

26 April 2021

## **JOIN THE PMA EU GREEN DEAL SERIES TO LEARN HOW IT WILL IMPACT THE GLOBAL FRESH PRODUCE INDUSTRY**

The European Green Deal, announced by the European Commission in 2019, commits the European Union (EU) to become the world's first climate-neutral continent by 2050. With bold plans to cut the EU's greenhouse gas emissions to 55% by 2030, compared with 1990 levels, the produce industry supplying Europe needs to understand and work within a set of policies and regulations to remain compliant and profitable.

Playing its part in the drive for green recovery, the Produce Marketing Association (PMA) will be hosting a series of three episodes where EU Green Deal experts will help role players understand the impact of the policy on the fresh produce industry. Each episode will topic-specific.

"The drivers of climate change and biodiversity loss are global and are not limited by national borders. The EU can use its influence, expertise and financial resources to mobilise its neighbours and partners to join it on a sustainable path. The EU will continue to lead international efforts and wants to build alliances with the like-minded," Lianne Jones, Country Manager for PMA in Southern Africa, says.

"Food production is key. European food is famous for being safe, nutritious and of high quality. It should now also become the global standard for sustainability. Although the transition to a more sustainable system has started, a fast-growing world population remains challenging with current production patterns. Food production still results in air, water and soil pollution, contributes to the loss of biodiversity and climate change, consumes excessive amounts of natural resources and is wasted."

"It takes 25 years, a generation, to transform an industrial sector and all the value chains. To be ready in 2050, decisions and actions need to be taken in the next five years," Jones commented.

Join us virtually in the coming months to learn everything you need to know about the EU Green Deal.

### **SESSION 1**

#### **4 May 2021: An Introduction to the EU Green Deal**

This session provides an introduction into the body of policies and legislation, background, and analysis of the implications on the full fresh produce and floral supply chain.

The speakers in this session are Frédéric Rosseneu, corporate business development manager at Greenyard, a global market leader of fresh, frozen and prepared fruit & vegetables, flowers and plants; and David Farrell, founding partner and CEO of Blue North Sustainability, a specialist sustainability consulting practice based in Stellenbosch.

### **SESSION 2**

#### **1 June 2021: Retail & Demand Perspectives**

This session will focus on the effects of the EU Green Deal on retail businesses and consumer demand -

including how retailers can prepare their businesses to successfully navigate and operate within the EU Green Deal. Speakers will be announced.

### **SESSION 3**

#### **6 July 2021: Impact on Business and Commercial Ventures.**

In this session, you will learn how the EU Green Deal could impact your business and how to de-risk your business. Speakers will be announced.

### **REGISTRATION INFORMATION**

[https://learning.pma.com/EU Green Deal Series](https://learning.pma.com/EU_Green_Deal_Series)

*NOTE: EU Green Deal information quoted in this press release was sourced from the European Commission's website at <https://ec.europa.eu/>*

### **About Produce Marketing Association**

Produce Marketing Association (PMA) is the leading trade association representing companies from every segment of the global produce and floral supply chain. PMA helps members grow by providing connections that expand business opportunities and increase sales and consumption. PMA has a unique network of more than 53,000 member contacts from more than 2,900 member companies, which are based in 54 countries across six continents. These contacts span all sizes and types of businesses across the supply chain. For more information, visit [www.pma.com](http://www.pma.com)

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### **ENQUIRIES**

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