

Freshfel Europe collects this information from different sources to the best of its knowledge. Freshfel Europe is in no way responsible for the content of the articles used. For any questions or further information, please contact André Feldhof at the Association's Secretariat.

27 February 2015

Freshfel Europe – Save the EU School Fruit Scheme: ‘Better Regulation’ cannot go against the health of European children

The European Commission may be planning to abandon the EU School Fruit Scheme (SFS), a programme that provides fruit and vegetables and promotes healthy eating habits to more than 8.6 million children and more than 50.000 schools across Europe. Ahead of a Commission meeting with EU member states and stakeholders to discuss the scheme on 2 March, Freshfel and eleven other public health and fruit and vegetable organisations called on the Commission to maintain the scheme. Child health should not be impacted by cuts to EU initiatives under the so-called ‘Better Regulation’ plans of the Commission.

<http://www.freshfel.org>
www.enjoyfresh.eu
www.kidsenjoyfresh.eu

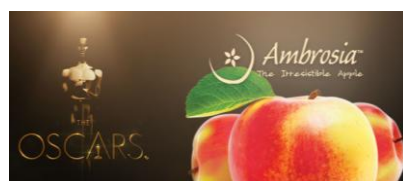
Spain – Asprocan supports Gran Canaria marathon



At this year's "DISA Gran Canaria Marathon" that took place in Las Palmas on 25 January, the banana association of the Canary Islands, Asprocan, supplied the runners with bananas. The sixth edition of the was a great success with 915 participants in the full marathon, 3,005 participants in the half marathon, 3,500 subscribers to the 10K and more than 30,000 people. Different kinds of bananas were available at different stages throughout the run, but also behind the finish line and in different tents for music and entertainment.

<http://www.platanodecanarias.net/asprocan>

United States – Ambrosia apples promotion during the Oscars



Number 1/2015

Ambrosia apples have created a promotion campaign around the Oscar ceremony. During the Oscar ceremony, gift bags are traditionally handed to all the participants, usually including lush gifts. This year, the gift bag also contained an Ambrosia apple. The apple 'present' got quite a good media coverage as it was the only fresh product in the gift bags, which usually contain products for thousands of dollars.

<http://www.prweb.com/releases/2015/01/prweb12475180.htm>

Netherlands – Large-scale campaign for Junami apples

Junami apples have started a campaign in the Netherlands, in which they market themselves as a snack food. The slogan of the campaign is 'Have a Junami break'. They started a campaign in the beginning of 2015 with a large billboard next to one of the busiest highways, as well as with television commercials and in-shop promotions and actions. Furthermore, they are active via social media, giving away prizes. The campaign will last until mid-2015, with different actions

spread throughout the months.

<http://facebook.comjunamibreak/>

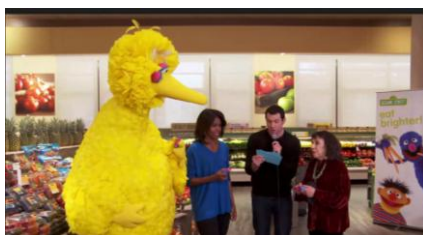
Italy – Pink Lady celebrates Valentine’s Day



To celebrate Valentine’s Day, Pink Lady and the Italian restaurant union have launched “Two hearts one love”, a promotion campaign for the lady apple. For an entire week, the members of the Italian restaurant union ran thematic menus based on Pink Lady. During the Valentine’s weekend, in-store promotions were held in 450 key supermarkets in Italy. At the occasion, Pink Lady also distributed 300,000 copies of a new recipe book. The book was elaborated by various chefs and lists 12 suggestions to prepare and consume Pink Lady, subdivided into the four categories romantic, exquisite, gourmet and sophisticated. Pink Lady was created in Australia in 1973 and has become very popular across Europe, in particular in France, Italy and Spain.

<http://www.mela-pinklady.com/>

United States – Michele Obama and Big Bird launch a new promotion video



First Lady Michele Obama stars in a new video together with Sesame Street’s Big Bird and US comedian Billy Eichner to promote the Produce Marketing Association’s ‘eat brighter!’ campaign. In the 12-minute video, Billy Eichner plays a game show host with the First Lady, Big Bird and another character as contestants. The host quizzes the contestants about different fun facts in a grocery store setting with the fruit and vegetable section in the background. The video is aimed at the millennials who are young parents with kids in the next generation. Since its release on 16 February, the video has been viewed more than 280,000 times.

<http://www.funnyordie.com/videos/3ea0a43d3d/billy-on-the-street-with-first-lady-michelle-obama-big-bird-and-elena>

Italy – promotion for apples in the US



The Italian industry has come together for a combined promotion campaign in the United States for apples from the Consortium FROM: Italian Alps. The campaign launched on St. Valentine’s Day in several locations in New Jersey. Italy has a trade agreement with the US for two years already, but this will be the first promotional campaign.

<http://www.freshplaza.com/article/135718/Italy-promotes-apples-in-US>

United States – Different campaigns for American Heart Month

The US apple association accompanied the month of February – the “American Heart Month” – with its “28 Days of Apples” campaign. The award-winning social media campaign interacted with consumers on social media and highlighted 28 ways and reasons that apples are healthy for our hearts and bodies. Besides data from major healthy studies the campaign also shared cooking tips and recipes and underpinned these with infographics and illustrations. In parallel, Oneonta Starr Ranch Growers created a promotion campaign surrounding St. Valentine’s Day with a focus on ‘Love your heart’. The campaign featured a brand of Red Anjou pears and Red Delicious apples.

<https://www.facebook.com/USApples>