



Enjoy Fresh
Fruits & Vegetables

Fresh Times

Information on fruit & vegetable promotional campaigns around Europe and beyond



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

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FRESHFEL EUROPE – SCHOOL FRUIT SCHEME

Being invited by the European Commission to the “Management Committee for Fruit & Vegetables”, Freshfel Europe presented to delegates from all 27 EU Member States substantial concerns which remain in view of a sound implementation of the scheme and a proper communication policy around it. Freshfel stressed that health aspects should be and remain the core of the scheme. Ramon Rey, Freshfel’s President, stated: *“The School Fruit Scheme should become an essential tool to address the dramatic rise of childhood obesity. Preventing obesity is the best long term solution, but the integrity of the programme and a careful selection of products is of paramount importance to make sure that the youngest consumers change their eating habits, get used to new tastes and textures, while discovering and enjoying a wide diversity of fresh produce.”*

Freshfel underlined that the sector is eager to contribute and to provide its expertise on logistics, product

handling and sorting for the successful implementation of the scheme. During the meeting, Freshfel also emphasised concerns regarding the appropriate communication of the School Fruit Scheme and called for the full use of the agreed budget of €1.3 million for EU accompanying measures as a key tool to secure the good functioning and awareness of the programme.

www.freshfel.org



SPAIN – RECIPES FOR CHRISTMAS

The Spanish association “5 al día” (5 a day) has issued tips for a healthy Christmas and New Year season with a diet including fruit and vegetables. As the end of the year is often synonymous with excessive eating and little physical activities, “5 al día” has reminded the public of a

number of tips to start the new year with a healthy lifestyle. The menu of meals should remain healthy and fresh produce provides multiple options for basic cooking and also for the finest meals. “5 al día” also recommends to maintain an active lifestyle and make some sports or walk. Fruit and vegetables could also be an original present. Moreover, fruit and vegetables could be considered to provide inspiration for festive decoration.

www.5aldia.org



GERMANY – VALENCIAN ORANGES TOGETHER WITH MOVIE PREMIERE

To mark the premiere of the movie ‘The Orange Girl’ the IGP ‘Citricos Valencianos’ has launched a promotional campaign. The German capital Berlin was the venue chosen for the film ‘The

Orange Girl' to be launched in European cinemas, a fact that the IGP 'Citricos Valencianos' took advantage of to extend their business strategies.

Everyone attending this event received an orange, grown in the fields of Valencia, as a gift. The initiative will be launched in other German cities as well, such as Hamburg, Munich, Hanover, Leipzig, Dresden, Münster, Bielefeld and Braunschweig.

www.citricosvalencianos.com



THE NETHERLANDS – FRUITMASTERS WITH NEW HEALTH WEBSITE

A website offers Dutch consumers a wealth of information about the nutritional value of a range of fresh fruits. The Dutch company Fruitmasters Group has launched a dedicated website for its Fruitmasters Health Institute project designed to tell consumers about the health-enhancing properties of fresh produce. Visitors to the website can find a wealth of information relating to the nutritional value of various fruits, including the range of vitamins and minerals, as well as the number of calories that such products contain. The information on the site is organised according to fruit types, with all of the main categories covered in detail. According to Fruitmasters, data used

by its Health Institute are based on the Dutch Food File, also referred to as the NEVO-table, a document published by RIVM, the Dutch National Institute for Public Health and the Environment.

www.healthinstitute.nl



EUROPE – PROTECTION DEVICE FOR BANANAS

Chiquita has presented its new 'ChiquiSafe', a protection device for bananas which aims to make the fruit more available if you are on the go. It works like an armoured truck for the fruit, keeping it bruise-free in handbags, school bags, lunch boxes, simply wherever it could be in danger of being squished, squashed or smashed. It is easy to clean, food safe and uniquely flexible, fitting all banana shapes and sizes.

www.chiquita.eu

SPAIN – IT IS ALWAYS THE MOMENT TO EAT MORE FRUIT!

The Spanish government has launched the campaign "Fruit all year long" that under the slogan "It is always the moment to eat more fruit!" has the objective of informing and promoting the consumption of fruit and vegetables. The campaign

aims at sensitising consumers about the properties and benefits of consuming fruit and vegetables, as well as the importance of creating good eating habits. The campaign offers nutritional information on the produce and makes recommendations to lead a healthier lifestyle, such as eating at least three fruits a day, keep a balanced diet and practice sports regularly. The campaign will use TV spots, radio inserts, magazine articles, posters and internet web pages dedicated to children.

www.alimentacion.es



SPAIN – "5 AL DIA" PHOTO COMPETITION

"5 al día" organised a competition for pictures relating to fresh fruit and vegetables.

The competition has managed to prove that fresh fruit and vegetables are not only good for someone's health but also stimulate creativity! Almost 500 high quality and creative pictures entered the competition. The three winner photographs, as well as the other 20 finalists, could be admired during the Fruit Attraction Fair that took place in Madrid mid-November. More information as well as the winning photographs can be obtained from:

www.5aldia.org



UK / GERMANY – BLUEBERRIES FROM THE SOUTH

Argentina, Chile and Uruguay are together funding promotional activities in Germany and the UK with the dual aim of boosting sales and developing a permanent market for their fruit there. The berries will be marketed under the banner of Blueberries from the South. On a dedicated website consumers can find recipes, listed health benefits of blueberries and some TV spots from the advertising campaign. The three ads show blueberries morphing into different concepts, including an alarm clock, a spacehopper and the green light on a set of traffic lights, aiming to show viewers that blueberries can give energy and are a great addition to the daily diet. Moreover, business contacts are available from growers and exporters from the respective countries. More information is available from: www.blueberriesfromthesouth.com

BELGIUM – ALL DAY LONG SUPPORTED BY ATHLETIC CHAMPION

The Belgian athletic champion Kim Gevaert has signed up as ambassador for the fruit and vegetable All Day Long campaign. Kim

Gevaert became in November the new ambassador of the All Day Long campaign. The starting point for the campaign is promoting the consumption of fruit and vegetables at any time of the day, from breakfast to the 10 am break, lunch, the 4 pm break, dinner and evening dessert. As Kim is doing as an athlete, All Day Long invites all consumers to give their best for the 'All Day Long Cooking Challenge'. This is a cooking competition for fruit and vegetables based on the 6 times during which one can use these for preparing meals. For more information visit: www.alldaylong.be



FRANCE – CRENO WEBSITE TO INFORM CONSUMERS ABOUT F&V

Creno has launched a new website dedicated to inform consumers in an encompassing way about F&V. In an album of fresh fruit and vegetables one can learn everything about F&V consumed in France, with more than 140 fact sheets available in three different versions ('pro', 'grand public', 'zoom'). These provide economic data, nutritional information, marketing calendars, tables of varieties and tips how to

handle them best. Moreover, one can find a seasonality almanac and recipes. www.crenoexpert.fr



FRANCE – F&V CALENDAR

The French "League against Cancer" has created a calendar for 2010 which combines pleasure for the eyes with well-being and good eating habits. To do so, the photographer Marc Robin has made some original pictures, where characters in black and white and fruit and vegetables in colour compose sensual, aesthetic and original scenes. The importance of a balanced diet is stressed each month with a tasteful recipe for fruit and vegetables. These recipes are recommended by the nutritionist Guillaume Lehericéy from the Pitié-Salpêtrière hospital in Paris. www.ligue-cancer.net

