

## **From circularity to the conscious consumer: the future of the fruit and vegetable sector will be discussed at F4F - Expo FoodTech 2025**

**F4F - Expo FoodTech 2025, to be held from 13 to 15 May at the BEC in Bilbao, will explore the transformation that the fruit and vegetable segment is undergoing to become more efficient and respond to new consumer habits**

**Leaders from Pepsico, McCain, Freshis, Anecoop, among others, will present the latest innovations in the sector**

**Madrid, April 22, 2025** – Technology is transforming the fruit and vegetable sector, boosting its efficiency and productivity through tools such as precision agriculture, the use of sensors, artificial intelligence and data analysis, among others. Thanks to these innovations, the segment is strengthening its competitiveness by reducing waste, minimising operating costs and improving both the quality of the final product and its traceability.

Along these lines, [F4F - Expo Foodtech 2025](#), which will be held simultaneously with [Pick&Pack for Food Industry](#) from 13 to 15 May at the BEC in Bilbao, will analyse the role played by technological solutions in the food sector in a context of profound change brought about by the socio-economic situation and climate impact, among other challenges. The fair, which will bring together more than 8,000 professionals, will showcase strategies and success stories that will help to continue transforming the food and beverage industry, from international experts and business leaders, to institutions and technology start-ups.

Some of the great voices that will be quoted at the meeting are **Rosa Carabel**, CEO of Eroski; **Pablo Plaza**, CEO of McCain; Matthijs Kosteljik, Investment Director at Coca-Cola Europacific Partners; **Pilar Damborenea**, CEO of General Mills; **Borja Fernández**, Head of Digital Transformation of the Supermarket Chain at UVESCO; and **Javier Dueñas**, CEO of Campofrío, among many others. All of them will share their views on the challenges and opportunities facing the food industry today, focusing on digital transformation, sustainability and innovation as key levers to improve efficiency, adapt to the new consumer and move towards a more resilient and competitive model.

### **The revolution of the field to be more efficient**

One of the central aspects of Expo FoodTech 2025 will be how the horticultural sector is adopting models based on the circular bioeconomy to take advantage of organic waste and revalorise it to create useful products. In this regard, **Eusebio Gainza**, R&D Advisor at the firm specialising in the production of organic olive oil, Biosasun; **Ana Cenicerós Medrano**, R&D Project Coordinator at Lev2050; and **Iñaki Isasi**, Project Manager at Zambrana Distilleries and Bio-refineries, together with a representative from PepsiCo, will examine successful innovative methods for transforming by-products into new proposals, thus boosting efficiency and reducing environmental impact.

These new methods that promote sustainability and 'zero waste', as well as exponential technologies and changing consumer habits are defining the fruit and vegetable sector. Thus, to

respond to current demand and discover the opportunities presented by the current context, experts of the stature of **Maria Miranda**, Project Manager at the cooperative Anecoop; **Lluís Puig**, Managing Director of Freshis - the first platform that delivers fresh fruit and vegetables to homes without intermediaries -, **Ana Díaz**, Deputy Director General for Food Quality and Sustainability at the Ministry of Agriculture, Fisheries and Food; **Irene González**, R&D Researcher at CNTA; and **Alejandro Fernández**, Innovation Project Manager at Grupo La Caña - a company that produces, processes and markets fruit and vegetable products - will take part in the meeting.

Along these lines, **Adolfo García**, General Manager of Camposeven, an agricultural company dedicated to the cultivation of organic fruit and vegetables, together with other leaders of organisations such as the Spanish Vegetable Association, will be looking in depth at the transformation that the segment is undergoing to adapt to an increasingly informed and demanding consumer, who prioritises healthy, sustainable and local products.

All of them will also be responsible for studying the growth strategies that are emerging in the sector as a result of applying innovative solutions that favour an increase in the profitability, efficiency and quality of fruit and vegetables.

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**About Food 4 Future – Expo Foodtech (May 13th-15th, 2025, BEC-Bilbao, Spain):** is the innovation event for professionals from the entire food industry value chain. For three days, F4F - Expo Foodtech will bring together, at Bilbao Exhibition Centre (BEC), more than 8,000 food industry professionals and 250 exhibiting firms to present the latest solutions in foodtech, robotics and automation, processing and packaging machinery for the different segments of the food industry, as well as food safety and food science. In addition, it will host the Food 4 Future World Summit, the largest European congress in which to discover the latest trends, success stories and tools to transform the food and beverage industry from more than 450 international experts. F4F - Expo Foodtech is organized by NEBEXT and AZTI. This year, F4F - Expo Foodtech 2025 will be held simultaneously with [Pick&Pack for Food Industry](#), the only event in Spain specialized in packaging and logistics solutions for the food industry.

**About Pick&Pack for Food Industry (May 13-15, 2025 | Bilbao Exhibition Centre):** is an event organized by [NEBEXT](#), a company specialized in professional events focused on innovation and technology transfer, such as [HIP](#), [Digital Enterprise Show](#), [Rebuild](#), [Tourism Innovation Summit](#) or [Advanced Factories](#). Pick&Pack is a boutique innovation event for industrial leaders and SMEs in the food industry looking for solutions in logistics, intralogistics and packaging. As part of the summit, the Packaging & Logistics 4.0 Congress, dedicated to packaging, will be held. Pick & Pack 2025 will be held simultaneously with F4F - Expo Foodtech, the international innovation event for the food and beverage industry.