



Enjoy Fresh
Fruits & Vegetables

Fresh Times

Information on fruit & vegetable promotional campaigns around Europe and beyond



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EUROPE
www.freshfel.org
THE FORUM FOR THE FRESH PRODUCE INDUSTRY

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FRESHFEL EUROPE – Promoting F&V Charter to stimulate consumption



Freshfel Europe has invited members of the EU Platform on Diet, Physical Activity and Health to sign up to its European Fresh Fruit and Vegetables Charter.

Freshfel presented its commitment to the Platform, which aims to increase the availability of fresh fruit and vegetables for employees and visitors at the workplace, at the Platform plenary meeting on Thursday, 11 February. Philippe Binard, General Delegate of Freshfel stated that "the experience gained so far demonstrates the attraction and success of the project with its freshness, diversity, innovation and easy implementation". Mostly Freshfel members are currently implementing the Charter at around 100

depots, with over 2500 employees being touched by the initiative plus an uncountable number of visitors, participants of meetings etc.

Following the suggestions from Freshfel, also DG SANCO of the European Commission has introduced fruit baskets for participants of their meetings in line with the Charter. Other DGs are reported to follow in the course of the year.

For more information visit: http://www.freshfel.org/asp/what_we_do/index.asp?doc_id=403



France – Start the day with a kiwi

To promote the benefits of the kiwi, a TV commercial was running on TV this Winter, co-financed by the European Union, Interfel, BIK and FranceAgriMer. The 20 seconds film was on air from 14 January to 14 February on TF1, M6 and some digital, cable and satellite TV

channels. The campaign aimed to develop a habit of consuming kiwis in the morning for breakfast and to attract new consumers, especially adolescents.

www.interfel.com/fr/video/pub-kiwi-energie1.html



France – Collecting stickers while eating apples

To make apples attractive for children the French co-operative Pom'Évasion counts on the collecting passion of children. With the new "Les Mop", a striking collection of 63 comical characters has been introduced. They can be found as stickers on apple packages. To complete the fun, the corresponding game can be downloaded from the official website. On this website one can also find a small movie and more information about the advertised apples.

www.lesmop.com



South Africa / UK - Beautiful Country, Beautiful Fruit

The South African fruit industry has officially launched a major campaign to support sales of stonefruit, topfruit, grapes and grapefruit in the UK. The visuals of the campaign have been designed to highlight the country as a source of delicious, top-quality fresh fruit, while also promoting it as a tourist destination. Promotional activities in stores have been planned for the coming months, including tastings, posters, radio, point-of-sale advertising and competitions. In these one can win a holiday to South Africa and a VIP trip to a semi-final and the final of the FIFA 2010 World Cup. These activities will be supported by advertising in the trade and consumer press and online media, as well as public relations work during the year. A website is supporting the campaign and offers information about the produce, recipes and media resources.

www.beautifulcountrybeautifulfruit.com

UK - Le Crunch back in schools
The 'Le Crunch' national schools programme campaign 2010 is about

to go live. This year some 5.000 schools will take part in the 'Le Crunch' health education programme, which aims to reach thousands of primary pupils and their parents. Winning participants will receive for their local school an iPod Touch together with an iMac computer. The in-school campaign will be supported by five in-store promotional campaigns in supermarkets throughout the country.

www.interfel.com



Europe - Pink Lady celebrates Valentine's Day

As apple marketer Pink Lady has long associated itself with the concept of love, it is now teaming up with film studio Warner Bros to promote their apples alongside the new film **Valentine's Day**.

The film is due to release in cinemas across Europe in February. Consumers are invited to take part in a special competition for the chance to win a trip to Los Angeles, as well as DVDs from Warner Bros and Pink Lady-branded prizes.

www.apple-pinklady.com



UK - Dancing farmers to promote prepared fruits

Prepared produce brand Florette will launch a £3 million investment in a TV ad campaign for its prepared fruit lines, set to go live soon.

The TV ads will go out in three stages - the first from 24 February to 19 March, the second in May and a third in December for the pre-Christmas market. The ads build on the dancing farmers idea that has proven successful for Florette in its previous on-screen salads campaigns.

www.florette.com/



EGEA Conference - Safe the date / Registration open

Already the 6th edition of the EGEA conference will take place in Brussels from 5th to 7th May 2010. It will focus its deliberation on the social and health benefits of a balanced diet and the role of fruit and vegetables, especially in view of chronic diseases, the low income population, etc. EGEA is organised by Aprifel, with Freshfel giving its support to this initiative.

www.egeaconference.com