



27 April 2012

PROGNOSFRUIT 2012 – REGISTRATIONS OPEN!

The ANPP (Association Nationale Pommes et Poires) and the World Apple and Pear Association (WAPA) are pleased to announce the opening of the registrations for the Prognosfruit 2012 conference. Information and registration to the 2012 edition are now posted on the conference website: www.prognosfruit.eu.

PROGNOSFRUIT is a European's leading annual event for the apple and pear sector, releasing the forecast of production for the upcoming season. This year's conference will take place from 2nd to 4th of August, in Toulouse (France). Daniel Sauvaitre, president of the ANPP, co-organiser the conference, stated: *"For 16 years, France has not hosted Prognosfruit. I am very pleased that the French National Association of Apples and Pears is hosting again this major annual event in the beautiful city of Toulouse."*

At the business conference taking place on 3rd August, WAPA will release the apple and pear production forecast for 2012/2013. The conference will also review the latest consumption trends both in the EU and internationally and look at some of the innovative perspective and market development on the juice. Prognosfruit 2012 will provide to delegates a solid programme with a good mix of educational and social events and networking opportunities. Technical visits in the Montauban apple region as well as a visit of the Airbus assembling premises are also scheduled. The event this year is being further enhanced with the support of several apple & pear industry partners including: Absoger, AgroFresh, Crédit Agricole, MAF and Univers de l'emballage.

The conference brings together growers, processors and traders from across Europe and beyond, and is also a networking opportunity for decision makers which attend the conference. Hans Van Es, COPA COGECA, partner of the conference, stated: *"Prognosfruit is a well established event on the agenda of the European apple and pear production. Prognosfruit is celebrating this year its 36th edition, demonstrating the tradition and excellence of this unique conference. France is a premium destination in regard to apple and pear production."*

An event not to be missed! Join today the 250 apple and pear's leaders and register on-line on www.prognosfruit.eu

****ENDS****

**CONTACT: M. Philippe BINARD / Mrs. Raquel IZQUIERDO DE SANTIAGO – WAPA – wapa@wapa-association.org
Mrs. Florence ROSSILLION / Mrs. Sandrine GABORIEAU – ANPP – contact@pommespoires.fr**

WAPA was founded in August 2001 with the objectives of providing a forum for discussion on matters of interest to the apple and pear business and initiating recommendations to strengthen the sector. The current President of the Association is Kevin Moffit of USA Pears, while Peter Beaven of Pipfruit New Zealand is Vice-President. WAPA membership includes the following countries: Argentina, Australia, Austria, Belgium, Brazil, Chile, France, Germany, Italy, the Netherlands, New Zealand, Poland, Scandinavia, Slovenia, South Africa, the UK, Ukraine and the USA.

WORLD APPLE AND PEAR ASSOCIATION

Rue de Trèves 49-51 bte 8 • 1040 Brussels • Belgium • Tel: +32 2 777 15 80 • Fax: +32 2 777 15 81 • e-mail: wapa@wapa-association.org

www.wapa-association.org