

For immediate release

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**FRESHFEL LAUNCHES “KIDS ENJOY FRESH”.EU
A UNIQUE WEBSITE FOR KIDS, PARENTS AND TEACHERS ON FRESH FRUIT
AND VEGETABLES**

Freshfel Europe has launched on the occasion of its AGM a new public website designed for kids, parents and teachers. Bringing the ‘Enjoy Fresh’ concept to a new level and engaging directly with the (youngest) consumers, Freshfel is continuously taking the lead in spreading the message on a European scale to ‘Enjoy Fresh’. With one click on www.kidsenjoyfresh.eu a whole range of entertaining but also educational games and activities are waiting for kids, with special sections for parents and teachers to assist them in bringing closer to kids the pure enjoyment and pleasure of eating fresh fruits and vegetables.

Building on efforts to spread the word to ‘Enjoy Fresh’ (as started by Freshfel’s www.enjoyfresh.eu) and to enhance the image of fresh fruit and vegetables, Freshfel has launched a dedicated and unique website to highlight the pleasure of fresh produce consumption and bringing it closer to kids and their parents and teachers. The new website, accessible under www.kidsenjoyfresh.eu, is a unique online platform for the youngest for getting in touch in an accessible format with fresh produce and for their parents and teachers to receive first-hand and relevant information on all aspects around fresh produce.

Freshfel’s President Philippe Henri commented: *“I am more than pleased that Freshfel is today filling a real gap on a European scale, presenting fresh produce to the youngest as a wonderful part of their diets. It will benefit the sector while improving knowledge about the great products we are dealing with. I am therefore inviting everyone to join forces with Freshfel and bringing the ‘Enjoy Fresh’ concept closer to consumers and work together for the common benefit of the sector but also for our society.”*

Kidsenjoyfresh.eu is designed first and foremost for kids, parents and teachers. Children will find a whole range of entertaining but at the same time also educational interactive games and activities, trying to stir up curiosity to explore fresh fruits and vegetables. Parents will get first-hand suggestions on how to encourage fruits and vegetables in a child’s diet, but also on how to ‘Enjoy Fresh’ with tips for storage and handling and an exhaustive recipes list. At the same time great arguments on why to ‘Enjoy Fresh’ are not missing, covering such areas as nutrition and health or general product information. Finally, as Freshfel is keen on ensuring the proper functioning of the EU School Fruit Scheme (SFS) and while realising that much can be done to communicate the program better, Freshfel is bringing the SFS closer to teachers, enabling them to get in touch with relevant authorities and bringing fresh produce into class rooms and to youngsters in general.

Philippe Binard, General Delegate of Freshfel, stated: *“As consumption continues to stagnate and even decline across Europe, it is important that Freshfel takes the lead to boost knowledge and*

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image of the category. Freshfel will present this initiative also to DG SANCO of the European Commission as a commitment of the sector to the EU Platform for Action on Diet, Physical Activity and Health, further trying to boost the School Fruit Scheme.”

All sections of the website will be regularly complemented by additional content and features over time. Sebastian Kruse, Freshfel’s Communication Policy Adviser, concluded: *“With **kidsenjoyfresh.eu** we are bringing our ‘Enjoy Fresh’ concept to the next level. We have seen some great success in the last 1 ½ years, as our initiative has been well received and is having a positive impact on the image and visibility we are giving to fresh produce and its sector on a European level. We are however not resting on our laurels but gearing up our activities as we are indeed facing an ongoing challenge. Having a truly holistic approach in mind, ‘Kids Enjoy Fresh’ offers therefore a huge potential in the long-run which will truly boost the category and the sector behind.”*

ENDS

Note to the Editors: Freshfel Europe is the European Fresh Produce Association, representing the interests of the fresh fruit and vegetables supply chain in Europe and beyond. Freshfel Europe currently has over 200 members, including both companies and associations. For more information, contact the association at info@freshfel.org or visit the association website www.freshfel.org.



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