30 August 2013

Freshfel – Freshfel calls for focused efforts to promote fruit and vegetable consumption

Freshfel has participated in the WHO European Ministerial Conference on Nutrition and Noncommunicable Diseases that took place in Vienna on 5 July. The conference passed the “Vienna Declaration on Nutrition and Noncommunicable Diseases” (NCDs). In the declaration, the WHO recognises that low intake of fruit and vegetables is the main food-related risk factor of developing NCDs. The declaration also points out the need to create healthy food and drink environments, and to consider the use of economic tools and incentives to promote healthy eating, according to national context. Following the conference, Freshfel has sent a letter to the European Commission and issued a press release in which it urges more action on fruit and vegetable promotion to fight noncommunicable diseases.

www.freshfel.org
www.enjoyfresh.eu
www.kidsenjoyfresh.eu

Italy / Denmark / Sweden / Germany / UK / Poland – Miss Fruitness joins Mr Fruitness

Mr Fruitness is the popular hero in the Fruitness campaign led by nine members of CSO Servizi and co-financed by the Italian Agriculture Ministry and the European Commission. Since June, Mr Fruitness is no longer alone: Now Miss Fruitness will help him convince kids and young adults that consuming fruit and vegetables is healthy and fun. The two will appear at many communication events in Denmark, Sweden, Germany, the UK and Poland and be active on social media as well. Miss Fruitness will be a part of all planned communication activities until 2016.

www.fruitness.eu

Europe / Spain – “We care, you enjoy!” brings out new Mediterranean recipe collection

The campaign “We care, you enjoy!” has published a new collection of 24 Mediterranean-style recipes with vegetables as their main ingredients. The recipe book not only gives tips about how to achieve a more healthy lifestyle, but also gives the consumers ideas of delicious food combinations to accompany this lifestyle. The recipes are always based on the five produce items in the centre of the campaign, namely broccoli, tomatoes, lettuce, cucumbers and peppers. The recipes are available online and have been distributed through the social media channels of the campaign in different languages.

“We care, you enjoy!” was launched by two regional fresh produce organisations in Spain in early 2012 and tries to promote Spanish vegetables in Germany, Austria and the UK.

www.wecareyouenjoy.eu
Germany / Netherlands – Grill aubergines, win a BBQ

Knowing that Germans love to barbecue, Dutch aubergine growers have launched a grill competition in cooperation with the barbecue manufacturer Big Green Egg Europe. Over the summer, Dutch aubergines that were sold in certain German supermarkets carried a label that invited consumers to upload photos of their grilled aubergine meal on Facebook. The three best contestants won a professional Big Green Egg Barbecue. To entice consumers to grill aubergines and upload their photos, the campaign also employed the famous German chef Heiko Antoniewicz who publicly grilled aubergines and prepared dishes with them. www.grillundgewinn.de

Netherlands – National pick-an-apple day

On Saturday 28 September, 30 fruit growers in the Netherlands open their doors for the national pick-an-apple day. Growers will explain to interested consumers how they grow their produce. Visitors can not only pick their own fruit but also join product demonstrations, tastings, guided tours through orchards and many activities for kids. The day can be an interesting and educational experience for families with young children in particular. Access to the activities is free but if families decide to pick fruit, this has to be purchased. The national pick-an-apple day is made possible by the Dutch Fruit Growers Organisation (NFO). www.nfo-evenementen.nl/appelplukdag

France – Ail love you

Ail love you (pronounced “I love you”, a pun on the French word “ail” – garlic) is the motto of the French garlic season that started at the end of July. The National Interprofessional Garlic Association (ANIAIL) promises to bring local garlic back into French kitchens, and to do it with a lot of love. The communication campaign addresses urban consumers aged between 25 and 40 years in particular and hopes to make a lasting on this consumer group. The campaign will be colourful and educate consumers about the three main garlic varieties that are grown in different production regions in France.

http://www.vegetable.fr/2013/08/05/ail-love-you/

US – Pink Lady teams up with Healthy Kids Concepts

Pink Lady America LLC and Healthy Kids Concepts, Inc. are starting a new campaign to fight child obesity. “With 75 percent of healthcare cost now attributed to obesity, we believe it’s time to seek out new ways of fighting this problem,” said Kalr Lovas, executive director of Healthy Kids Concepts. “Why not look to an association like Pink Lady America which represents a product known for its healthful qualities.” Promotion efforts could for example focus on Pink Lady as a healthy snacking product. Pink Lady already runs a programme called “Pink Lady Cares About Kids™” which promotes Pink Lady apples to kids, and informs consumers about a government health insurance programme for low-income children called “Apple Health for Kids”.

http://www.nfo-evenementen.nl/appelplukdag