



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

## NEWS FROM AREFLH



### The presentations of AREFLH Public Conference in Almeria

The AREFLH General Meeting was held on 16 and 17 March in Almeria, Andalusia (Spain).

The public conference on 17 March addressed two themes :

**The first debate concerned the future of sectoral aid in the next CAP**, with members of AREFLH and the European institutions.

[Follow this link](#) to access the presentations by :

- **Robert M'barek**, Joint Research Center, agricultural economist, unit D.4
- **Kerstin Rosenow**, European Commission, DG AGRI, Head of Unit B1
- **Lisa Martini**, AREFLH Vice-President
- **Carmen Crespo Díaz**, Member of the European Parliament, Committee on Agriculture and Rural Development (video)
- **Cristina Maestre**, MEP, member of the Committee on Agriculture and Rural Development (video)

**The second round table focused on artificial intelligence and digitisation:** when technology takes to the field.

[Follow this link](#) to access the presentations by :

- **Luis Sanchez Alvarez**, European Commission, DG AGRI, Head of the "New research and innovation concepts" sector of the "Soil" mission of Unit F.2
- **Jennifer Champenois**, Pays de la Loire Region, Agricultural Innovation Officer, Agricultural Engineering Department
- **Steven Boen**, founder of the Care4growing multifunctional platform
- **Esteban Baeza**, researcher and coordinator at the Coexphal Innovation Centre

The [replay](#) of the conference is also available, for a two-months period.

Read the AREFLH 2025 activity report: [EN](#), [FR](#), [ES](#), [IT](#)

## NEWS FROM OUR MEMBERS



Autonome Provinz Bozen  
Provincia autonoma di Bolzano  
Provincia autonoma de Bulsan  
**SÜDTIROL · ALTO ADIGE**

## Province of Bolzano: new member of our College of Regions

Situated in the heart of the Alps, the autonomous province of Bolzano in northern Italy is one of Europe's leading fruit-producing areas, a sector dominated by apples, with more than a million tonnes produced each year. This represents a significant proportion of Italian production and a sizeable share of the European market.

[Read the article](#)



## Alliance Veille joins the College of our Associate Members / Experts

The French organisation **Alliance Veille** structures three French sectors of fruit and vegetables intended for processing. It represents cherries, prunes and industrial tomatoes. Through a collective, cross-industry approach, it aims to boost the competitiveness, resilience and influence of these strategic sectors deeply rooted in the specific regions of southern France.

[Read the article](#)

## RESEARCH & INNOVATION



## Waste4Soil : focus on the transformation of beer bagasse into biostimulant

LEITAT, one of the partners in the Waste4Soil project, is working on converting beer bagasse and certain pig by-products into useful soil materials. Using an enzymatic process, the team has broken them down into protein hydrolysates rich in small peptides and amino acids. These can then be used in agriculture as biostimulants, helping to improve soil health and helping plants to absorb nutrients more efficiently.

[To find out more](#)



## LivingSoiLL widens its Community of Practice

The LivingSoiLL project promotes collaboration and synergies with other soil projects, such as [InBestSoil](#). As part of this initiative, Eriselda Canaj, in charge of European projects at AREFLH, presented the LivingSoiLL community of practice, a rapidly expanding network open to new members with different profiles. This community is designed to be collaborative, practical and action-oriented.

[Read the article](#)

### PROMOTION



## EGEA international conference on Food Education

The 10th EGEA conference will be held in Montpellier from 7 to 9 October 2026. The event will put the consumer at the heart of the debate by adopting a global "food systems" approach. It will give the floor to experts from a wide range of backgrounds and will examine the diversity of consumption systems and patterns around the world.

The programme has just been published. [Consult it here](#).



## CTIFL report on F&V consumption in France

[CTIFL](#), the French Inter-professional Technical Centre for Fruit and Vegetables, has just published a report on F&V consumption in France in which it asks "why have purchases of fresh fruit and vegetables fallen over the last 10 years despite their positive image for health? ".

This report analyses recent changes in purchasing behaviour and the socio-demographic transformations that influence consumption. It also identifies the key levers for reversing the trend, focusing on supply, product knowledge and the pleasure of consumption. This is a strategic insight that will help players in the sector to boost purchasing.

[Read the report \(in French\)](#) (if you would like a translation, please request one by replying to this email)

[Consult all CTIFL publications-](#)

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## NEWS FROM EUROPE



### European Commission publishes guidelines to support implementation of new packaging rules

On 30 March, the European Commission published guidelines on the implementation of the [Packaging and Packaging Waste Regulation](#) (PPWR) to facilitate the uniform application of the new packaging rules across the EU and simplify compliance for economic actors and Member States. The full application of this law will contribute to a more sustainable and competitive packaging sector across the EU and to strengthening the Single Market for packaging through common rules.

[Read the press release](#)



### EU CAP Network

This month's newsletter from the European CAP Network focuses on the following topics:

- Young farmers: guaranteeing the future of agriculture and rural life
- Recognising the contribution of all farmers to society
- Focus on farmers' contributions to society
- Networking for innovation and knowledge exchange" workshop
- Evaluation of the green architecture of CAP strategic plans
- Join the European Commission's 'Women in Farming' platform
- CAP European Network Conference: "Water Resilience in Agriculture: Innovation in Practice" from 19 to 21 May 2026 in Hamburg, Germany.

[Read their newsletter](#)

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## AGENDA



## Upcoming events of the F&V sector in Europe

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

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

**19–21 May:** European CAP Network Conference '[Water Resilience in Agriculture: Innovation in Practice](#)' from 2026 in Hamburg, Germany

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

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