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3rd May 2016

This FRESH TIMES goes green!



It is hard to oversee: Spring had finally arrived. Small flowers squeeze their way through cobble stone cracks in the pavement and the color green became a new companion on the way to work. But green is also a dominating theme for the industry. Besides the usual suspects, more and more campaigns spring up, which put the spotlight on green veg such as chicory, broccoli and celery - traditionally not the most popular products. So it's time to for Fresh Times No. 2, to witness how a new trend evolves...

Besides, we have not been lazy ourselves. Our annual event at the 2nd of June 2016 is approaching. Our program is full of exiting speakers who have a backpack full of inspiring ideas, how the sector can adapt to today's challenges.

Find the full program for the annual event here:
<http://bit.ly/1Q2E8u5>

United Kingdom goes green: Celery as perfect snack for commuters



"Love the Crunch" is, as the cooperative G's fresh calls it itself "a celebration of four crunchy salad vegetable." (Radish, Chinese leaf lettuce, spring onion, celery). Their latest coup: A campaign at King's Cross in London to target the obvious: commuters. Commuters are travelling a lot & a healthy snack is mostly hard to find. Early March 2016, a big celery figure has been distributing samples and vouchers of celeries to busy commuters at the King's Cross station. People, who would post a tweet with the celery or the logo would have additional opportunity to win vouchers. Also the [homepage](#) of the campaign is worth to visit - for more ideas and inspiration, how to use celery in a modern and lovely manner.

See pictures of the campaign and other creative ideas on "Love the Crunch's" Twitter page: <http://bit.ly/1TfJJeK>

Number 2/2016

Spain goes greener: Spotlight on for the broccoli-week



More than one million broccoli - all labeled with exciting recipes and nutritional advices have been put on sale with the official start of the broccoli-week on the 25th of April. More than 20 retailers and 10.000 stores take part on this unique campaign initiated by the non-profit organization +Bróccoli to boost the consumption of this nutritious green superfood. The campaign will be ongoing until the 8th of May and is accompanied by a [website](#) with the theme "Think about yourself" as well as a Facebook- and Twitter-Campaign, where consumers can share their favorite way of consuming this vegetable.



More information is also available here:

<http://bit.ly/1yAWJqR>

Belgium: "Loofje" is the new chicory-ambassador of Flanders

Chicory is not necessarily a children's darling on the daily meal plan. VLAM – the Flemish office for agromarketing strikes out to change that with their new ambassador "Loofje", a chicory-figure, who is currently travelling with a food truck through Flanders.



In his luggage: tasty recipes with chicory such as the "Pizza with love" - a wordplay coming from the Flemish word "witloof". The truck will stop between April and June in destinations such as Oostende, Antwerp and Hasselt. Moreover VLAM is giving additional information on its [website](http://bit.ly/1Sv3N4H) about how to make chicory more attractive for kids. How about a chicory rocket? Or a chicory pirate? Or...

<http://bit.ly/1Sv3N4H>

Australia: How to pick-up an avocado...

A study of Horticulture Innovation Australia found that consumers lack the motivation to use avocado beyond the usual guacamole preparation. And as in real life, finding a "perfect match" while dating reveals a lot of awkward and funny moments to remember, Horticulture Innovation sends the avocado on unusual dates with [chocolate](#) (not very successful), with a [haloumi](#) ("women are from

venus.."), with a [trout](#) and a [chicken](#).

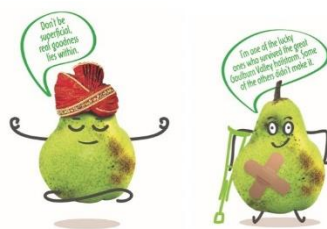


The little clips are inspired by funny and well-known pick-up lines and shall encourage consumers to look beyond the classic way of preparing an avocado.

<http://bit.ly/1SSAQSe>

Australia II: Pears become hailstorm heroes

Apple and Pear Australia (APAL) has developed a campaign to promote hailstorm damaged pears from Australia's key growing region in the shops. The aim is to make consumers aware, that the product – even though damaged – still tastes good. But it is also thought as a remedy to eventual economic damages and a tool to empty the stocks. Key components are the two figures: Batter pear who survived the hailstorm and Guru pear, who underlines that "real goodness lies within".



The campaign is planned from May on four to eight weeks. The two characters are part of a larger campaign for pears aiming on four key messages in the field of health and nutrition, snacking, versatility and

provenance, whose stories will be told by different pear characters.

<http://bit.ly/1SC62Qh>

Canary Island/Spain: Disney's Jungle Book ties with bananas

The Canary Island banana producer association Asprocan has tied up with Walt Disney on the occasion of the new production of "The Jungle Book" as a real image version. Baloo, the bear and best friend of Mowgli had already served in the 70's and 80's as testimonial for Canary Island bananas. So this is not only a perfect example of bandwagoning banana and the jungle theme, but also catches up on the memories of the generation who had already been growing up with this testimonial earlier. The "Jungle Book" will be the centerpiece of Asprocan's communication campaign 2016.



<http://bit.ly/1YW3Wyp>

Germany: New "5 a day"-campaign targets SME employees

It is no secret, that operational health management is an essential part of enterprises strategies, to reduce sick leaves and to improve the performance of its employees. The "Food & Fit im Job"- campaign wants to support especially small and medium size companies, where these topics often

swept under the table due to capacity or budget issues.



With a special action day, the campaign tries to educate how to eat healthy and use the office as a discrete "indoor gym". A second pillar is the training of a "health scout" in the company to ensure the sustainability of the action day. One whispers, that there has been less cookies and more fruits in some of the meeting rooms of German companies these days...

More on the "Food & Fit im Job"- campaign:

<http://bit.ly/1SxNBiQ>

The Netherlands: Product packaging is like dating!

As superficial as it is: if the outside is not appealing, it is much less likely, that there will be a continuation of the flirt period – neither on a date nor with the product. To avoid the early purchase stop the food blog foodsafari.nl has collected highly creative examples of great package designs. And because they are so great, we will let the pictures speak instead:



Italy: The picturesque places of origin...

...is at heart of the new "Freshness from Europe"-project, initiated by our member Centro Servizi Ortofrutticoli (CSO) and financed partly by the European Union as well as the Italian government.



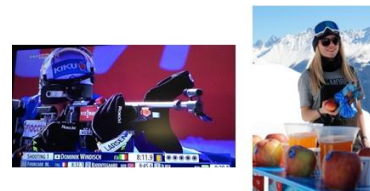
The campaign aims to promote Italian key products to the core destinations U.S.A., Canada, Japan, China and the United Arab Emirates. It will run for 3 years with a budget of € 3 mio. and includes presences at trade fairs, promotional activities and the launch of a new website with more information about the project. The ads used, try to connect the beauty of the fruit with the beauty of origin. Picturesque, as we find!

<http://bit.ly/1NZumJI>

Apple's corner – News of the month:

Let's start with the VOG Consortium, a cooperative of 5000 apple growers in South

Tyrol, growing the brand Marlene, who have issued a pan-European prize competition in several countries. Via What's App or the Marlene-homepage clients can hand in a code, which is on the back of the Marlene apple sticker to see if they won a scooter or even a car.



Kiku, a young brand from South Tyrol, meanwhile discovered the benefits of cross marketing – and connects it's young brand to modern sport varieties such as mountain biking, slack lining and biathlon. With supporting two young professional athletes Nina Jocher and Fabian Schrott in their disciplines cycling and unicycling, but also sponsoring events such as the slackline world cup, Kiku is raising its profile and combining it with the best supplement to eating an apple: physical activity.



PinkLady UK meanwhile positioned itself as visionary in terms of convenience. Together with ASDA, they invented a cosy to protect the apple during the transport in a bag. It comes with every 1kg-bag. A piece of merchandise, which is absolutely hitting the zeitgeist of the "to-go-generation"