



THE FRUITS AND VEGETABLES INDUSTRY SERIES

20 June 2024

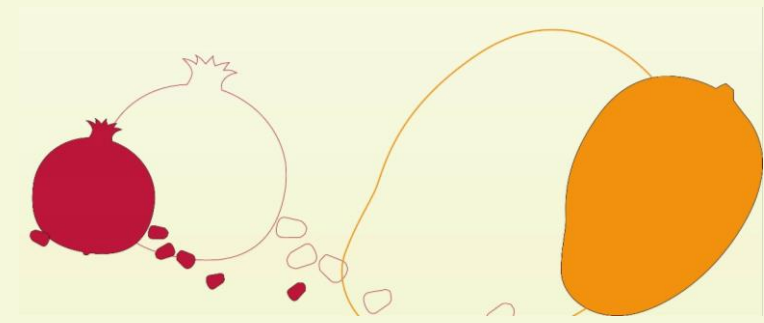


Session n°7

Factors affecting consumer choices for fresh fruits and vegetables



FRUIT AND VEGETABLES SCHEME



TRENDS IN THE FRUIT & VEGETABLE INDUSTRIES



Smaller pack
sizes



Green beans
in perforated
bags



Green beans
in plastic
punnets



Green beans in paper
punnet

Green Beans

- ✓ Cholesterol-Free
- ✓ Fat-Free
- ✓ Good Source of Fiber
- ✓ Sodium-Free

A nutrient-dense veggie packed
with vitamin K and vitamin C

(per cup
1/2-inch pieces)

31
CALORIES

0.2g
FAT

7g
CARBS

verywell

2.7g
FIBER

1.8g
PROTEIN



Product
information



CSR and sustainable farming

Trends that didn't catch on for flavour and life (FAL)

Ready to eat/high care



Mini vegetables



Popular root vegetables in Europe



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Thank you



FRUIT AND VEGETABLES SCHEME



The OECD-COLEAD Fruits and Vegetables Industry Series focuses on market access conditions and opportunities for the fruit and vegetable sector, especially for fruit and vegetables producers and exporters from ACP-countries. This activity is supported by the Fit For Market Plus programme, implemented by COLEAD within the Framework of Development Cooperation between the Organisation of African, Caribbean and Pacific States (OACPS) and the European Union.