



**Enjoy Fresh**  
Fruits & Vegetables

# Fresh Times

*Information on fruit & vegetable promotional campaigns around Europe and beyond*



**freshfel**  
**EUROPE**  
THE FORUM FOR THE FRESH PRODUCE INDUSTRY  
[www.freshfel.org](http://www.freshfel.org)

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## **FRESHFEL EUROPE – SCHOOL FRUIT SCHEME**

**Freshfel Europe considers it is an outstanding start to the EU School Fruit Scheme that 24 of the 27 Member States have opted to participate in the first year of the programme, with a budget of €90 million of EU funds (to be complemented by national and private funds).** Freshfel is now expectant to see that the national strategies by those 24 Member States that have decided to go forward with the programme (all except Latvia, Finland and Sweden, which may join the programme in the future), will have taken into account the strong public health connotation of the programme, aiming at modifying eating habits among the youngest. With the support of the EU school fruit scheme young children should be introduced to new textures and tastes of fresh

fruit and vegetables. All national strategies should be published on the website of the European Commission shortly, which will give all stakeholders the opportunity to look precisely at what is being proposed in the different Member States and how this fits with the expectations created and the ultimate philosophy of the programme of improving the diet of the youngest by increasing fruit and vegetable intake. Furthermore, Freshfel members are hoping to see further interest at the national level to coordinate efforts between the national authorities and the sector in order to facilitate the putting into place of the logistics necessary for distribution of the produce. Indeed, the sector in all Member States is decidedly interested in contributing to the scheme and hopes to have the opportunity to do so. For further info: [www.freshfel.org](http://www.freshfel.org) [http://ec.europa.eu/agriculture/markets/fruitveg/sfs/index\\_en.htm](http://ec.europa.eu/agriculture/markets/fruitveg/sfs/index_en.htm)

**will be refinanced until 2011.** 'Fruitness enjoy it!', the campaign jointly funded by the European Union and Italian marketing and research organisation CSO, has received the European Commission's approval to run for a further 3 campaigns up to 2011. The campaign is said to have reached around 3m people throughout the past three years, through visitors to the Fruitness website and press releases sent to contacts. New innovations are planned for the upcoming three yearly campaigns, which is backed by €3.5m of funding, with new communication methods and information initiatives coming into play. The project, which is fronted by fresh produce superhero Mr Fruitness, aims to promote the consumption of fresh fruit such as peaches, pears, nectarines and kiwifruit in Austria, Poland, Germany, Sweden and the UK. [www.fruitness.eu](http://www.fruitness.eu)

## **ITALY – FRUITNESS CAMPAIGN**

**The project to promote the consumption of fruit in certain EU countries**





## FRANCE – FRAICH' ATTITUDE WEEK

The 5<sup>th</sup> edition of the national week for the promotion of fruit and vegetables' consumption took place in France from June 5 to 14. Thousands of initiatives were scheduled in most of French towns for the Fraîch'attitude week, event sponsored by the Ministry of Agriculture in collaboration with Interfel (Inter-branch Association of the Fresh Fruit and Vegetable sector). Industry's professionals also proposed animations, tastings and promotion actions, while municipalities carried out other initiatives in primary and secondary schools, as well as sporting clubs, street markets and other public places.

[www.fraichattitude.com](http://www.fraichattitude.com)

## SPAIN – "5 A DAY" AT THE WORKPLACE

The company Lafarge España is collaborating with "5 al día" to promote a healthy diet at work. This is one of the first companies, outside the f&v sector, to join the campaign. "5 al día" will give courses to Lafarge España employees about healthy eating at work, good habits and tips on selecting foods. Reaching the working environment is key since it is one of the areas where more deficiency exists on healthy diets.

[www.5aldia.com](http://www.5aldia.com)



## UK – BLACKCURRANT SCHOOL PROMO

The Blackcurrant Foundation has teamed up with the National Schools Partnership to take its Purple Power campaign into primary schools. The focus of the campaign is on eating a rainbow and the importance of consuming a colourful diet, particularly advising on how to incorporate more dark fruit to five to seven year-olds diet. This is supported by a selection of creative exercises to complete such as Fruity Fun Out of School, which involves identifying various fruits in the supermarket and encouraging pupils to place a coloured fruit in their lunchbox.

[www.blackcurrantfoundation.co.uk](http://www.blackcurrantfoundation.co.uk)



## EU – WHOLESALE HEALTH CAMPAIGN

The World Union of Wholesale Markets (WUWM) has moved to set up a pan-European campaign to encourage healthy eating. The campaign will be aimed at people of all ages, but primarily at children, in an attempt to increase consumption of fresh fruit and vegetables. The focus of the scheme will be on quality, ripeness and taste. There might be a guide to appropriate practice for f&v handling and sale, seasonal products in canteens, etc.

[www.wuwm.org](http://www.wuwm.org)



## FRANCE – FRUIT & VEG MAGAZINE

*Fruits & Légumes Magazine* is available on French bookstalls since mid-May. The aim of this new magazine is to inform readers of which fruit and vegetables are in season, to provide tips on how to choose, buy, keep, prepare and even present them, and to make the consumer want to eat them. The second issue will be an autumn/winter one to appear in mid-September.

[www.reussirfl.com/fl-mag](http://www.reussirfl.com/fl-mag)

## US – KIDS EAT MORE "FUN" VEGGIES

American research has shown that 4 year olds eat twice as many carrots when they are served with a special name (X-ray Vision Carrots), instead of just being called "carrots". The surprising thing was that the kids kept eating the same amount of carrots in the following days, despite the fact that they were no longer given special names. Whether is "power peas" or "dinosaur broccoli trees", giving a food a fun name makes kids think it will be more fun to eat. The research was carried out in nurseries, but researchers also expect the "special name effect" to work in the home situation as well.

<http://foodpsychology.cornell.edu>