



ASSEMBLY OF EUROPEAN HORTICULTURAL REGIONS



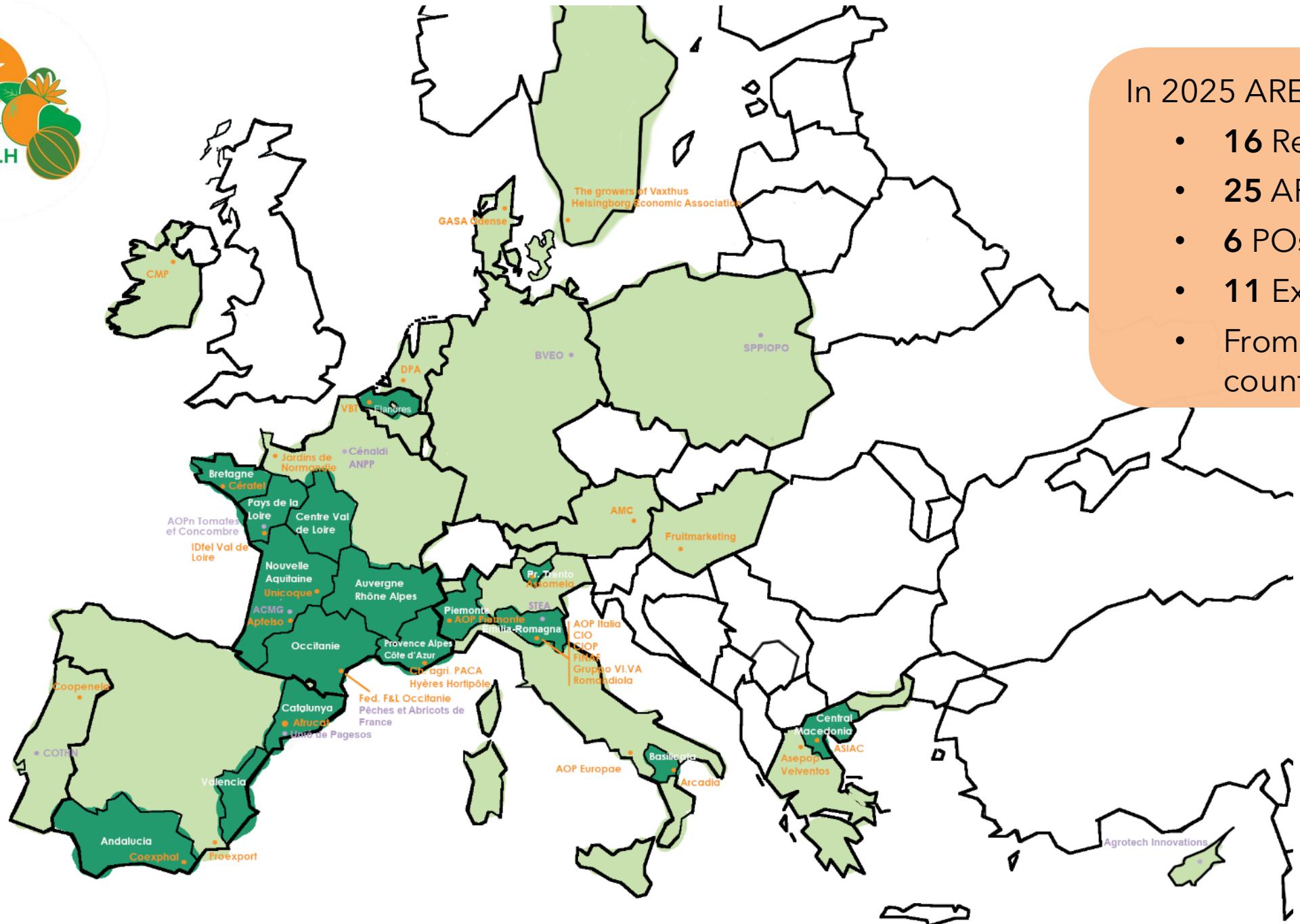


- Association founded in 2000, with legal headquarters in Bordeaux (France).
- AREFLH represents the voice of European **fruit and vegetable producing regions** and their **producer organisations** in Europe.
- AREFLH counts **16 regions, 32 APOs/POs**, and **9 associate members** (experts) from **17 European countries**.
- The specificity of AREFLH, which is its main strength, lies in its original structure. It is composed of three colleges: the **College of Regions**, the **College of Producers**, and the **College of Observer Regions, advisors, and experts**. The complementary nature of these three colleges makes it possible to promote joint work and common positions between the regions and producer representatives.



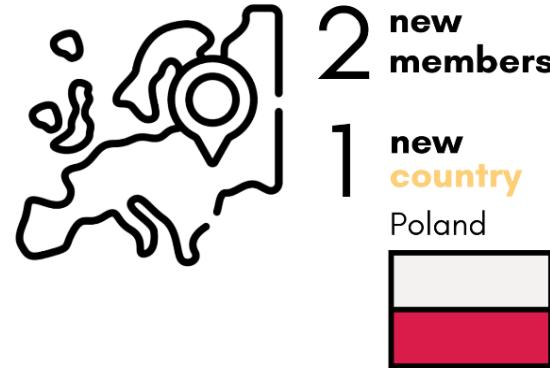
Our Mission

- Defend **the economic and social interests of the fruit, vegetable, and horticultural** sectors in interactions with the European authorities,
- Promote **exchanges of experience, partnerships, and joint projects** between regions and professional organisations,
- **Propose solutions** for the main issues affecting the future of fruit and vegetable production in Europe.



In 2025 AREFLH represents:

- **16** Regions
- **25** APOs
- **6** POs
- **11** Expert members
- From **17** European countries



Key figures / highlights 2024



12 Civil Dialogue Group Meetings



- CAP and Strategic Plans
- Environment and climate change
- Organic farming
- Quality and promotion
- International Aspects of Agriculture



10

Meetings of the market observatories and expert groups

of the European Commission



- Stone fruit
- Tomatoes
- Pip fruit
- Citrus
- Fertilizer
- Food security crisis preparedness
- Agri-food chain

2 Position statements



- Strategic Dialogue on the future of EU agriculture
- Promotion policy



Work themes & actions in Brussels

MAIN FILE COVERED IN 2024

- **February 2024 :** Debate on water resilience with the CoR
- **April 2024 :** AREFLH Contribution to the Strategic Dialogue
- **December 2024:** Approval of PPWR
- **January 2025:** AREFLH Contribution to the regulation amending the OCM and SPR regulations
- **February 2025:** Joint letter for a separated CAP Budget in the MFF 2027-2033
- **March 2025:** AREFLH Contribution to the Commission's call on the water resilience strategy
- **April 2025:** Commission's call for contribution on the CAP simplification package



Work themes & actions in Brussels

CMO & SPR REGULATIONS

- **10 December 2024:** the Commission publishes its proposal to modify the CMO & SPR regulations
- Discussion in the Council (**January 24**) and COMAGRI (**February 10**)
- **13 February:** CDG meeting on agricultural markets with the active participation of AREFLH
- **Mid-February 2025:** Submission of the AREFLH position paper to DG AGRI (call for contributions) and the MEPs.
- **Mid-February 2025:** Céline Imart is appointed as rapporteuse of the CMO & SPR file
- **19 February 2025:** the Commission publishes its Vision for Agriculture
- **End of February 2025:** Response from DG AGRI to the AREFLH position paper
- **March 2025:** Submission to the National PermReps. Meetings in April and May
- **Expected approval:** 3rd quarter 2025?



Work themes & actions in Brussels

CAP SIMPLIFICATION PACKAGE

- **March 2025** : The Commission launches a call for contribution (deadline: 11 April 2025)
- **2nd Quarter 2025** : The Commission will launch a legislative initiative



Work themes & actions in Brussels

WATER RESILIENCE STRATEGY

- **February 2025:** AREFLH internal WG on Water Meeting
- **3 March 2025:** AREFLH Contribution to the Commission's Call on Water Resilience
- **3 March 2025:** AREFLH participation in a workshop held by ICF on best practices of Water Use in Agriculture
- **3-7 March 2025:** EU Ocean Days
- **April-May 2025:** the EP will approve its own-initiative report on the water resilience strategy (COMENVI)
- **2nd Quarter 2025:** Commission will release the Water Resilience Strategy



European projects

Ongoing projects:

- NOVASOIL
- WASTE4SOIL
- LivingSoiLL



European projects



Innovative
Business
Models for
Soil Health



- **What is it?** It is a project funded by the Horizon Europe programme in the framework of the Mission for Soil. The project was financed under the Mission for Soil, starting in **November 2022** and ending in **October 2025**.
- **Objective:** to highlight the benefits of investing in soil health for society and the environment.
- **Consortium:** This brings together more than **15 institutions** and **1 associated partner** from **11 European countries**.



European projects



Turning food waste into sustainable soil improvers for better soil health and improved food systems



- **What is it?** is a project funded under the Horizon Europe programme within the framework of the 'Mission for Soil, starting **June 2023** and ending **May 2027**.
- **Objective:** It envisages the development of **10 technological and methodological** solutions for the recycling of food industry processing residues into local and organic circular soil improvers to improve soil health. And the creation of **7 living labs in Europe**, in Greece, Finland, Spain, Poland, Hungaria, Italy and Slovenia, which will study, **8 types of food processing residues** (meat, fish, dairy products, cereals, olive oil, beverages (wine), fruit and vegetables and processed foods).
- **Consortium:** comprises **27 partners** and **1 associate partner** from **9 European countries** and **Switzerland**.



European projects

- **What is it?** is a project funded under the Horizon Europe programme within the framework of the 'Mission for Soil,' starting **June 2024** and ending **November 2028**.
- **Objective:** to create **5 Living Labs** across Europe to enhance soil health through innovative and sustainable soil management practices in 50 experimental sites and **10 lighthouses**.
- **Consortium:** comprises **46 partners** from **6 European countries**.

Communication



The image shows a composite of three screenshots. On the left is the AREFLH website homepage, featuring a sidebar with navigation links like Accueil, Explorer, Notifications, Messages, Signets, Lists, Profil, and Plus. The main content area displays a banner with various fruits and vegetables, the AREFLH logo, and a map of Europe with the text 'REGIONE DI PIEMONTE'. Below this is a 'FLASHNEWS' section with the heading 'Le bulletin hebdomadaire aux membres de l'AREFLH' and a summary for week 07 of 2024. The summary lists several news items in French. At the bottom of this section is a quote from the European Commissioner for Agriculture. On the right is a screenshot of an email newsletter from 'AREFLH Newsletter' with the subject 'Information on AREFLH's activity and on the F&V sector 2022'. The newsletter features a 'NEWS FROM AREFLH' section with a story about a meeting with the Piedmont region, and a 'NEWS FROM EUROPE' section with images of vegetables and a greenhouse, along with links to 'General Assembly 2022', 'Smart-Protect: Agro-artificial intelligence for plant protection', and 'CuteSolar: perception of the consumers on F&V'.

- The website www.areflh.org
- The intranet
- Weekly emails (AREFLH Flashnews) reserved for members of the association
- The monthly newsletter, sent in French and English to members and subscribers
- The Linkedin account
- The monthly videoconference meeting of members
- Tribe, our Customer Relation management programme



Thanks for your attention



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