

Freshfel introduces statistics database

Freshfel Europe, the European fresh produce association, has launched a new online database that gives access to the production, import, export and consumption statistics for fresh fruit and vegetables in the EU and around the world.

The newly launched programme allows Freshfel members direct visualisation of data through graphs and tables as well as the extraction of data into Excel charts.

“This new database responds to the need of the fruit and vegetable sector to know the production, trade and consumption trends in Europe and in the world,” commented Freshfel general delegate Philippe Binard. “We believe that it gives our members an essential instrument to understand the developments on the European and international markets. From now on, they can simply go online to consult these figures directly.”

The new programme brings together trade and production statistics from the official databases FAOstat (production), Eurostat (EU trade) and UN Comtrade (global trade) for all fresh fruit and vegetables categories.

The statistics show the production volume and harvested acreage for all individual fruit and vegetables in all countries of the world. The trade statistics in the EU and the world can be consulted in general (overall fruit and vegetable trade) but also in great detail (specific exporters and importers, specific products).

The consumption figures are calculated by Freshfel on basis of official figures with the same methodology that lies behind the annual Freshfel Consumption Monitor.

"Consumption data should not be seen as hard evidence but can give valuable insights into trends and developments for different products in different EU and non-EU countries," Freshfel noted.

The database has been developed as a service for the Freshfel membership and is therefore restricted to members of the association.

Source : [http://www.fruitnet.com/fpj/article/165016/freshfel-introduces-statistics-database\(27/04/15\)](http://www.fruitnet.com/fpj/article/165016/freshfel-introduces-statistics-database(27/04/15))