Michael Grasser and Fabio Zanesco, respectively, as well as Josef Wielander, Director General of VI.P. The latter will be responsible to deliver on October 29 Fruit Fussion in space (between Halls 8 and 10) of the awards of the second edition of the Golden Gold awards, an initiative of Val Venosta apples to recognize greengrocers most demanding of Spain in the categories neighborhood market and large sales area.

The event, which will feature the participant jury and representatives of the winning establishments, will be completed with the holding of a curious Functional Cooking Show where attendees can know and taste dishes made with apples that have a specific role to promote functioning of our body.

This original show will be held at Fruit Fussion scenario of the chef Jordi Ferrer, professor of the school of Master Chef and culinary director Gasma (University Centre of Gastronomy and Culinary Management), and the nutritionist and pharmaceutical Elisa Escorihuela. A proposal that combines culinary innovation with medicine and that will star apple, an essential ingredient of dishes

designed to promote wellness and provide beneficial effects to the body.
In addition to these special activities, VI.P use its presence at Fruit Attraction to present news from its 2015-2016 campaign and to strengthen ties with Spain (which has between 7 and 8% of its international markets) and other countries present at this sector event in which participates since its inception.

Source: VI.P