

INTERNATIONAL
FRESH
PRODUCE
ASSOCIATIONSM



How should industries manage
the current situation?

How to mitigate challenges?

The future of the food sector

What should we do to
create a better future for all?



**10TH
WORLD
AVOCADO
CONGRESS**
**New Zealand
2023**



Together,
we can create
a vibrant future
for all.







World GDP is expected to grow by 2.3% in 2023

Uncertainty due to central banks
and Russia-Ukraine conflict













Markets

NZ Kiwifruit Harvest Misses Target Amid Labor Shortage



Kiwifruit *Photographer: Brendon O'Hagan/Bloomberg*

By [Tracy Withers](#)

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GLOBAL VALUE CHAINS FOR FRESH PRODUCE

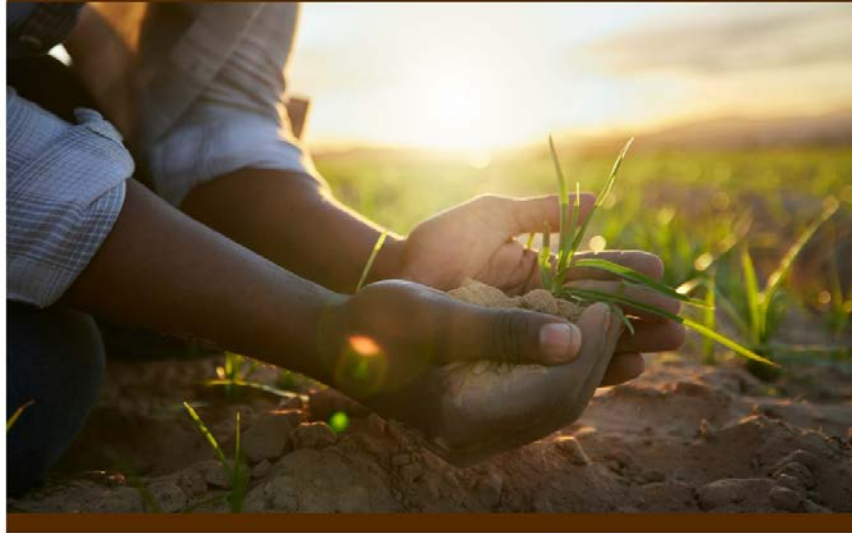
AN URGENT CALL FOR POLICY MEASURES



GLOBAL COALITION OF FRESH PRODUCE

JANUARY 2023

www.producecoalition.net
info@producecoalition.net



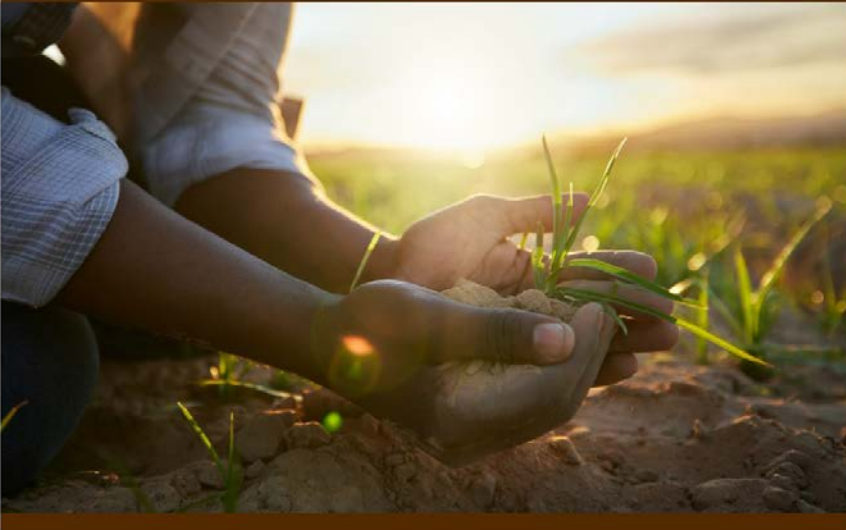
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- Help fresh produce operators shoulder the burden of increased energy bills.
- Promote the creation of safe and good-paying jobs and encourage young people to pursue careers with us.
- Ensure undisrupted and priority access for fresh fruit and vegetables to all transportation networks.
- Create priority lanes and reduce inefficiencies for imported fresh produce at points of entry.
- Work towards harmonization and mutual recognition of sanitary, phytosanitary and other market entry requirements.
- Promote the consumption of fruits and vegetables through tax exemption, education campaigns, and school feeding programs.





Fresh produce: 7-8% of total global production
\$1.3T in revenues







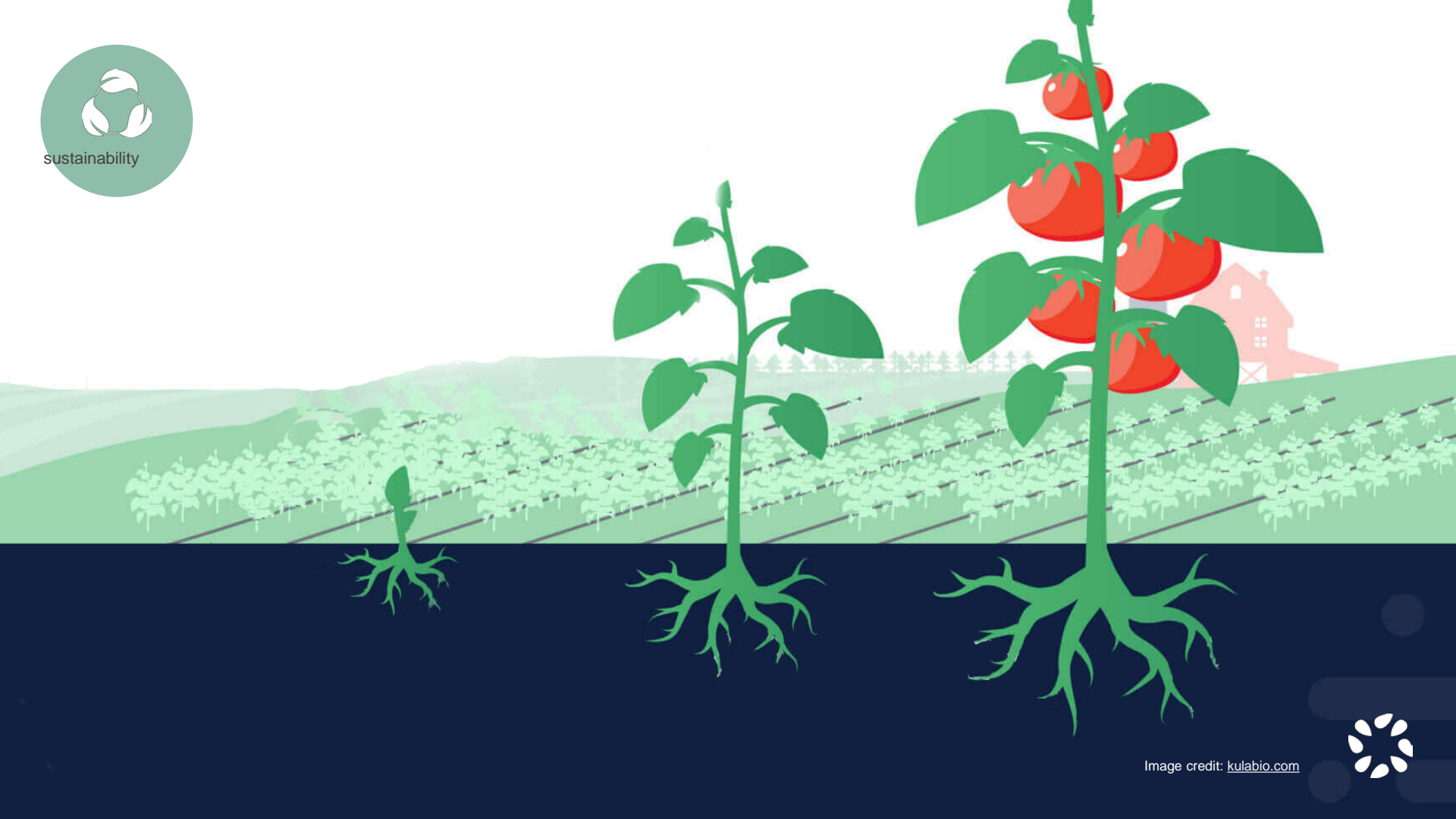


Image credit: kulabio.com





 KULA BIO

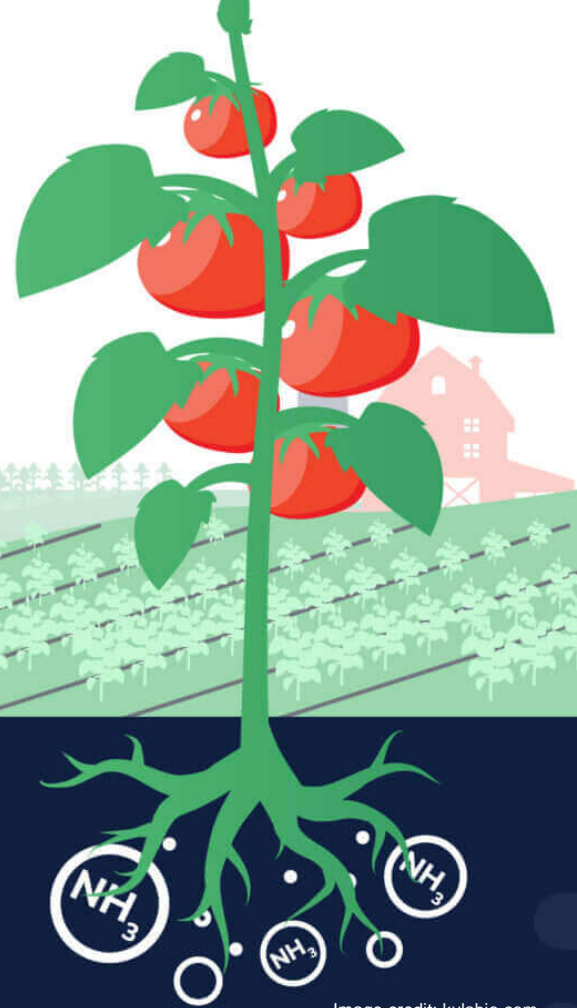
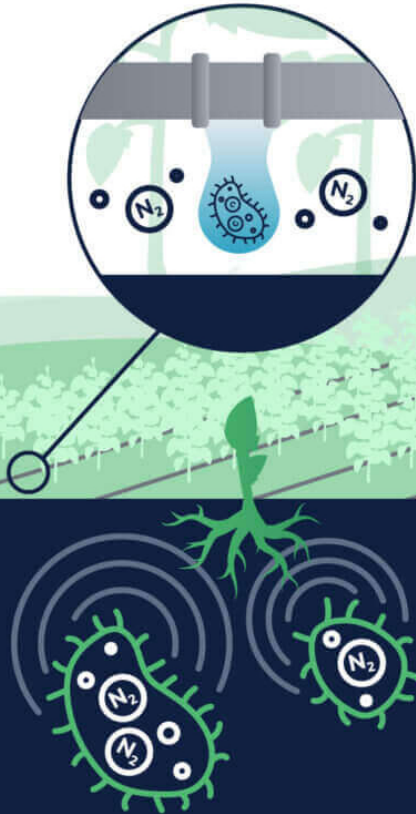


Image credit: kulabio.com

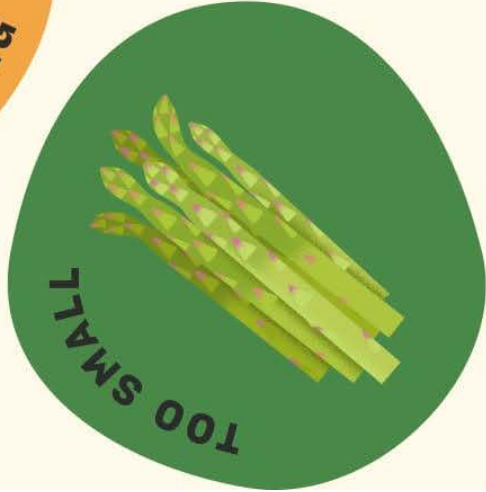




\$600 billion worth of food

is lost during or just after harvest.







\$400 billion in food

is wasted each year

**FOOD WASTE
ONLY**

WASTE MANAGEMENT

DO NOT PARK

1776-S
20-22

Image credit: [forbes.com](https://www.forbes.com)





M&S
—FOOD—



eat well

SEEDLESS
WHITE GRAPES
— SWEET & JUICY —

FROM
SELECT
FARMS

we know
and trust

M&S GRAPES ARE HAND PICKED
AND CHOSEN FOR MAXIMUM
FLAVOUR FROM SELECT FARMS
WE KNOW AND TRUST.
ALWAYS PICK OF THE CROP.

Best stored in a fridge. Wash before use.



COUNTRY OF ORIGIN
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VARIETY
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CLASS 1

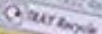


Image credit: [wsj.com](https://www.wsj.com)



UK effort to cut food waste

in half by 2030







technology



sustainability



500-600 lbs of food waste annually
down to 1-2 shoeboxes per month





14 February 2023

Sustainable Supply Chain Initiative Launches Environmental Working Group Chaired by International Fresh Produce Association

[Press Release](#)

[Sustainable Supply Chain Initiative](#)





Image credit: middlebury.coop





\$51.7 billion into agri-food tech

85% increase





Image credit: [fastcompany.com](https://www.fastcompany.com)

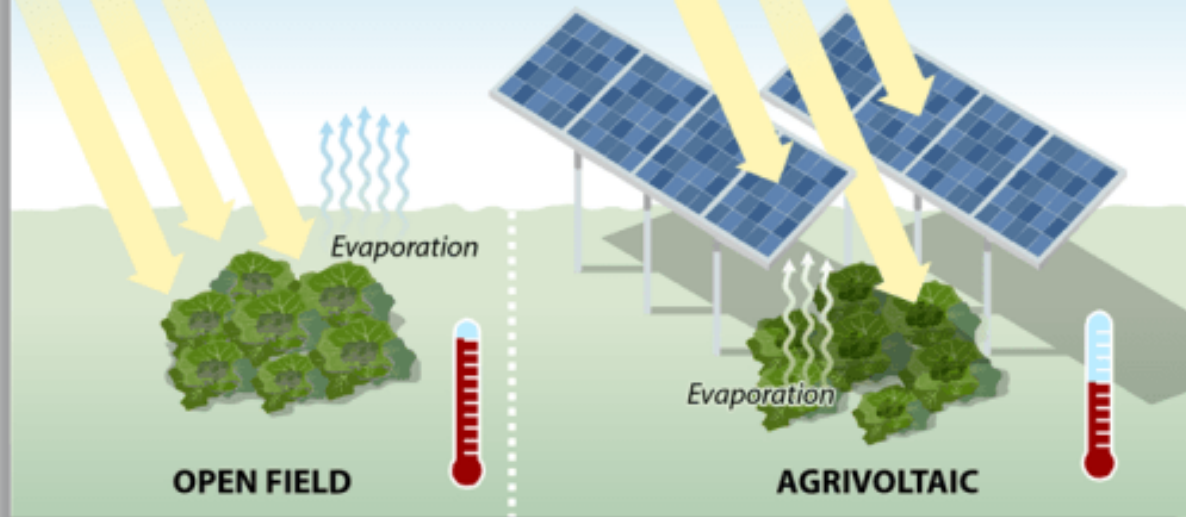


Pairing Solar and Broccoli

Researchers in South Korea found benefits of growing broccoli beneath the shade of solar panels compared to growing the vegetable in an open field.

A In an open field, the direct sunlight leads to a lighter green color and more evaporation.

B Shade from solar panels leads to a deeper green color, which consumers prefer, and helps to retain moisture.



New Israeli innovation could mean more avocados for everyone in the near future

Researchers at MIGAL Galilee Research Institute have developed a way to produce avocado starts in sterile tissue cultures- a global first.

By ZACHY HENNESSEY Published: AUGUST 14, 2022 13:22

Updated: AUGUST 14, 2022 19:07



Dr. Lior Rubinovich in the experimental part of the new avocado seedlings

(photo credit: MIGAL RESEARCH INSTITUTE)





THINK
EMPOWERED COMMUNITIES



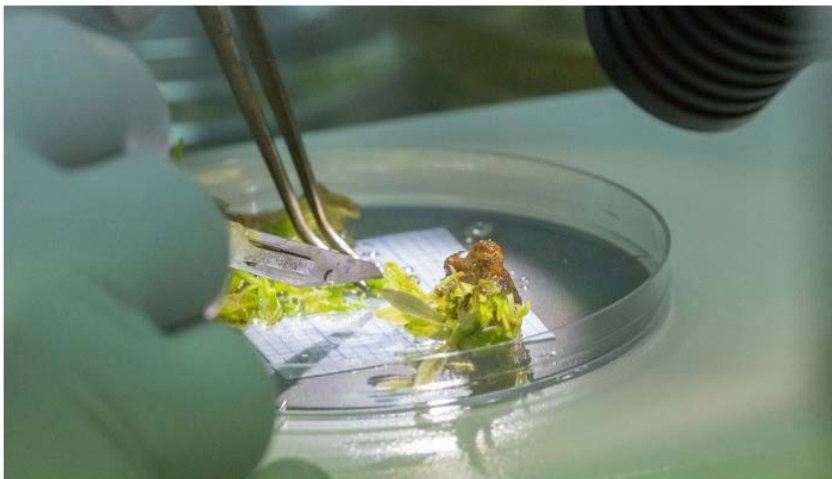
New Australian technology can significantly cut avocado tree wait times

June 08 , 2021

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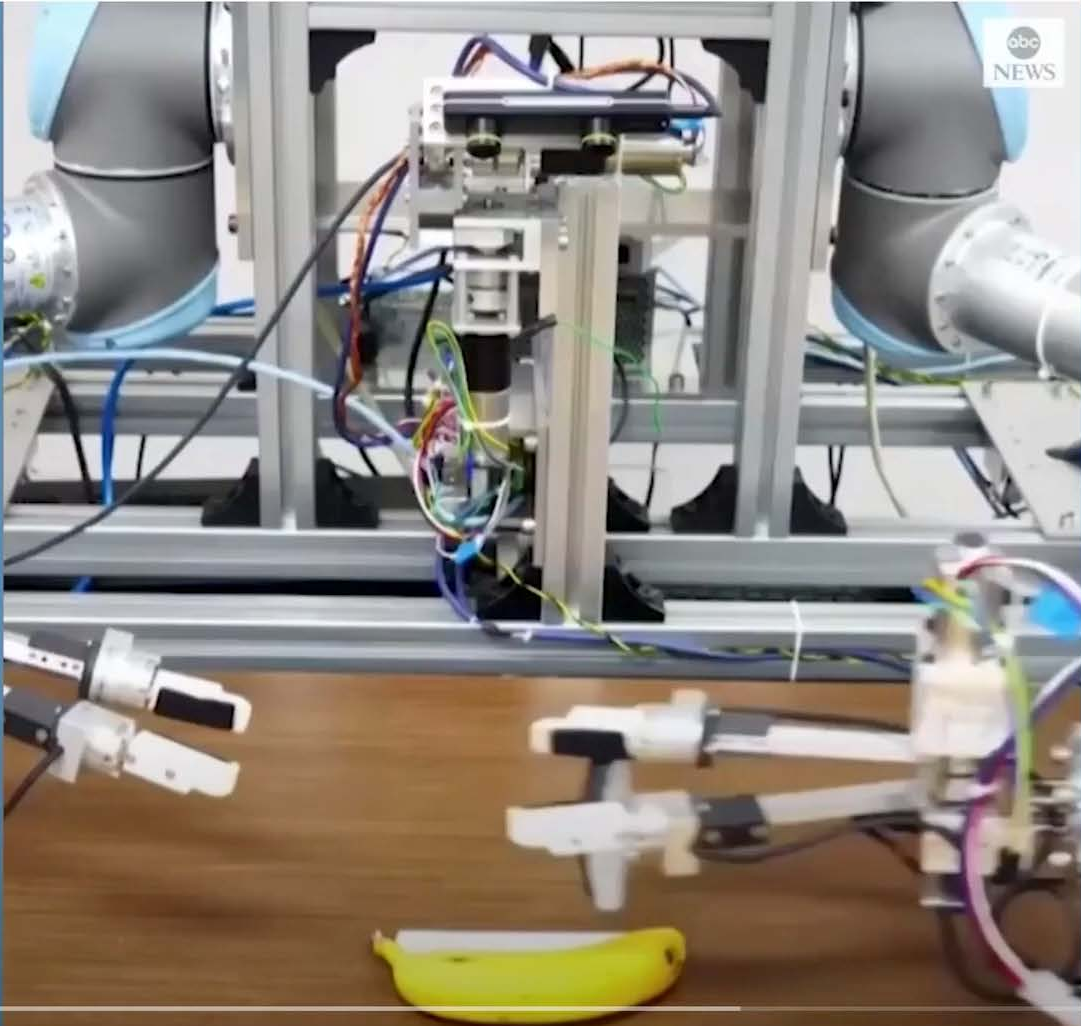












Play (k)

▶ ⏪ 🔊 0:00 / 1:06





FRESH  **FIELD**
CATALYST
an IFPA Technology Accelerator





FRESH FIELD CATALYST

an IFPA Technology Accelerator

Provision



TEN CARBON
CHEMISTRY



NETLED



Sound



A photograph of a window with a sign that says "HELP WANTED" in large, bold, orange letters on a black background. The sign is held in place by pieces of clear tape. An orange rectangular box is superimposed over the middle of the sign, containing the text "Quiet Quitting" in a dark, sans-serif font. The background shows a blurred view of a city street with buildings and a car.

HELP

Quiet Quitting

WANTED



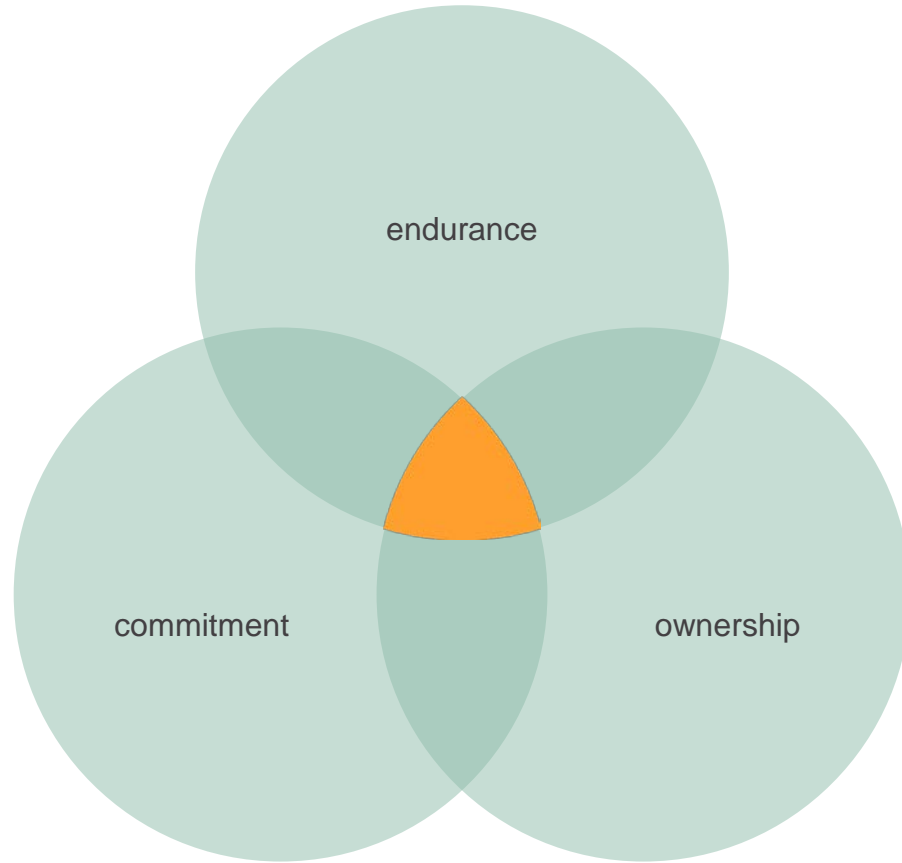


Power of Purpose



“Turnover is the wrong metric.
Leaders need to establish a
passion index instead.”













BUY NOW



BUY NOW

BUY NOW

Projected to generate

\$5 trillion in value by 2030



BUY NOW



BUY NOW



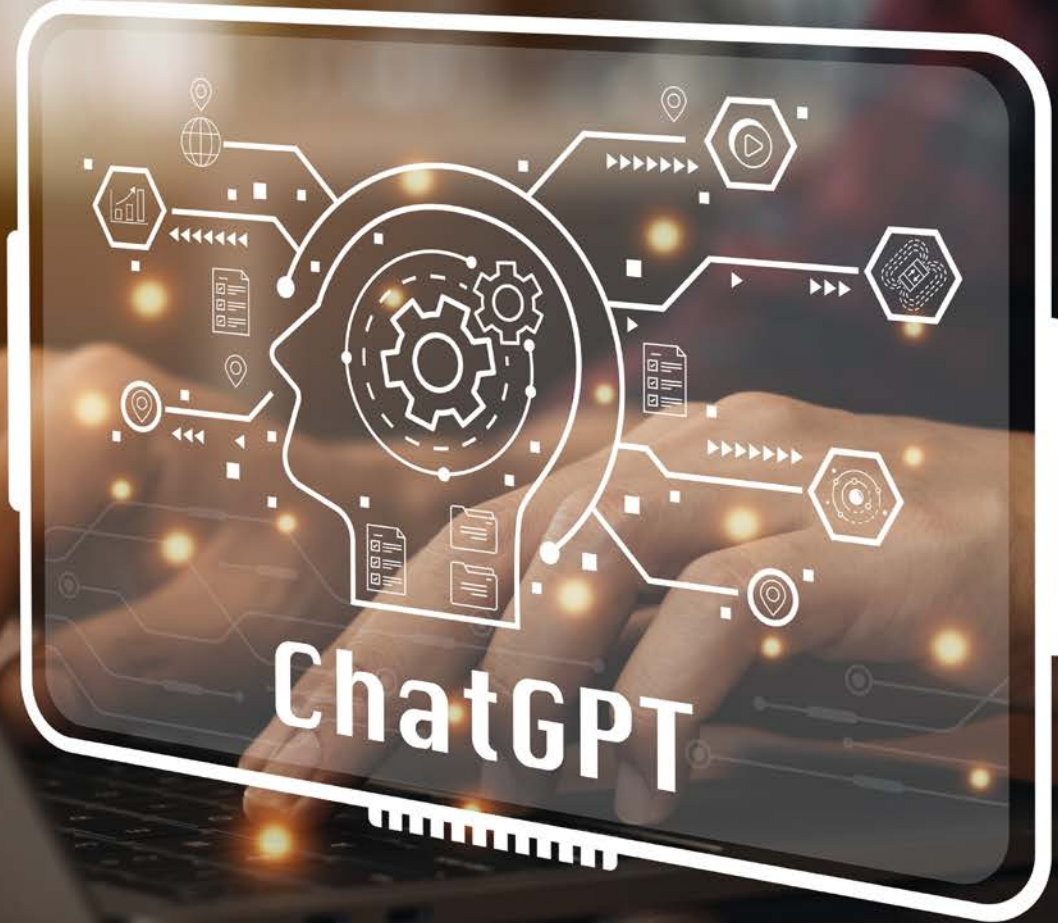
79% of consumers active in the Metaverse have made a purchase.

METAVVERSE





75% of consumers want a farm connection



ChatGPT



How ChatGPT Is Going to Make You a Better Cook



by [Michael Wolf](#)

• DECEMBER 13, 2022

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1:50



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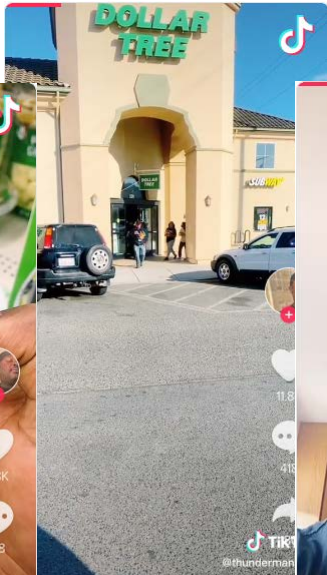
Another meal for a few dollars#dollartree #cheapmeals #dollar meals #bud ...See more original sound - Alanya Williams



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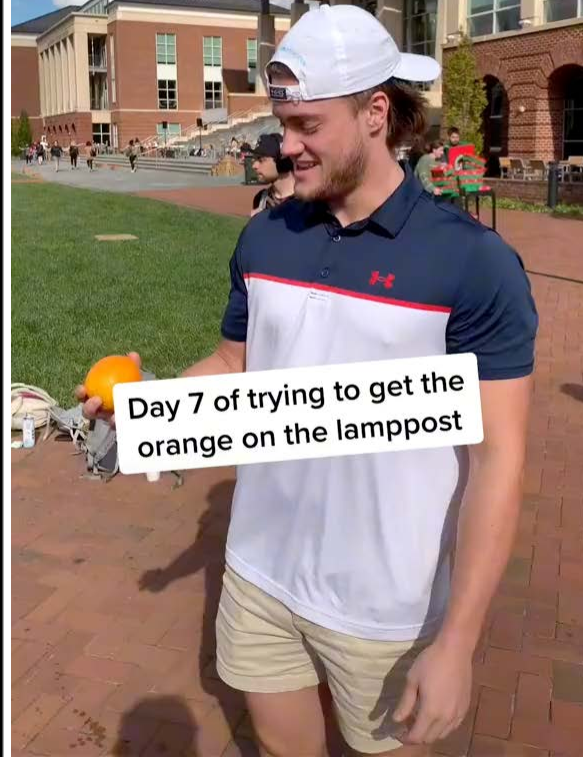
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Video credit: [goodmorningamerica.com](https://www.goodmorningamerica.com)

TikTok
@dcepeda21



Day 7 of trying to get the
orange on the lamppost



TikTok

@bdylanholis







Expected to grow to
\$1.2 trillion in just
3 years



foodies on social media





Image credit: [tiktok.com](https://www.tiktok.com)





Obesity kills more
than
malnourishment




Only 10% of U.S. consumers meet
daily fruit & vegetable consumption
target





75% of consumers agree fruits and
veggies are important AND think
they're eating enough





Reality check:
Actual consumption 3.4 servings Well
below WHO guidance



This must

CHANGE



We ARE

better than







SEASON

Panko-Crusted Chicken with Roasted Tomato Arugula Salad

Chicken Breasts

Active Time: 10 min

Prep Time: 30 min

Recipe 2

Instructions:

- 1. Prepare Ingredients**
Preheat oven to 450°F. Slice all produce; halve tomatoes.
- 2. Pound Chicken**
Pat chicken dry with paper towel and place between 2 large pieces plastic wrap. Using a meat mallet or heavy pan, pound to 1/4-inch thickness. Season chicken all over with 1/2 teaspoon salt and pepper as desired.
- 3. Roast Tomatoes**
On prepared baking sheet, toss whole tomatoes with 1 tablespoon olive oil, 1/2 teaspoon salt, and pepper as desired. Arrange in a single layer, and roast until tomatoes are softened, 30–35 minutes.
- 4. Dredge Chicken**
While tomatoes cook, place flour on a large plate. In a large shallow bowl or baking dish, whisk 2 eggs. On a separate large plate, combine breadcrumbs. Dredge chicken in flour, shaking off excess. Dip in egg, allowing excess to drip off. Dip in breadcrumbs, pressing to adhere.
- 5. Cook Chicken**
Heat 2 tablespoons olive oil in a large skillet pan over medium-high heat. Sift oil if shimmering. Add chicken; cook, swirling in batches and adding oil in between as needed, until browned and cooked through, 2–4 minutes per side. Transfer chicken to a paper towel-lined plate to drain.
- 6. Make Salad**
Place roasted tomatoes in a large bowl and whisk in juice of 1/2 lemon. Add arugula to bowl and toss to combine.
- 7. Finish Chicken and Salad**
Divide chicken between serving plates and top with arugula-tomato salad. Spoon over any remaining dressing. Squeeze over juice of remaining lemon, if desired.







Rx

*Prescription
for good
health*



**wholesome
wave**





PHARM



As an organization, IFPA aspires to be an impactful champion for our members and industry, one that clears the pathway so that more people can have more produce in their lives.



Consumption of produce worldwide doubles. Floral consumption triples.

Global produce and floral show surpasses the Consumer Electronic Show in size and impact.

Produce is the new Tesla.
Partnered with floral, produce is changing the world.

FDA now becomes the Federal Drug Administration upon survey data showing consumers have no concern about produce safety. Raw food diets soar.



What if...



What if...

everyone knows that the solution to diet-driven disease is found on your plate and NOT in a pill and changes their eating habits accordingly?



What if...

the first question from policymakers is
“How much do you want?”
and NOT
“Who are you and why are you here?”
when we advocate on industry issues?



What if...

produce and floral are synonymous with safety, cutting-edge technologies, and environmental stewardship?



What if...

we have so much new talent that want to help us deliver the joy of fresh the world over, that we can't hire them all?



Dream BIG

Act BOLDLY





OUR TIME
IS NOW

