

Brussels, 28 July 2014

2014 PROFEL General Assembly

At the General Assembly held at the end of June 2014 in Helsinki, Finland, PROFEL elected two new Vice-Presidents. **Mr. Michael Mayntz** has been appointed Vice-President for the Fruit Commission within PROFEL. Mr. Mayntz is the fourth-generation owner of the German fruit processing company Göbber GmbH and Vice-President of the BOGK, the German Association of the Fruit, Vegetable and Potato Processing Industry. For the Vegetables Commission **Mr. Wim Scheefhals** has been nominated as Vice-President. Mr Scheefhals works for Coroos Conserven BV and is board member of Vigef, the Dutch Association of Fruit and Vegetable Processors. Mr. Scheefhals is also the Chairman of the Canned Vegetables Product Group within PROFEL. The newly appointed Vice-Presidents will cooperate with PROFEL's President, **Mr. Jean-Bernard Bonduelle** until June 2015. Mr. Jean-Bernard Bonduelle is Director of External Relations for the Bonduelle Group and acting President of the French inter-professional organisation of vegetable processors and producers, UNILET. Mr Bonduelle's mandate as PROFEL President has been renewed at the General Assembly in June 2013 for another 2 years.

One of the topics discussed during the meetings concerned the avoidance and reduction of **food waste**, and in particular, the role that the fruit and vegetables preserving industry plays in this context. Indeed the techniques of freezing and canning were developed many years ago, specifically to respond to a need to preserve food; to avoid wastage. The **preservation of fruit and vegetables** is the key element that unites all product groups represented by PROFEL. Preservation, combined with the convenient portions that are provided with frozen and canned fruit and vegetables, are just two examples why these products can play an important role in reducing food waste. PROFEL has launched a research project with Wageningen UR Food & Biobased Research to prepare an in-depth analysis of the sector's role in avoiding food waste throughout the supply chain and to identify possible opportunities for improvement. Results of the study will be presented at **PROFEL's next Vegetable Conference** which will take place on **23 April 2015** in Brussels, and which will have food waste as its main theme.

PROFEL(Europe) is the European Association of Fruit and Vegetable Processors representing over 500 companies in 12 EU countries. Products represented by PROFEL are canned vegetables, frozen vegetables, dehydrated vegetables, jams and fruit preserves and canned fruit and compotes. Founded in 1959 - coinciding with the beginning of the European Economic Community, the main goals of the association are to keep members informed about EU legislation and main trends in the European and international markets and to provide a platform of exchange for the different sectors. PROFEL promotes common interests of the sector and represents the industry at EU level.

NEW CONTACT DETAILS since May 2014:

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