



# FRUIT

PROCESSING *digital*

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Crop Forecast  
Market Data  
Market Price Report  
Packaging  
Sustainability

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**European apple and pear crop forecast 2021**

**CROP FORECAST**

**Prognosfruit 2021 – WAPA released the 2021/2022 European apple and pear crop estimate . . . . . 258**



Prognosfruit’s 2021 European apple and pear crop forecast revealed that while apple production is set to increase by 10 %, the upcoming pear crop is expected to decrease by 28 %. On 5 August 2021, more than 150 international representatives from the apple and pear sector joined the Prognosfruit 2021 Online Conference, the second virtual edition of the event in its 46 years, to discuss the 2021 production forecast for apples and pears ...

**PACKAGING**

**Sustainable partnership: KHS and Eckes-Granini launch bottles made of 100 % rPET . . . . . 262**

Eckes-Granini is making its packaging portfolio even more environmentally friendly with the help of the KHS Group. Since the middle of May its one-liter hohes C juice bottle has consisted entirely of recycled plastic (rPET). KHS’ Bottles & Shapes experts in Hamburg were responsible for optimization of the bottle. The new containers will continue to be produced on the tried-and-tested InnoPET FreshSafe block. With KHS as its long-term partner, Europe’s leading fruit juice producer is making a further relevant contribution to the expansion of the circular economy ...

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**SUSTAINABILITY**

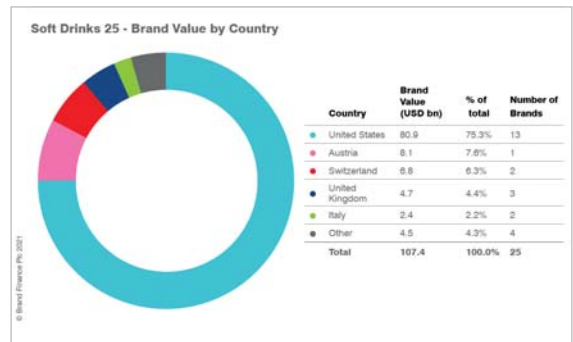
**Will the younger generation save the environment? . . . . . 264**

Nine in 10 German youngsters (90 %) believe that damage to the environment is one of the biggest crises that we face today. And although COVID-19 continues to be seen as the biggest issue, when it comes to the health of the planet, 38 % of 11–21 year olds believe that their parents are not doing enough, while a quarter (25 %) think they will be the ones to save it ...

**MARKET DATA**

**Coca-Cola and Nestlé continue to dominate food & drink sector . . . . . 266**

The majority of the subsectors included in the Brand Finance Food & Drink 2021 report have recorded cumulative brand value losses this year, as the sector negotiates the fallout from the COVID-19 pandemic. Soft drink brands are the most severely impacted, with the total value of the world’s top 25 most valuable soft drinks brands declining by 6 %, from US\$ 114.8 billion in 2020 to US\$ 107.5 billion in 2021. The total brand value of food and chocolate brands have declined by 4 % and 3 %, respectively. The only subsector in the report to protect itself from a brand value loss is the dairy sector, which has maintained its total brand value year-on-year ...



**SUSTAINABILITY**

**Sustainability blame game: Consumers more likely to think their country is suffering from, rather than causing, climate changes . . . . . 270**

Consumers around the globe are more likely to think that their country is suffering from climate change than causing it, according to the newly-released Mintel Sustainability Barometer. An average of 44 % of consumers globally say the country where they live is suffering from climate change, while an average of 33 % believe that the country where they live is contributing to climate change ...

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