

# FruitFocus 2019

## The Industry's Premier Fruit Event

### 2019 POST SHOW REPORT



# Visitor Survey Results

COMPARISON FROM 2019/18



**96%**

SATISFACTION

**6.67% increase**  
from 2018



**88%**

OVERALL SHOW  
SCORE

**31.34% increase**  
from 2018

## 3 MAIN REASONS FOR ATTENDING



**Networking with friends  
and colleagues - 96.2%  
satisfied**

(8.97% increase from 2018)



**Looking at new machinery  
& equipment - 87.5%  
satisfied**

(8.71% increase from 2018)



**Looking at new plants growing  
systems, polytunnels/crop  
covers - 94.6% satisfied**

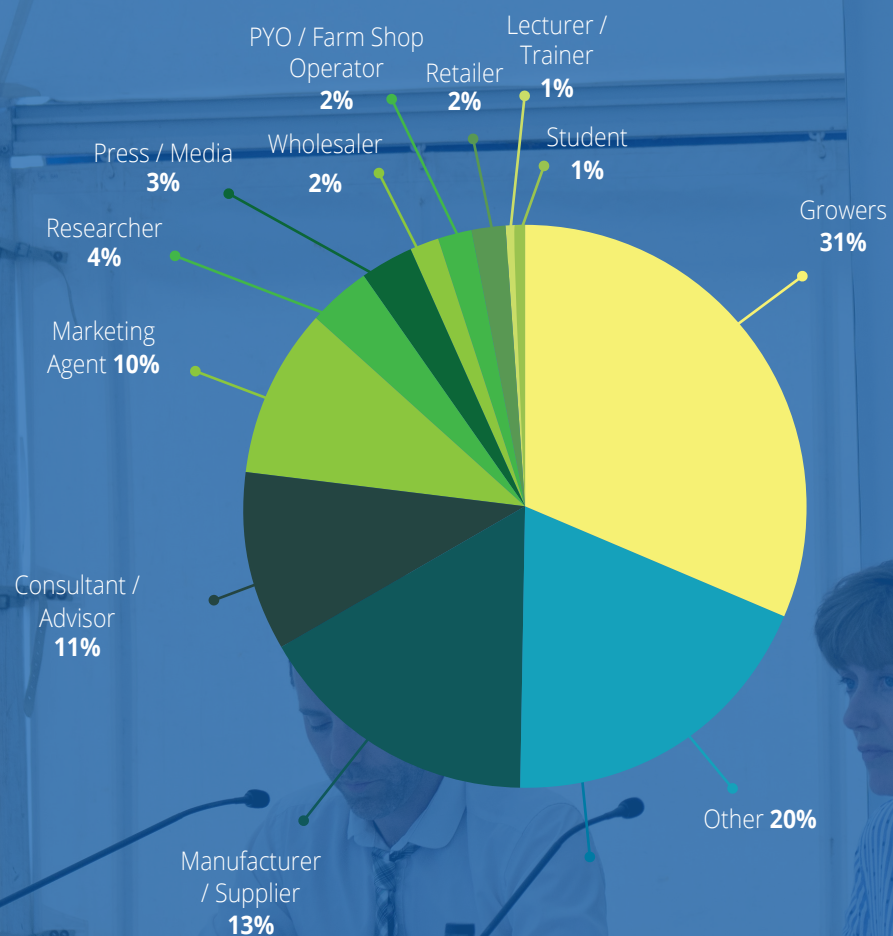
(5.2% increase from 2018)

## Products of interest at Fruit Focus?

- Crop production - **100% satisfied**
- Growing media & growing systems - **99.9% satisfied**
- Fruit tree/plants - **97.77% satisfied**
- Quality of exhibitors - **90.22% satisfied** - 0.6% increase from 2018
- Number of exhibitors - **84.79% satisfied** - 6.9% increase from 2018
- Range of exhibitors - **83.7% satisfied**



## VISITOR OCCUPATION



## Visitor Farming Sector



61%

Horticulture



15%

Arable



7%

Other



6%

Beef



6%

Sheep



3%

Poultry



2%

Dairy

# Visitor Geography



Attendance  
from  
**17**  
**Countries**



Across  
**7**  
**continents**



99% of  
attendees  
from  
**Europe**



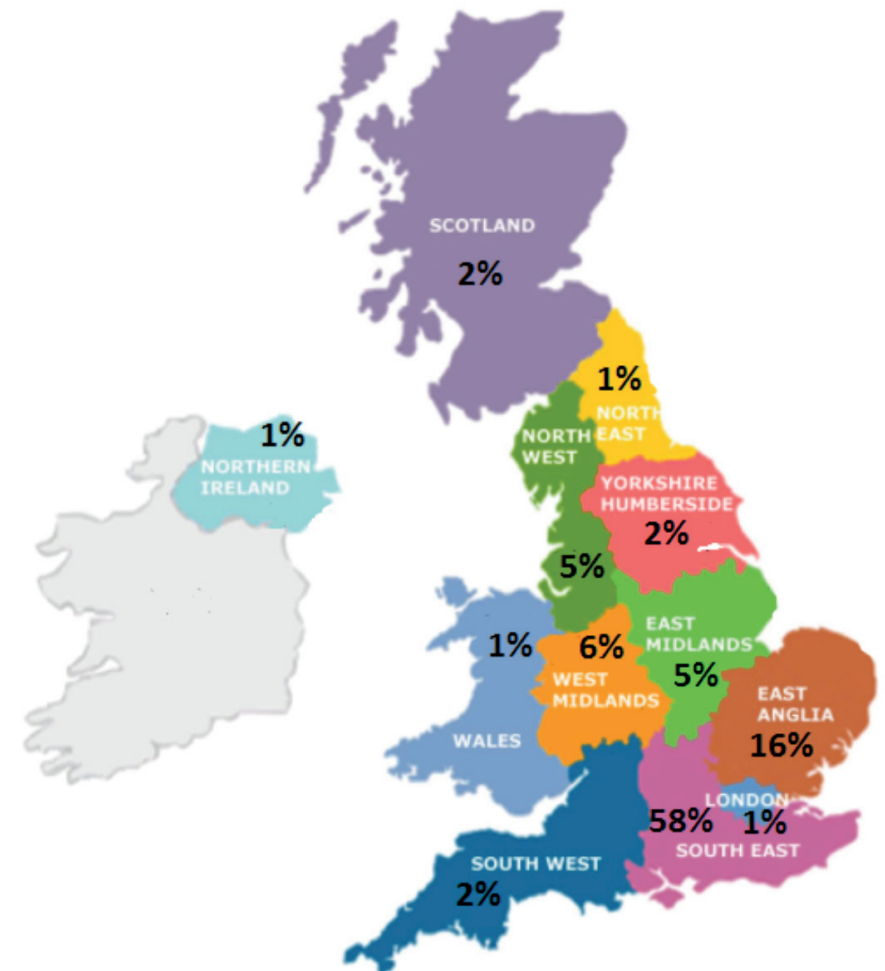
Attendance  
from **12**  
**regions in**  
**Great Britain**



**94%** of  
attendees  
are **from**  
**the UK**

## Top 10 visiting countries

United Kingdom	Cyprus
Netherlands	Finland
France	Belgium
Ireland	New Zealand
Spain	Ukraine



**51 Counties** across UK, Wales,  
Scotland & Northern Ireland



“ Meeting people (growers, services, providers and consumers), find out about new products & innovations and earning points (BASIS & NRoSO)

“ Best opportunity to see suppliers in one place - new & old

“ Great venue, good range of exhibitors and convenient time of year

“ Very good forum to seek information and networking from a national source

“ Great opportunity to learn about the specifics of fruit production & challenges in the UK

“ Great opportunity to see the latest technologies and get up to date

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“ One day event covering all aspects of the fruit industry

“ Leading UK event for the soft, top fruit & vine sector with good networking and access to new technology

“ To attend the research tours, to see new growing systems, to meet with stakeholders



# Exhibitor Survey Results

COMPARISON FROM 2019/18



**96%**

**SATISFIED WITH THE EVENT**

18.52% increase from 2018 results



**90%**

**FEEL THE EVENT IS IMPORTANT FOR THEIR BUSINESS**

26.76% increase from 2018



**QUALITY OF VISITORS**

12.1% increase from 2018



**NUMBER OF VISITORS**

108% increase from 2018

## Main objective for attending

**86%** Meeting existing customers - 86% satisfied (5.52% increase from 2018)

**84%** 84.61% rated this objective as satisfied (24.43% increase from 2018)

**92%** 92.31% rated this objective as satisfied (3.85% increase from 2018)

## Rate overall investment?

**Satisfied with overall investment**  
120% increase from 2018

**How likely are you to exhibit at Fruit Focus 2020?**  
85% will - 28.79% increase from 2018

**Likelihood of attending fruit focus 2020?**  
52.63% increase from 2018



“ Gives a great insight into industry innovations and speaking to customers and other exhibitors

“ Good range of exhibitors to meet all your growing needs and all available for advice

“ Only event that really focuses on fruit industry

“ Fruit Focus is a mainstay event for us. It gives us the opportunity to directly connect with UK soft fruit growers, retailers and propagators and share our latest development

“ It's a good place to learn about the current development in the industry and to meet industry members who you wouldn't otherwise see

“ It is the pinnacle event of the soft fruit diary which is an important market for us. The show this year was well run and attended

“ We would highly recommend that growers attend fruit focus, as it's a great opportunity for the industry to come together

“ Fruit Focus is the most important show for us in terms of showcasing our technologies for Berry crops. This years event was a great success and we look forward returning in 2020!

“ A useful networking event

“ Recommended as place to meet industry leaders



28  
MEDIA  
PARTNERS



## Print Campaign

24 PRINT  
ADVERTS  
ACROSS 11 TITLES

7  
EDITORIALS



HorticultureWeek

FRESH PRODUCE  
JOURNAL

## Digital campaign

21  
SOLUS  
EMAILS

66  
NEWSLETTERS

18  
WEB  
BANNERS

11  
EVENT  
LISTINGS

68  
SOCIAL MEDIA  
POSTS

11  
NEWS  
ARTICLES