



NEWSLETTER MARCH 2026 | Information on AREFLH activities and on the fruit & vegetable sector

NEWS FROM AREFLH



AREFLH at CropLife conference

Giovanni Missanelli represented AREFLH at the [conference marking the 5th anniversary of CropLife](#), the European organisation representing the crop protection sector. The event was celebrated in Brussels on 3 and 4 March. It provided an opportunity to examine upcoming changes in European crop protection regulations, avenues for innovation and the future of product authorisation.

Giovanni Missanelli participated in the session entitled 'Five-year perspective – Evaluations and authorisations of active substances', during which he stated that 'we must invest in the risk mitigation approach'.

[Read his speech](#)

Photo: ©Croplife



General Assembly and public conference 16-17 March 2026

The AREFLH General Assembly will be held on 16 March (afternoon) and 17 March 2026, in Almeria, Andalusia (Spain).

The event can also be followed **online**.

Two topics will be addressed during the **public conference on 17 March**:

- **The future of sectoral aid in the next CAP.** Debate between AREFLH and members of the European institutions (European Parliament and European Commission)
- **Artificial intelligence and digitalisation: when technology meets the field**

Read the full programme and register : [EN](#) - [FR](#) - [ES](#) - [IT](#)

NEWS FROM OUR MEMBERS



Andalucía strongly affected by recent storms

The recent storms in Spain affected around 40,000 hectares. As a result, Agroseguro (the Spanish association of agricultural insurance entities) received claims for 22,213 hectares of affected agricultural land, for an estimated total amount of €35 million.

The most significant damage was reported in Andalusia. In this autonomous community alone, estimates indicate that damage to insured crops exceeds €20 million. 'This figure is very high considering that the total amount of compensation paid for the whole of 2025 was £63 million,' the association noted. The province of Huelva was particularly affected.

According to available data, the damage caused by persistent or heavy rains, flooding and wind affected, among others, citrus, strawberry, berry, olive, artichoke, potato, spinach, broccoli and carrot crops.

Source: [Freshplaza.es](https://www.freshplaza.es)



Greek cooperative Asepop Velventos

ASEPOP Velventos, one of Greece's most renowned cooperatives, is known for the excellent quality of its products and its dynamism. With its Velvita GOLD, Velvita and Velvis peaches and the marketing of premium KIKU and KANZI apples, the cooperative continues to dominate the Greek arboriculture sector, combining tradition and innovation.

Its LinkedIn page clearly illustrates the dynamism of Asepop Velventos, featuring articles on its modernity, without forgetting its heritage.

[Visit the Asepop Velventos LinkedIn page](#) (each post can be automatically translated at the bottom of each post).

RESEARCH & INNOVATION



Waste4Soil :
focus on the Hungarian and Slovenian Living Labs

The Waste4Soil project aims to transform food waste into sustainable soil amendments to improve soil health and the agri-food sector as a whole. It is developing technical recycling channels to transform food processing residues into soil amendments.

This month, we present two of the seven living labs created as part of the project: those in Hungary and Slovenia.

[Find out more](#)



LivingSoiLL :
the project partners take stock of their progress

AREFLH is a partner in LivingSoiLL, a European project working to improve soil health for five permanent crops.

LivingSoiLL brought all its partners together for a meeting to review progress and accelerate implementation in the project's five living labs.

Participants discussed research and monitoring, communication and dissemination, and the development of business models.

[Read the article](#)

PROMOTION



Update on the International Fruit & Vegetable day

For many years, International Fruit and Vegetable Day was traditionally celebrated on the Friday following [World Food Day](#).

However, for just over a year now, the organisation [AIAM5](#) (Global Alliance for the Promotion of Fruit and Vegetable Consumption '5 a Day') and Chile have been working to have this day officially recognised by the FAO.

Last July, the 44th FAO Conference approved the resolution presented by the Chilean government for the next United Nations General Assembly, which was held in September 2025 and was due to vote on the official declaration of International Fruit and Vegetable Day on 4 March.

However, although the proposal has passed all the stages, this declaration is still pending, but should hopefully take place soon.

So don't hesitate to note this date in your diaries!

Read the press release from the Chilean Ministry of Agriculture: [Spanish](#) – [other languages](#)
[AREFLH contribution for 2026](#)



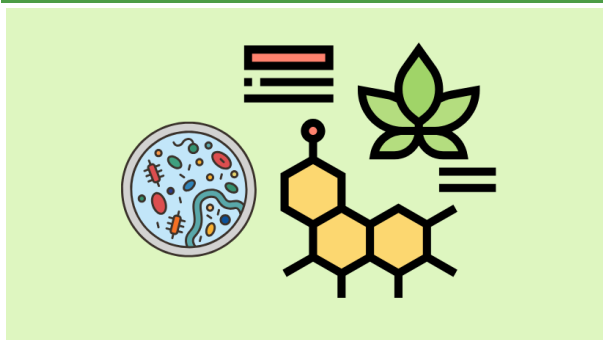
Communication success for the "it's from greenhouse" project

The 'it's from greenhouse' promotional campaign has come to an end after three years. Its aim was to raise awareness of the importance of sustainable agriculture for the European Union.

The project's results far exceeded expectations, reaching over 136 million views in the media and 14 million impacts on influencer content in Spain and Germany.

[Read more](#)

NEWS FROM EUROPE



Council agrees position to streamline rules on biocides

Press release o 4th March

"Member states' representatives approved on 4th March the Council's position on the Commission's proposal to extend certain data protection periods regarding biocides. The proposal forms part of the so-called "Omnibus X" legislative package in the EU's simplification agenda. The package aims to reduce administrative costs and burdens, while maintaining the EU's very strict requirements for food and feed safety, health and environmental protection.

"Advancing the simplification agenda on food and feed safety is key for boosting the competitiveness and resilience of our industries. Today's agreement marks an important step in this direction. By extending certain data protection periods, the measure ensures fair treatment of companies and maintains fair competition in the internal market."

[Read the press release](#)



Council adopts rules to combat cross-border unfair trading practices in the agrifood sector

Yesterday 5th March the Council of the EU adopted the regulation concerning new rules aimed at combatting **cross-border unfair trading practices** in the agricultural and food supply chain.

As it declared in its press release : "these new rules aim to improve cooperation between EU authorities responsible for enforcing rules on unfair trading practices in cases where suppliers and buyers are established in different member states. It's part of the EU's effort to support farmers in the supply chain, especially by insuring a fair distribution of income at farmers' level."

[Read the press release](#)



Mercosur agreement update

The agreement will be provisionally applied before full ratification - Euractiv article of 27 February :

"European Commission President Ursula von der Leyen announced on Friday that the EU–Mercosur trade agreement will be provisionally applied before full ratification – a measure already backed by EU countries last month.

Under EU law, the trade deal can enter into force provisionally – meaning tariffs would be scrapped on most goods on both sides – two months after a Mercosur state ratifies the deal internally and notifies Brussels. The Commission, for its part, must also notify Mercosur states that it will provisionally implement the agreement. »

[Read Euractiv article](#)

EU-Mercosur: EU Council approves safeguard clauses for agricultural products

A press release from the Council of the EU announced that yesterday "5 March [it] formally adopted the regulation implementing the bilateral safeguard clause provided for in the EU-Mercosur Partnership Agreement and the EU-Mercosur Interim Trade Agreement for agricultural products. The regulation aims to strengthen the protection of EU farmers by allowing safeguard measures to be applied quickly if imports from Mercosur partners threaten to cause serious harm to EU producers."

[Read the full press release](#)



EU food chain key figures

The report [Key figures on the European food chain - 2025 edition](#) traces the journey of our food from farm to fork. The publication covers the entire food chain, including production, processing, distribution, international trade, consumption and environmental concerns.

Divided into 3 parts, it covers indicators from the following areas:

Production (farms and farmers; economic value of agriculture; fishing and aquaculture; processing of food and drinks)

Distribution (trade, transport, wholesale, retail and serving of food and drinks)

Consumption and environment (consumption of food and drinks; environmental issues related to agriculture and food)

Read the [report](#)

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AGENDA



Upcoming events of the F&V sector in Europe

16-17 March: AREFLH General Assembly in Almeria, Spain. [Take part in the free conference on site and online!](#)

21-23 April: [Macfrut](#) in Rimini, Italy

28 -29 April: [Medfel](#), Perpignan

25-26 June: [Interpera](#), international pear congress, in Ferrara, Italy

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