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6th of November 2016

Note from the editor: Halloween: The yearly horror is back?



Halloween, the celebration of sticky sweets and traditional booster for the dental industry, has just been a week ago. And a good opportunity for FRESH TIMES to obtain a lesson in creative fresh produce marketing. Why should spooky always equal "sweet"? Several fresh produce companies picked up this opportunity, to pave the way for healthier and fresher Halloween 2016. This year's campaigns were not only creative – but went beyond the usual pumpkin-dominated promotions. The best of them you'll find in this issue. Besides, we have not been lazy in the past months and collected a potpourri of joyful and creative ideas. From A like apple until P like paprika – Original ideas how to increase, educate and raise awareness for the consumption of fresh produce. Enjoy the read!

U.K.: The resurrection of Pumpkinstein....



... is only one of many creations of this year's "pumpkin chamber of horrors." This is where tradition meets innovation, and proves, that a pumpkin can be more than just a pumpkin. Halloween season is trial season – that was, what also a [pumpkin farmer](#) in Essex / U.K. thought. So he attached scary masks during the growing season, to create unique creepy faces into the pumpkins outside. "So far it's only a trial.", the company declared. Going to be continued? FRESH TIMES will report!

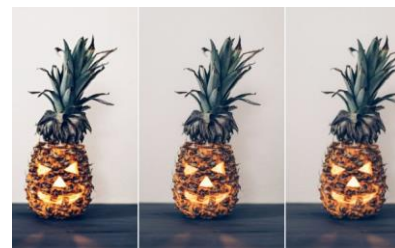
Spain: Halloween greetings from Murcia



The region of Murcia stayed classic this year: Pumpkins with Halloween themed stickers and a [dedicated website](#) gave consumers inspiration beyond pumpkin soup and Co. - and spread the spirit of Halloween from October on. Have you had your pumpkin jam already?

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London: Forget about pumpkins...



...pineapples are the "fruit du jour" of this year's Halloween season. The craze about the pineapple had already started earlier this year. Pineapple patterns on clothes and the obligatory pineapple decoration accessories are proves of the pineapples 2016 victory march.



Halloween turned out to be another opportunity, to set the scene for a fruity horror show. So no wonder, that DIY-instructions popped up everywhere in social media. In case you missed the trend, find the instruction for your very own "Jack-O-Pineapple-Lantern" [here](#).

United States: Halloween Grapes from where it all began...



The homeland of Halloween has not been lazy neither. And that's why the market has been surprised this year by cute and innovative packing of [Californian grapes](#) in a Halloween themed cladding for a classy fruit with a whole package of promotion materials. A pioneering idea in the field of holiday-promotion. And a good step to make fresh fruit to the better give-away at Halloween's yearly door-rally for sweets and candies.

And for all those of you could not get enough of all the Halloween craze, and who always had issue to convince their kids to eat more fruit and veg, this website will be a life changing discovery. "Lunchboxdad.com" is lifting lunchbox dishes to another level. The main ingredient: fruits and vegetables. See the most inspiring Halloween creations and many other exceptionally creative creations [here](#).



Europe: Highlights of this year's apple season

Not only Halloween, but also the apple season is in its full swing, and with being Europe's No.1 fresh produce and export commodity, FRESH TIMES has taken a strive through all the current ongoing initiatives, to put the apple where it belongs: on families breakfast tables and every school child's lunch box, and in every office fruit basket, and ...

Switzerland celebrated this with its very own "[Tag des Apfels](#)", which took place at the 23rd of September. Supported by the Fruit Union Suisse, the day had been accompanied by street campaigns and tastings, the launch of new recipes and various other promotional actions.



Germany meanwhile has a very glamorous tradition to celebrate apple season. The crowning of regional "apple queens" is a yearly tradition in the most popular harvesting regions. The

"queens" are elected for a year and act as ambassadors of their local apple varieties. And as such, selected apple representatives of their guild will be welcomed by the German Chancellor and it's vice president during the annual "apple cabinet". Since 40 years, the first harvest is handed over to the government in Berlin. This year we learned that Dr. Angela Merkel prefers Boskoop. Good to know!



Read the whole report here: <http://bit.ly/2ef1vKH>

That apples are indeed broadcasting compatible, has been recently proven by Kanzi. "The Kanzi Man" is highlighting the benefits of the Kanzi apple in various clips available on Kanzi's Youtube channel in English and German. The ads clearly emphasize the fun way of promoting the consumption of apple, which goes beyond health and taste. Key message: consumption of apple can make you cool and successful.



If you wanna see how the Kanzi-man does that, click [here](#).

Germany: New food magazine on a mission to educate kids



YUMMI is the new mag issued by Edeka Germany. It is the first food magazine targeting kids. It clearly has an educational focus, and tries to explain the most burning questions, such as: "Why do we have to cry, when cutting onions?" "And where does actually pepper grow?". YUMMI aims on informing children between 7 to 12 about healthy eating with child-oriented informational articles and recipes. It shall appear every second months and will be distributed for free in Edeka shop's all-over Germany. The lead topics of the first issue published in October: How the apple goes from the tree to the shop and delicious Halloween recipes. We think, this is truly YUMMI!

Have look at the topics of the first edition:
<http://bit.ly/2fgCyLN>

U.S.A. / U.K.: The whole spectrum of Fruit Emoji's



Our communicational behavior has never been faster changing than in the past ten years. And emoji's have become a substantial part of our every days

communicational behavior. And with this [new opportunities](#) have emerged for the fresh produced sector. Zespri sponsored its own kiwi-emoji after realizing, that kiwis have been missing in the broad range of the colorful symbols. The company hopes to increase the awareness for the product and put kiwi back on the consumers mind. And they are not the only ones. Also the Pear Northwest Bureau in the U.S. ensured the sponsoring of a pear emoji, which will not only be branded and linked to certain websites and additional information, but also raise awareness for the product and the growers behind.



And because the trend opens a broad range of use and marketing opportunities, Hungry Harvest, also based in the U.S. created emoji's for so-called "[ugly produce](#)", to increase the awareness for food waste and the potential of produce, which might not look completely perfect, but still is delicious. These example perfectly proof, that adapting to modern communication, can reach the consumer's where they are: obviously online.

Hungary: The celebration of the "paprika" in it's full swing

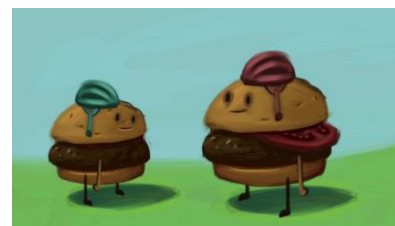
From the modern ways of marketing we come back to a more traditional way of celebration, awareness raising and promotion of fresh vegetables.



It is no secret that paprika is the red gold of the Hungarian nation. The "Paprika Festival" in Szeged, held every year in October is therefore a celebration of a hundred-of-year old tradition of growing, harvesting and processing with everything what belongs to a good Hungarian celebration. Paprika, paprika, paprika...

Read more via the link below:
<http://bit.ly/2eF1aPW>

Belgium: Catchy tunes for the benefits of broccoli and carrots



The Belgium Government has launched a new campaign for healthy nutrition and exercise. On their website "vigez" parents can find tips for a healthy lifestyle, input for nutrition and a nice melody setting the scene for a successful attempt to convince the juniors of eating more fresh produce. The government convinced Tom Helsen, a famous Flemish popstar to lend his voice for the good cause. How that sounds, looks and feels? Just have a click [here](#).