



«Fresh Produce Category: Finding the Growth Path»

World Food Moscow Food Forum

September 12, 2017, Moscow, Expocentre

Invitation

Dear Friends, Colleagues and Readers,

We invite you to take part in the **Conference «Fresh Produce Category: Finding the Growth Path»** that will take place on **September 12 - 13, 2017** within the Russian Food Forum of World Food Trade Show in Moscow. This traditional for World Food Forum event is organized by FruitNews Information Agency and ITE Moscow Exhibition Company.

Event program includes:

- Market overview and drivers of the fresh produce category development;
- Possibilities of production growth and usage of state support programs;
- New technologies for fruit and vegetables processing, packing and storage and their influence on the supply economy optimization;
- Sales expansion potential;
- Growth paths of the successful producers.

The general sponsor of the Conference is Fitomag Company. The event sponsors are **Agropak Company, Velesfresh, Radumlya Wholesale Distribution Center** and the **U.S. Agricultural Trade Office of USDA**.

Representatives of the Russian Ministry of Agriculture, the Ministry of Agriculture of Moscow Oblast, Rosselkhoz nadzor, AFG National, Veselyi Agronom Farm, Dmitrovskie Ovoshchi Group of Companies, the Russian Potato Union, the National Fruit and Vegetable Producers' Union, Tsentralno-Chernozemnaya Plodovo-Yagodnaya Company, IrriCo Holding, the Association of Producers, Importers and Exporters of Fresh Produce (APIEFP), Azbuka Vkusa, Lenta, Metro Cash& Carry and X5 Retail Group retail chains are among the Conference speakers.

The special session of the Conference will be devoted to the berry industry. Development of this industry is just starting in Russia, but the prospects are highly evaluated by growers and market experts. Specialists of I.V. Michurin All-Russia Research Institute for Horticulture, Fall Creek Nursery (USA) and Russian berry growing companies - Tul'skiy Sad, Sladunika and Yagodnaya Polyana will cover the "Prospects of the Russian market of berries" session topics.

For participation in the Conference «Fresh Produce Category: Finding the Growth Path» please register on FruitNews.ru website by following the link - <https://fruitnews.ru/conference2017>.

For more information you are welcome to contact FruitNews Information Agency specialists via e-mail info@fruitnews.ru or telephone +7 (495) 729-3080.

