

Registrations open for Fruitnet Citrus Congress

By [Maura Maxwell](#) | 30 May 2024

Join leading growers, marketers, and retailers to discuss brand new ways to market fresh citrus

Registrations are now open for Fruitnet Citrus Congress, the brand-new conference and networking event organised by Fruitnet Media International that takes place on 5 & 6 November 2024 in Valencia, the hub of Europe's citrus business.

Top growers, marketers, and retailers from across the produce industry – including Rewe, Carrefour, ICA, AMFresh, Anecoop, Delassus, SanLucar, Olympic Fruit, Zespri, Driscoll's, Citrosol, Decco, Obeikan and the World Avocado Organisation – will meet to discuss new ways of selling and marketing their products and share ideas and insights about how to increase consumption.

“Our biggest challenge is how to grow consumption of fresh citrus,” says Fruitnet's Maura Maxwell, who is editing the conference programme. “We talk to experts from across the produce business about what works in their category and how this can be applied to citrus.”

The first day of Fruitnet Citrus Congress features a lively mix of panel discussions, presentations, and one-to-one interviews. These take place over two stages alongside an expo of citrus service companies, and all-day networking in a single, airy space.

The headline stage at looks at issues that affect the global citrus business. We provide analysis of key consumption trends, branding strategies, health and nutritional messaging, as well as how investments in varietal innovation, quality and service can help deliver profitable growth in the future.

The Sustainability Stage is dedicated to new developments in breeding, post-harvest and packaging technology that are helping companies to extend shelf-life, cut waste, and grow profits.

“Fruitnet Citrus Congress is a platform where citrus businesses can meet in a non-competitive, congenial setting to discuss common issues that affect everyone and look at best practice from across the produce world,” said Chris White, managing director of Fruitnet Media International. “It's a format we've developed for several categories and it'll work really well for citrus too.”

EUROFRUIT Fruitnet Citrus Congress on 6 November 2024 has a range of study tour options, including guided visits to production and packhouse sites, a retail safari, plus a tour of the Todolí Citrus Foundation, where visitors can see more than 400 citrus varieties from around the world at a single 3ha farm.

Fruitnet Citrus Congress takes place at Valencia's City of Arts and Sciences, one of the most striking modern architectural complexes in Spain.

[Register now](#) to take advantage of the early bird rate offering a 20 per cent reduction on the standard price for individual and group bookings.

We look forward to seeing you in Valencia!

EUROFRUIT

