



FreshFruitPortal.com is an online media publication focused on providing the most important daily news for the global fruit and vegetable industry.

We report on numerous topics including trends, market conditions, crop forecasts, international trade, innovation, and retail developments relating to the produce global supply chain. Our readers include growers, suppliers, exporters, importers, marketers, researchers, retailers and trade associations across the world.

Our main point of difference is our wide coverage and global reach, with readers in a huge number of regions around the world, including in North America, Europe and Asia. We are committed to providing the latest and most relevant news to help members of the produce industry make the best possible decisions for their organizations.

Since our founding in 2012, we have become one of the leading and most trusted news sources in the industry. Our multilingual team of journalists throughout the globe provides timely, trustworthy and objective reporting on the most relevant news items affecting the sector, usually based on interviews with industry players.

FreshFruitPortal.com is the sister publication of [PortalFruticola.com](http://PortalFruticola.com), the leading news site for the Spanish-speaking produce industry, and [ChinaFruitPortal.com](http://ChinaFruitPortal.com), one of China's most important Mandarin-language news sources. The three publications collectively receive over 7 million page views annually and are part of the Yentzen Group, a leading provider of marketing and communications services for the global produce industry.

Yentzen Group is also the parent organization of specialized analysis company Yentzen Consulting and Research, as well as the renowned events the Global Cherry Summit and the Global Grape Summit.