



First edition of the AREFLH Annual Forum: a new key event for debating the future of European agriculture

AREFLH announces the launch of a new event in Brussels: the first edition will be devoted to the agricultural policy in the incoming European term.

The Assembly of European Horticultural Regions (AREFLH) is pleased to announce that it will hold its **Annual Forum on 6 November 2024** in Brussels and online. This event, designed as an opportunity for active dialogue and exchange, will bring together representatives from the regions, sector professionals, and European institutions.

The AREFLH Annual Forum offers a unique opportunity for participants to voice their opinions and contribute to the ongoing debates on European policies, reforms, and current regulatory reviews. This event is designed to foster collaboration among stakeholders and provide a comprehensive view of the challenges and opportunities that lie ahead for the agricultural sector, particularly the fruit and vegetable sector.

The conference will focus on **agricultural policy in the context of the new European mandate** and consists of three parts:

- **The results of the Strategic Dialogue** on the future of agriculture will be a significant highlight of the conference. This in-depth discussion will provide valuable insights into the future direction of European agricultural policy.
- **The importance of the Common Market Organisation (CMO)** for fruit and vegetables, with a session dedicated to this crucial tool for the sector's development.
- **Sustainability challenges: packaging and water management**, where discussions will gather the perspectives of institutions and professionals.

AREFLH invites all stakeholders in the agricultural sector and European institutions to participate in this unique event, which promises to be a catalyst for strategic discussions.

Simona Caselli, President of AREFLH, said: *'I am convinced that this open conference format represents an essential opportunity to establish a constructive and direct dialogue with the European institutions. We aim to create a lasting framework for exchanges, reinforcing our commitment to working hand in hand with our European partners.'*

The programme and registration link are available on the AREFLH website:

www.areflh.org/en/news/annual-forum-en

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The mission of AREFLH, the Assembly of European Horticultural Regions, is to :

- Represent its members : 17 regions and 41 POs/APOs and associate members from 13 European countries,
- Defend the economic and social interests of the fruit, vegetable and flower sectors in dealings with European bodies,
- Encourage exchanges of experience, partnerships and joint projects between regions and professional organisations,
- To be a driving force behind proposals on the main issues affecting the future of fruit and vegetable production in Europe.

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