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Australia – Marketing Campaign of the Year at Asia Fruit Awards



An Australian campaign won the category of Marketing Campaign of the Year in the Asia Fruit Awards, pan-Asian awards announced by Asia Fruit Logistica and Asiafruit Magazine. The campaign, called 'Now! In Season' was launched in April by the Victorian State Government in collaboration with Austrade and Horticulture Innovation Australia.

The campaign offers a mixture of in-store tastings, point of sale materials and networking events to promote the seasonal Australian produce. The first focus was on stone fruit, table grapes, apples and pears and has been extended with citrus and cherries across several markets in Asia.

<http://bit.ly/1Jvslm4>
<http://bit.ly/1KpgoE4>

Germany – Minister for Agriculture wants to encourage more direct promotion and sales



The Minister for Agriculture, Thomas Schmidt, wishes to encourage farmers to use more direct marketing and direct promotion tools in selling their locally grown agricultural products.

He believes that a small stand on a market or farmer shops, has many advantages for the farmer, particularly for engaging the local community. This way local consumers can be better encouraged to learn more about the produce available in their region, the farmer and its traceability.

<http://bit.ly/1PLoQvw>

Switzerland – BioSuisse starts campaign focussing on nature's balance

BioSuisse, the umbrella organisation for organic farming in Switzerland, launched a new campaign in

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which they focus on nature and the world being in balance. The slogan is 'Organic grow. Humans, animals and nature in balance' (Bio Knospe. Mensch, Tier und Natur im Gleichgewicht).

In the video ([link here](#)) as well as in the campaign the focus lies on the need for a balance in the world



regarding food, feed, and lifestyle, emphasising that organic fits in such a balance. According to BioSuisse, more and more people want to take responsibility for their lifestyles and are looking for a balanced lifestyle, diet and food pattern.

<http://bit.ly/1KrORSv>

Spain / Belgium – Innovative packaging solutions for to-go and summer season



In Spain, an innovative new packaging for 'to-go' fruit has just come on the market. Fru&Tube offers different snack sizes and portions of

fruit in a tube, which should facilitate consumption on the go.

<http://bit.ly/1XgaWXK>



Bel'Orta in Belgium started this summer with barbecue season tailored packaging for aubergines. The packaging included the baking tins as well as herbs and recipes to stimulate vegetable grilling in the oven or on the barbecue.

<http://bit.ly/1ii1GT7>

Japan - Innovative talking vegetables a hit with a local supermarket



A Japanese supermarket experimented with 'talking' vegetables which give information on their traceability in the voices from the farmers who grow them. The vegetables will share information relating to where they are grown, by whom, but also funny phrases or facts.

The vegetables are linked up with a voltage sensor which senses the differences between the vegetables and the moist of human hands. As soon as the vegetable is

touched, it starts 'talking'. It is said that this increased sales in this particular supermarket by 250 percent.

<http://bit.ly/1JK4yOm>

US - Successful 'Eat brighter' campaign extended



PMA's 'Eat Brighter' campaign, which includes Sesame Street characters, has been quite successful in the US resulting in increased sales. The campaign has gotten much attention since its launch in 2013, including from First Lady, Michelle Obama. There seems to be a 3% increase year-on-year for the second quarter, and even as high as 11% increases in sales for certain shops and retailers. As such, the campaign has been extended until 2018 and has also already been extended to start in Mexico.

<http://bit.ly/1NNhLwY>

New Zealand - Supermarket viral after free fruit for children

The largest supermarket chain of New Zealand, Countdown, has had good success with a trial on offering free fruit for children. The shop's actions have gone viral on all sorts of social media and good media coverage. The supermarket experimented with a fruit

basket of apples and bananas with a sign 'free fruit for kids of the shoppers visiting the store.'



<http://bit.ly/1JA4Eeq>

US - Chiquita books success with Minions



Chiquita is said to have gained a return rate of 50% relating to its mobile marketing campaign in the US. The campaign revolves around the scanning of labels on bananas to unlock game content, movie content and prizes. This has related to increased sales and more hits to the websites and mobile apps created for this campaign.

The Minions have been used my many brands to increase sales, most of which in the processed goods sector such as candies or cakes.

<http://bit.ly/1KHW2EP>