

Wednesday 19th August 2020, 11:02 London

Global Citrus Congress to go Live

New online event takes place on 5 November this year, focusing on the big developments in the citrus category

Fruitnet is teaming up with the World Citrus Organisation to host the first-ever Global Citrus Congress Live.

It takes place online on 5 November 2020 and is targeted at everyone in the global supply chain of fresh citrus from the farm gate to the supermarket shelf. More information can be found at www.citruscongress.com.

The free-to-register online conference focuses on some of the big developments across the citrus category and features a number of expert presentations and panel discussions.

Fresh citrus categories are one of the main global fruit commodities, but will have to face substantial challenges in the next years, ranging from increased competition with other categories, to the impacts of climate change, which may impact production, quality and biosecurity. Against this backdrop, there is a need for the citrus industry to fully exploit its assets to remain at the top: nutritional benefits, taste and environmental-friendliness.

The World Citrus Organisation was set up last year to bring together the world's leading citrus producing countries, associations, and companies to facilitate collective action in the citrus sector for fresh and processed categories.

Fruitnet has already established successful category conferences for berries and tomatoes. The Global Citrus Congress Live joins Global Berry Congress and Global Tomato Congress, the next editions of which are due to place at the World Trade Centre in Rotterdam in November 2020 and March 2021 respectively.

Global Citrus Congress Live launches online this year. This first-ever conference is supported by CIRAD, the French agricultural research and international cooperation organisation working for the sustainable development of tropical and Mediterranean regions.