



THE FRUIT AND VEGETABLE INDUSTRY SERIES



FRUIT AND VEGETABLES SCHEME



OECD-COLEAD Fruit and Vegetable Industry Series

Feedback Survey

Context

In the context of the United Nations (UN) 2021 International Year of Fruits and Vegetables, the COLEAD, through its FFM SPS and FFM Plus programmes (funded by the European Union and Organisation of ACP States (OACPS)), and the OECD Fruit and Vegetable Scheme of the Trade and Agriculture Directorate, launched an online series highlighting the significance of the Fruit and Vegetable (F&V) sector and its many dimensions.

The series has various objectives: (i) sharing knowledge of markets and operators working in local and export F&V markets, (ii) understanding the F&V sector contribution to sustainable production and consumption, (iii) promoting F&V contribution to healthy and nutritious diets, (iv) showcasing successes and innovations of private sector operators across the European Union and Southern countries and lessons learned.

From 2021 to 2024, eight online F&V Industry sessions were organised, covering foresight topics such as nutrition, labelling, geopolitical issues, healthy diets, market trends, technological innovations, impact of climate change, and food fraud.

The sessions featured 18 experts from research and policy fields, as well as representatives from 20 private-sector companies across Europe and Africa who shared their experience. Over 6,000 persons registered to the sessions, with 1,836 attending live. All participants received the session recordings, presentations, and additional resources to further explore the discussed topics.

Survey

In January 2025, a survey was conducted to assess participant satisfaction and identify areas for improvement to enhance the quality, reach, and impact of the series.

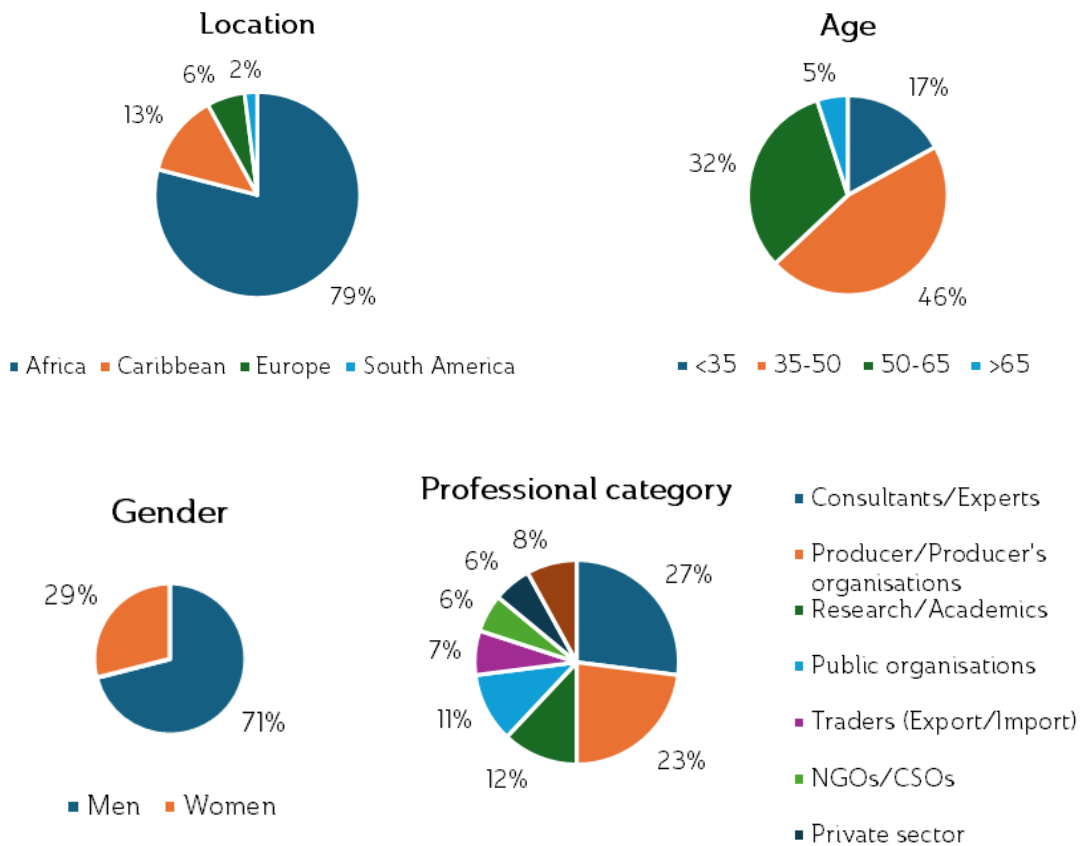
The survey was available in English and French. It included an introductory text and 17 questions, of which 4 questions collected demographic information about respondents and 13 questions gathered feedback on the OECD-COLEAD Fruit & Vegetables Industry Series. The copy of the survey is available in this [document](#).

The survey was distributed to the 1,836 individuals who attended at least one session.

A total of 126 participants responded to the survey, resulting in a 7% response rate.

1. About the respondents

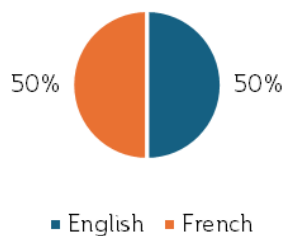
The respondents' background shows a diverse distribution across regions, age groups, gender, and professional categories.



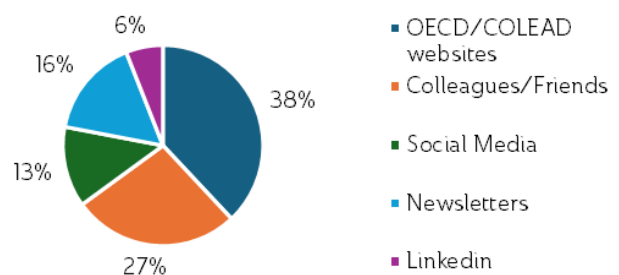
2. About the sessions

Access

In which language have you followed the session?

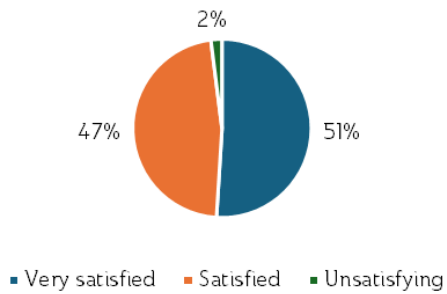


How did you learn about the session?

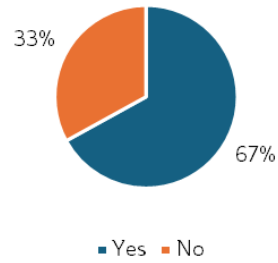


Material provided

Are you satisfied with the provided information (background note, information on speakers and recording of the sessions)?

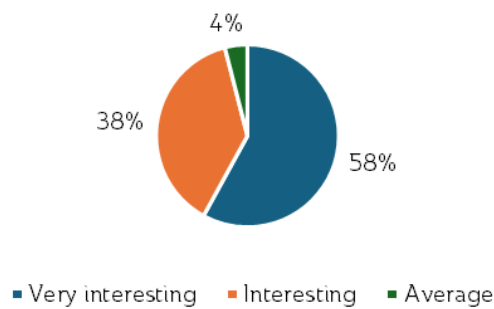


Have you watch the recordings of the sessions (available on the COLEAD YouTube channel)?



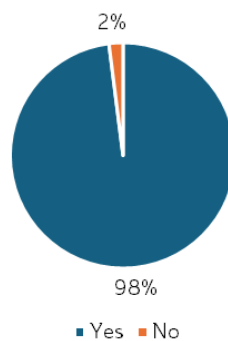
Content

Do you find the featured SMEs and businesses interesting?

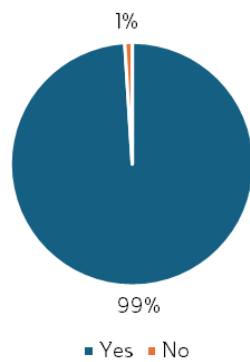


Overall satisfaction

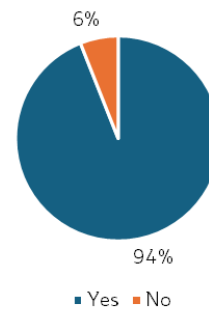
Do you consider the sessions to be useful regular events? Have the presentations and discussions been useful for your work?



. Will you attend future sessions if you can?



Would you recommend, or have you already recommended, the sessions to a colleague, friend?



Impact

When asked about the impact of their participation and subsequent follow-up actions, respondents highlighted several key benefits. Many gained valuable knowledge in areas such as food safety, agroecology, business planning, and regulatory frameworks, applying these insights in teaching, training, consulting, and quality management systems.

Participants leveraged the sessions to enhance market access, launch new businesses, and refine their production strategies to better align with market demands. The sessions also played a crucial role in fostering networking, enabling attendees to connect with industry peers, exchange best practices, and explore collaboration opportunities.

Additionally, respondents reported a greater understanding of export regulations, certifications, and compliance requirements. Some implemented sustainability strategies, including improved water management practices and value chain innovations, to enhance agricultural productivity and business operations.

Many participants established valuable connections with panellists and peers, finding the exchanges beneficial for business growth, research collaborations, and industry partnerships. Discussions continued on LinkedIn, with some connections leading to concrete collaborations and new business opportunities. Overall, those who engaged in networking found it instrumental in gaining insights, exchanging expertise, and building strong professional relationships.

Suggestions

Survey respondents proposed a diverse range of topics for future sessions, with a strong emphasis on sustainability in farming practices, environmental sustainability and climate change resilience. Key areas of interest include improving soil fertility, water management, and agroecology to enhance long-term agricultural productivity. Many expressed interest in improved knowledge and trainings on sustainable schemes, cold chain logistics, and strategies for strengthening value addition, including in improving access to markets and finance.

Additional areas of interest included pest management, postharvest loss reduction, and food safety, especially in food processing. Participants also highlighted the need to explore emerging technologies such as Artificial Intelligence (AI) and robotics in agriculture, as well as opportunities in organic and Fair Trade agriculture.

Lastly, many emphasized the importance of making webinar recordings widely accessible to ensure knowledge-sharing on a global scale.

Conclusion

The OECD-COLEAD Fruit and Vegetables Industry Series has successfully established itself as a key platform for knowledge-sharing, networking, and industry insights, attracting a diverse and engaged audience. Survey results reflect a high level of satisfaction, with 98% of respondents finding the sessions useful and relevant to their work. The series has proven impactful, equipping participants with practical knowledge and facilitating valuable industry connections.

Looking ahead, respondents have expressed strong interest in future sessions, offering valuable topic suggestions that will help shape upcoming discussions to maintain relevance and impact in supporting the global fruit and vegetable sector.

With a solid foundation and a committed audience, the OECD-COLEAD Fruit and Vegetables Industry Series is well-positioned for continued growth. By addressing emerging industry challenges, the series will further drive innovation, sustainability, and collaboration across regions, reinforcing its role as a catalyst for positive change in the sector.



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