



21 June 2012

## **PROGNOSFRUIT 2012 – ONLY TEN DAYS LEFT AT THE PREFERENTIAL RATE!**

PROGNOSFRUIT 2012 is organised this year by the ANPP (Association Nationale Pommes et Poires) and the World Apple and Pear Association (WAPA) from 2nd to 4th August 2012 in Toulouse (France). There are now only ten days left to benefit from the preferential registration rate for the conference by logging onto the conference website at [www.prognosfruit.eu](http://www.prognosfruit.eu).

The latest programme updates for the conference can be found in the website. PROGNOSFRUIT will unveil the 2012/2013 apple and pear production forecast and will review market trends in the EU for the category. International developments will also be provided. This year, the conference will also count with presentations on the apple and pear consumption trends in Europe, with a round table discussion of experts, including Steve Lutz, Executive Vice-President, Perishables Group; Kevin Moffitt, president WAPA & CEO USA Pear; and Andrew Mc Clay, Senior Analyst, Promar. A presentation on the International juice perspective, by Jan Hermans, Secretary General, AIJN; and on a New consumption experience, by Tony Freytag, Marketing Director, CrunchPak USA, will close the conference.

Besides the business programme, PROGNOSFRUIT offers several opportunities for networking, including a welcome cocktail at the Capitole of Toulouse, a gala dinner, and a technical visit to an orchard of the Moutounade station, and a grading machines facility (MAF).

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.”*

**\*\*ENDS\*\***

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*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, Slovenia, Scandinavia, South Africa, the UK, Ukraine and the USA.*

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