Brussels, 26th April 2013

- Press Release -

On April 25th, the European vegetable processing industry met in Brussels for their 8th conference entitled: **Innovation and Communication: How to bring our better products to the consumer.**

During the event, vegetable freezers and canners discussed the importance of innovation in the sector, the need for the industry to adapt to the changing buying habits and expectations of today's consumers, and how best to communicate on the strengths of preserved vegetables.

Innovation in the food sector was addressed in general terms, and six accomplished speakers provided thought provoking presentations covering science and research at the hands of industry, the importance of generic promotion, how to adapt communication strategies to exploit new findings on the excellent qualities of processed vegetables, and how consumers perceive innovation.

The canned and frozen vegetables sector is committed to innovation and investment to tackle the substantial challenges that lay ahead, and to inform consumers about the relative advantages of their products. In particular:

- Reducing food waste (where canned and frozen vegetables already score well)
- Sustainability in the total chain from seed to prepared food
- Healthy and convenient products that correspond to changing life styles and as instrument against obesity

In order to remain competitive and make optimal use of its existing strengths, the sector must become more innovative, adapt to changing consumer habits and expectations and gain a clear understanding of today's changed communication environment.

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