



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

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30 October 2009

Number 5



FRESHFEL EUROPE – IMMUNE SYSTEM AND HEART HEALTH

Always with the view of increasing consumption, Freshfel Europe is enhancing its communications' tools to correspond more on the health benefits of consuming fresh produce.

Two recent press releases from the association touched upon the very actual subject of the influenza H1N1 (commonly known as "swine flu"), as well as the recent "World Heart Day" celebrated on 27 September. Focusing on the benefits of strengthening the immune system, Freshfel highlighted the role that fresh fruit and vegetables can have in preventing and combating the flu. More than any other food, fruit and vegetables contain essential vitamins and minerals which are of vital importance for good health and can also help in the prevention of diseases. As fresh fruit and vegetables

are among others a good source of vitamin C, the consumption of fresh produce should be stimulated, in particular those for parts of the population most at risk of contracting influenza. Further, on the celebration of the "World Heart Day", Freshfel stressed the importance of leading a healthy diet and a healthy lifestyle, including a sufficient intake of fresh fruit and vegetables. Ramon Rey, Freshfel's President, stated: *"Fruits and vegetables are good sources of vitamins and minerals; they are low in calories and rich in dietary fibre. A diet high in fresh produce, is scientifically proven to prevent cardiovascular disease and reduce your risk of heart disease. Besides, eating more fruits and vegetables may help you eat less of those foods that should be limited, such as high-fat, high-salt foods."*

www.freshfel.org

UK – HEALTHIER FOOD MARK WEBSITE

The UK Government has recently introduced its Healthier Food Mark scheme, which aims to

encourage and recognise best practice among public sector organisations buying and serving food. This food based standard will be awarded to public sector organisations offering healthier, more sustainable food and catering services. The Mark is still at the draft stage and will be tested through a series of pilots during 2009/10. A full consultation process will follow in 2010 and it will potentially roll out in 2011. The initiative is being developed as a collaboration between the Department of Health, Defra and the Food Standards Agency. There will be 3 award levels (bronze, silver and gold). Broadly they relate to issues such as: Promoting fruit and vegetable consumption; Energy efficiency and waste management; Higher welfare standards for meat and dairy products; Sustainable seafood procurement; Provision of food lower in fat, sugar and salt.

www.dh.gov.uk/healthierfoodmark





SPAIN – 5 A DAY READY FOR THE NEW SCHOOL TERM

For the school term 2009/10 the Spanish association "5 al día" has increased its offer of accompanying activities for schools. This new set of options includes a new children theatre play "The magic of fruits and vegetables" and other activities such as thematic talks. The "5 al día" association has been working on its educational package for already 5 years. The programme has different materials adapted to different age ranges and targeted to teach children about the importance of leading a healthy diet rich in fruit and vegetables.

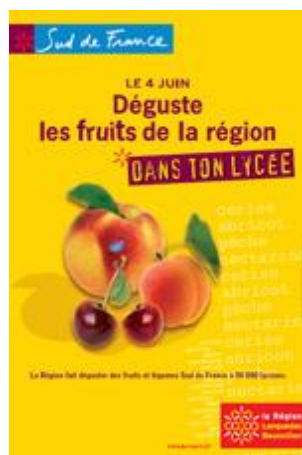
www.5aldia.org

FRANCE – DISTRIBUTION OF F&V IN HIGH SCHOOLS

The Languedoc Roussillon Region has introduced in 2009 a fruit and vegetables distribution programme in high schools with the objectives of increasing the consumption of fruit and vegetables by students, raising awareness on their nutritional benefits and the discovery of the regional production. Actions will take place 3 times a year in 80

public high schools, touching upon 50 000 students. The first action took place in June in all the high schools of the region, honoring summer fruits - peaches, nectarines, apricots, melons and cherries. The next actions are taking place in October to present market garden produces and in December to discover the multiple varieties of apples produced in the region.

www.areflh.org



GERMANY – POSTER TO HIGHLIGHT F&V VARIETIES

A new poster from the German Federal Agency for Agriculture and Food (Bundesanstalt für Landwirtschaft und Ernährung) draws attention to the different varieties of fruit and vegetables. It is intended as an eye catcher for kitchens, classrooms, offices or shops, and can be ordered free of charge from the Coordination Center for Biological Diversity (IBV) within the BLE (ibv@ble.de). The BLE wants to highlight with this poster that the variety of fruit and vegetables usually means a diversity of species, while the diversity within the species is far less familiar to consumers. www.ble.de



UK - INITIATIVE TO BOOST F&V SUPPLY

The UK government is setting up a new task force to increase the country's production and consumption of fruit and vegetables. The Fruit and Vegetables Task Force will comprise of growers, retailers, consumers and agricultural researchers. The issues it will address include supply chain relationships, collaboration and co-operation in the industry; skills and labour and research and development. The aim behind the new initiative is to help England grow and eat more fruit and vegetables and improve health. The government wants to see consumer demand for the fresh produce to increase, as most people still do not eat the recommended five portions of fruit and vegetables each day. In 2008, domestic production of fruit and vegetables was 37 per cent of demand. Current barriers to production include developing clear career paths to attract young people to the industry, the availability of seasonal workers, volatile energy costs and the effects of climate change including the availability and cost of water. www.defra.gov.uk



FRANCE – LE CRUNCH CAMPAIGN UNDERWAY

The UK marketing campaign for French apples was kicked off by Le Crunch at the start of September, with a focus on the main UK retailers.

French apple association Le Crunch has launched a marketing and promotions campaign that is focused on the major retail chains in the UK. The aim is to increase the visibility and sales of Le Crunch apples in the country. Le Crunch, the umbrella brand set up by Interfel (the professional association for French fruit and vegetables), predominantly covers five main varieties: Golden Delicious, Gala, Granny Smith, Braeburn and Reds.

www.interfel.com

markets in big cities like Madrid, Barcelona, Malaga and Valencia. At the stands, which were available to the public for two weekends, were demonstrations of different ways to cut and handle the fruit for best results, while passing out handouts describing the good qualities of the fruit.

www.trops.es



UK – BLACKCURRANT SUPERHERO

The Purple Power schools campaign for British blackcurrants is to release its fruity superhero. The superhero was designed by a student who entered its school competition this year. More than 1.000 schools registered interest in the initiative and 450 schools submitted competition entries for a blackcurrant superhero. The winner's character was selected and worked up by a professional illustrator.

www.blackcurrantfoundation.co.uk

"Banyetes" and the pear of Lleida (A snail which has a shell in the shape of pear). The mascot is called "la pereta" (the small pear) and it was presented by a coordinator team which taught the children the pear's song and presented them various short tales on fruits. During the campaign, the children participated in a Karaoke competition (the competition was called Eskataoke). The children sang the pear's song and received a pear for lunch.

www.cataloniaqualitat.com



US – F&V VENDING MACHINES

Thanks to Del Monte Fresh Produce new vending line, soon there will be fresh alternatives to vending machines stocked with candy bars and bags of chips. The choice of fresh fruits and vegetables snacks will include whole bananas, fresh-cut pineapple chunks, apple slices, grapes, baby carrots, celery sticks and grape tomatoes. Prices range from \$1 to \$2.25 per item.

www.freshdelmonte.com



SPAIN – MANGO PROMOTION

S.A.T. Trops, a Spanish company in the production and marketing of tropical fruits gathering some 2.000 producers, has launched an ambitious campaign to promote the mango. The first stage of the campaign was directed primarily to consumers through promotional tasting stands placed in large sales areas such as municipal

SPAIN – THE AOP PEAR OF LLEIDA'S MASCOT

The AOP Pear of Lleida's mascot was presented in a school of Lleida city. This mascot is a mix between a character very appreciated by the children of Lleida, the snail

