AgroHorti Media
PWR + PLANTPRESS

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Poznań, 20 October 2026

Dear Subscriber,

We regret to inform you that AgroHorti Media, the publisher of European Fruit Magazine (EFM), finds itself compelled to cease publication of *European Fruit Magazine* (EFM) as of 1 January 2027.
This difficult decision is due to the continuing decline in the number of fruit-farms across Europe and the rising costs of producing and distributing the magazine.

The EFM online platform will remain available, allowing existing subscribers to continue reading previously published issues of the magazine online.

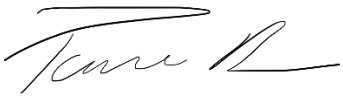
Subscribers whose subscription period ends after 1 January 2027 are entitled to a refund of the subscription fee for the remaining period.
To claim a refund, please email us your name, address and bank details, including the name of your bank, the account holder's name, your IBAN and BIC/SWIFT code. If possible, please also include the number of your most recent invoice.
Please send your request to **office@fruitmagazine.eu**.

On behalf of the EFM team, we would like to thank you warmly for helping to make EFM possible and for your involvement throughout the many years of its publication. Your interest, trust and support have meant a great deal to us and have helped EFM become the magazine it is today.

With sincere thanks,

Adam Paradowski
Managing Director, AgroHorti Media

Gerard Poldervaart
Editor-in-Chief, EFM





AgroHorti Media Sp. z o.o. ul. Metalowa 5, 60-118 Poznań. Registration files are kept in the District Court for Poznań - Nowe Miasto and Wilda in Poznań, 8th Commercial Division, KRS (National Court Register) 0001116269, NIP (Tax Identification Number) 7792573719, REGON (National Business Registry Number) 529158846, share capital: 3,608,000 PLN.