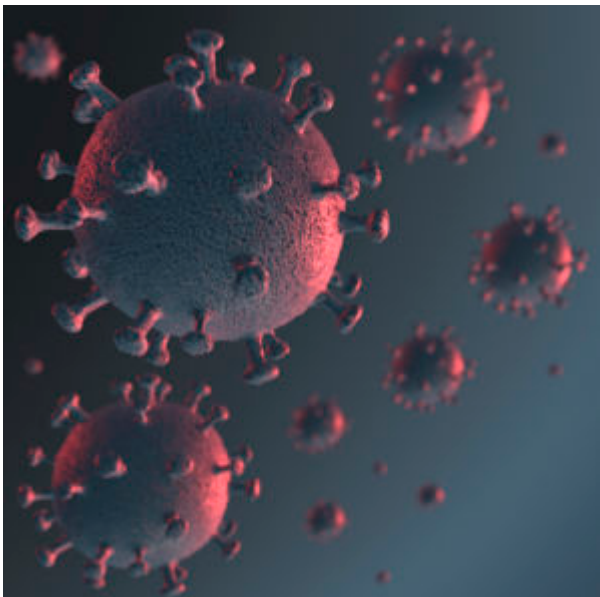


# IBA 2020 - an update

This is the time of the year when all of our members look forward to meeting within the blackcurrant family. As announced in a short message in March, we had to cancel the International Blackcurrant Association's conference for this year, though. Meetings are undesirable these days. The Corona Virus SARS-CoV 2 has put a halt to many events, projects and developments in 2020 - the IBA does not make an exception. We plan and hope for a blackcurrant conference in better and safer conditions for June 2021 in Ukraine.

But as blackcurrant is known for its high Vitamin C content, will there be opportunities for the blackcurrant sector?

## Corona - Blackcurrant



When I announced big changes for the IBA in December last year, I was far from thinking of the crisis that affects the whole world today. It leads to recession, unemployment and a global feeling of insecurity. Of course, this influences our projects for the near future. In our agriculture businesses, some growers employ harvest workers from other countries - and may not be able to employ them this year, or only with difficulties, because borders are closed.

Hopefully, this is the only direct consequence of the Corona crisis. Indirect consequences may be heavier, though. We cannot yet imagine what life and economy will be like in a few months. The fact is that the purchasing power is

declining, many businesses go bankrupt, the food industry together with restaurants and caterers (which are also our final clients) make no exception.



But blackcurrant is a superfruit. Isn't it the right moment to talk about its benefits? Not that it is a remedy to any disease. Yet, it is a healthy fruit with lots of potential. Maybe there is a chance for good marketing of our beloved little berry among the end product manufacturers?

## **The IBA moved to Europe**

Within the IBA, we have managed to lay the basis for a new way of working in the "new" IBA before the crisis. The International Blackcurrant Association founded in New Zealand in 2008 has been wound up. Immediately after, the same "old" members have re-founded the "new" International Blackcurrant Association. It is now based in France, in Angers where the last conference took place. Our General Manager - and thus the administration of the IBA - is in Strasbourg, the capital of Europe. Not a bad location - as we hope to be able to conduct European projects. And we will see how we can include other countries like New Zealand and Ukraine in these projects. Because our vision is not to forget all our members: only together, we are strong!

## **Blackcurrants this year?**

Nevertheless, the current situation makes it difficult to foresee and plan. Still, we are trying these days to collect information from our partners all over the world about this year's harvest conditions. There has been spring frost and drought in

