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**28 June 2012**

**Number 3**

**Freshfel Europe - KidsEnjoyFresh.eu launched**



**Freshfel Europe has launched on the occasion of its AGM a new public website designed for kids, parents and teachers:**

[www.kidsenjoyfresh.eu](http://www.kidsenjoyfresh.eu)

Building on efforts to spread the word to 'Enjoy Fresh' (as started by Freshfel's [www.enjoyfresh.eu](http://www.enjoyfresh.eu)) and to enhance the image of fresh fruit and vegetables, Freshfel has launched this dedicated website to highlight the pleasure of fresh produce consumption and bringing it closer to kids and their parents and teachers. The new website 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 newly elected 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."

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 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."

[www.kidsenjoyfresh.eu](http://www.kidsenjoyfresh.eu)

[www.enjoyfresh.eu](http://www.enjoyfresh.eu)

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

**France - Fraich'Attitude sees special focus on kids**



**Interfel has organised at the beginning of June already for the 8<sup>th</sup> time its 'Fraich'Attitude' week.**

With activities all around France this year's edition has seen kids in the spotlight, with events being organised in commercial and institutional foodservices, on markets, in supermarkets, health facilities, etc. Under the slogan "Choisir, cuisiner, déguster" (Choosing, preparing, enjoying) Fraich'Attitude was for the first time ever supported by an ambassador, Mr. Brice Morvent, who has been half-finalist of the TV-show 'Top Chef' in 2010. All activities have been supported by a dedicated website, with more information on how to take part, where things were happening etc. - but also a recipes list, a quiz and much more.

<http://www.fraichattitude.com/>

## EU / Canada – European Flavors on tour

This year's European Flavors tour has started at the Canadian Produce Marketing



Association's convention, after already setting foot in Calgary, where pears, kiwis, oranges and plums were at the centre of promotion initiatives aimed at Canadian consumers. Tasting events for selected products have been also held in various Canadian cities. After Canada, European Flavors will continue at the World Food event in Moscow in September.

<http://www.europeanflavors.eu>

## France – Interfel celebrates 50th CAP anniversary



The EU's CAP (Common Agriculture Policy) celebrates this year its 50<sup>th</sup> anniversary and from 20<sup>th</sup> June on a clip promoting the consumption of fruits and vegetables is being shown in some 900 cinemas all across France. The ad, on the initiative of Interfel and with the support of the EU, explains the work of gardeners and growers but also wholesalers, retailers etc.. Called "From the earth to the plate with fresh fruits

and vegetables, the Common Agricultural Policy (CAP) is fifty years old" the 30-second clip is broadcasted for 8 weeks.

<http://www.interfel.com/>

## Germany – 'Fresh is Life' campaign reaches out



Under the slogan 'Frische ist Leben' ('Fresh is Life'), Germany's 5-a-day campaign has rolled out a new nationwide poster campaign. The new, three-year campaign brings together for the first time four major fresh produce industry organisations from Germany and two of its key supplier countries, the Netherlands and Belgium. Joining the National Association of Fruit and Vegetable Producer Organisations (BVEO) and German Fruit Trade Association (DHFV) are Fruit Vegetable Agency Holland and VLAM, the Flanders Agricultural Marketing Board. Together with support from the EU, the four groups have provided the 5-a-day campaign with financial backing to underline the quality of produce on offer in the German market. The campaign's patron is German Federal Agriculture Minister Ilse Aigner. The goal of the campaign is to reach consumers in a total of 900 German cities, with grocery stores being encouraged to back it.

<http://www.frischeistleben.de/>

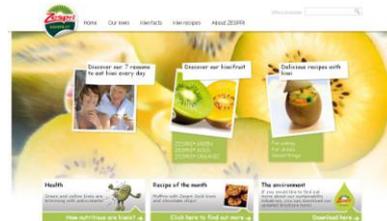
## UK – Salad campaign by British Leafy Salads Association



The British Leafy Salads Association (BLSA) has launched a new three-year campaign that aims to promote the health benefits of leafy salads. The "Make More of Salad" campaign, partly funded by the EU, combines recipe and flavour guides with tips from dietician Sian Porter. The campaign is also followed by an education initiative, which targets primary schoolchildren aged 7-11, with schools nationwide offered kits, designed in conjunction with the British Nutrition Foundation, to help pupils grow their own salad leaves. The education scheme plans to get 6,000 children growing leafy salads in the new school term starting September 2012.

<http://www.makemoreofsalad.com>

## EU – Kiwi fruit on promotion trail



Zespri is planning major media activities for their gold kiwi fruit in the upcoming months. The group has television campaigns planned for Spain, Italy, Belgium and the Netherlands, which will be supported with in-store

promotions. These will take place predominantly in dedicated fruit retailers and involve marketing material and competitions. For the German market Zespri envisages also an online advertising campaign on targeted websites.

<http://www.zespri.eu/en/>

### **The Netherlands – ZON teams up with TV channel**

**Fresh produce marketer ZON has teamed up with television channel 24Kitchen to raise**



**awareness of fresh produce** as well as increasing its own profile among Dutch consumers. During a 20-week series which started in week 21, the company will supply products for use in a programme called 'Verstips' ('Fresh Tips'), which will offer viewers inspiration for a tasty, healthy recipe. Products set to be used in the programme include celeriac, fennel, leeks, peppers and blueberries, with ZON's role in supplying those items due to be highlighted during the course of the show. Renowned chef Bianca Janssen will explain how to prepare a delicious meal, with the products also featuring on the 24Kitchen website, digital magazine and newsletter.

<http://www.zon-business.com>

<http://www.24kitchen.nl/>

### **UK – Jaffa looked for 'space hoppers'**



**Jaffa's Space Hoppers for Schools Competition, launched in the UK to promote a healthy lifestyle,** has come to an end. Children from Brookwood Primary School in Surrey took first prize in the nationwide competition, receiving the first prize of £1,500 to spend on new equipment or facilities. The Jaffa Space Hoppers for Schools Competition saw Jaffa-branded orange space hoppers sent to 120 primary schools in the UK, with classes asked to incorporate the iconic toys into one of their lessons or activities – the more inventive the better.

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

### **UK – Try to catch Picota cherries**

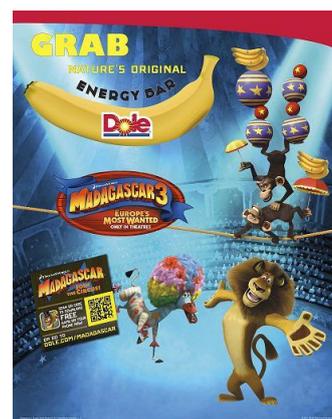


**Producers of Spanish-grown Picota cherries will focus this year's advertising campaign on enhancing UK shoppers' understanding of the fruit's origin.** Packaging will be redesigned with a new 'Catch them while you can' slogan that aims to emphasise the short season of the cherries grown in Spain's Jerte Valley region. Using social media tools

such as Facebook and Twitter, the campaign is also supported by dedicated competitions, e.g. for shopping vouchers.

<http://www.facebook.com/Pi-cotaCherries>

### **USA – Dole partners with DreamWorks for Madagascar 3**



**In a co-branding initiative Dole will use stickers featuring characters from DreamWorks Madagascar 3 movie on its bananas.**

The fruit began to hit shelves in the U.S. and Canada at the end of May, with stickers on 100 million bananas across North America. The partnership seems to be a natural fit for a film that features a banana-powered airplane flown by monkeys. The stickers also feature a QR code that links to a page where a Madagascar-themed game app can be downloaded. A focus is also given on mothers, who are thought of being often responsible for the purchase of family cinema tickets and groceries.

<http://www.dole.com/>