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Germany's wholesale markets at Fruit Logistica 2009 Increasing demand for the GFI marketing platform

At the beginning of February the international fruit business' key trade fair, Fruit Logistica 2009, opened in Berlin. Occupying 88,000-square metres of hall space, some 2,300 exhibitors from every continent presented their products and services. The fair ran from 4th to 6th February and attracted around 50,000 professionals from 125 countries.

This was the sixth time already that Germany's 17 major wholesale markets were sharing a joint GFI stand measuring 400 m².

More marketing partnerships – new sponsoring members

Uwe Kluge, GFI board chairman, was very happy with the results of exhibiting at the fair: "Our fair stand was again popular with wholesalers and importers as somewhere to hold in-depth talks and negotiate with clients and suppliers from all over the world. We were very busy on each of the three days, even on the Friday. Bringing the fair forward by one day proved to be a good idea."

GFI organizes sales channels for its marketing partners and their brands via street markets, greengrocers and covered markets. Talks were held with Zespri, EOS (Export Organization, South Tyrol) and Sopexa to discuss the new round of plans for promotions at wholesale and retail outlets. Consorzio Melinda has become new marketing partner for Melasí brand apples. The banana marketers Chiquita and Fyffes also signaled interest in working more closely with Germany's wholesale markets.

GFI is also pleased to welcome two new sponsoring members – the German Fruit Trade Association (DFHV) and Euro Pool System

Deutschland will join shortly, supporting the objectives of GFI and widening the membership base.

Secretary of State Ursula Heinen visiting the fair stand

On their opening day tour of the fair Ursula Heinen, Parliamentary State Secretary at the Federal Ministry of Food, Agriculture and Consumer Protection and Katrin Lompscher, Berlin's senator for Health, Environment and Consumer Protection, visited the GFI fair stand. Talking to the two ladies, GFI board member Andreas Foidl emphasized the significant role played by Germany's wholesale markets: "Politicians are knocking on open doors at GFI when they call for action to make consumers more strongly aware of the importance of fruit and vegetables in a healthy diet. Indeed, no other trade institution has acquired such professional expertise and been as wholeheartedly committed to the variety and quality of fresh produce as wholesale markets have."



Opening day tour (from left to right): Gerald Lamusse, Global Brand Manager Fruit Logistica, Messe Berlin GmbH; Peter Joppa, GFI board member; Uwe Kluge, GFI board chairman; Katrin Lompscher, Senator for Health, Environment and Consumer Protection, Berlin; Ursula Heinen, Parliamentary State Secretary, Federal Ministry for Food, Agriculture and Consumer Protection; Andreas Foidl, GFI board member.

Stunning premiere for Fructinale 2009

During Fruit Logistica GFI hosted the first ever Fructinale 2009, held on Thursday evening in Marheineke Markthalle, Berlin Kreuzberg.

Cabaret star Gabi Decker's performance earned an enthusiastic reception from the 400 representatives of the fruit and vegetable industry, who had gathered in one of Berlin's last surviving market halls for this unusual meeting. Members of parliament for the SPD and CDU were among the guests of honour. The caterers and

traders at Marheineke Markthalle served their guests exclusive delicacies to delight the palate.



Gabi Decker transformed Marheineke Markthalle into a theatre

Uwe Kluge was delighted at the huge response: "The film industry has its own event, the Berlinale. And now the who's who of the fresh food trade is gathered here. This Fructinale is a newer, fresher sign of appreciation for life's true stars: fruit and vegetables."

About GFI German Wholesale Markets. GFI German Wholesale Markets was founded in 2000 and represents the interests of Germany's 17 major wholesale markets. GFI is the central point of contact for national and international growers seeking to market their produce through quality, independent food retail channels. GFI offers its members a forum for the structured exchange of information and insights on ways to market wholesale markets; it also offers public platforms such as a joint stand at the Fruit Logistica and its own website, www.grossmaerkte.org

About German Wholesale Markets. These fresh produce centres guarantee a wide variety of top quality fresh produce, especially fruit and vegetables. At these central, urban trading platforms around 2,600 small and medium sized wholesalers, importers and growers supply fresh produce from the region and all over the world to more than 53,000 customers in the specialist, independent food retail business such as greengrocer shops and street markets and to large-scale caterers and top restaurant chefs. Annual turnover of goods is around 7.4 million tonnes with a total value of roughly 9.8 billion euros. Germany's wholesale markets thus ensure the availability of good, nutritious food for around 100 million consumers in Germany and neighbouring European countries.

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