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4th of January 2017

Note from the Editor: Christmas contemplation



It's that time, when you take out last year's New Year's resolution and check off the points accomplished. Eat more fruit and veg has been among my top 5 priorities for 2016 and January started promising. Carrots and cucumber sticks became my steady companion at least until march, when I realized that another piece of carrot dipped into the unavoidable box of Hummus, will make me want chocolate. So I swapped and variations of Frittata's with diverse veggies became my big thing until August. (How many eggs can one person consume?). The second half of the year: a challenge. A lot of travels required creativity – including olive oil stains in the only good leather bag. Key learning: A lunch box needs a stable lock. And if we weigh the amount of chocolate compared to that little lonesome mandarin on our X-mas nibble plate, we have to acknowledge: There is still lots of work to do.

2017 – Bring it on!

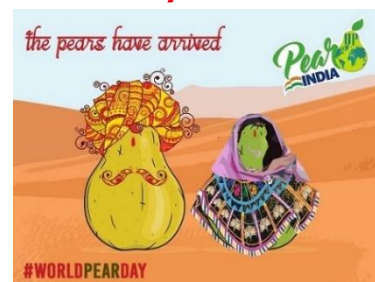
France: The magic of Kaki in the air...



Once upon a time in the growing world of European PDO's and PGI's, the Kaki found its place into the illustrious round of delicious European fruit and vegetables. Since it has not been known for a long time, it was in need for a scout, spreading the news to the world. Therefore the professional organization of Kaki-fruit of [Ribera del Xúquer](#) launched its second campaign in November and December 2016, to spread the news to the wonderful audience – in this case located in France. And because such a mission cannot be accomplished without support, the multi-country promotion program on "[Fruits and vegetables PDO/PGI](#)" was playing the wingman to success. The organization reached out to the large retail chains to make Kaki's for trying available for everyone. The whole campaign gathered support by a big radio campaign on French RTL. The obligatory [social media action on FB rounded](#) off the campaign.

Number 6/2016

U.S.A.: "Pearing" before the holidays



It all started 12 years ago, when the U.S. Department of agriculture declared the December to the month of pears. Since then a lot has happened. Now 12 years later, the pear month has gotten a little brother: the world pear day celebrated at the 3rd of December. This year: bigger and broader than ever before. Pear day went global: Starting in New Zealand heading over to China and Saudi-Arabia and ending in the U.S. Various campaigns accompanied that day and beyond. To follow the pears journey search for #worldpearday and find the exciting trip of the U.S. pear around the globe under the lead of Pear Bureau NorthWest.



<http://bit.ly/2iji5Xn>

Germany: To cool for school?



Nutritional habits are shaped in the first ten years of life. And if there is a school for mathematics, german and sports, why is there no school for fruits? To change that, the discounter paired up with "[5 a day](#)" and the Germany organization "[diabetesDE- Deutsche Diabetes Hilfe](#)" for a pretty good reason: to put fruit on the school timetable. The campaign gave primary schools the possibility to apply for a playful lesson led by the experienced nutritionist of "5 a day" at their very own school. 200 have been chosen. 5000 pupils could and can learn that fruit and vegetables can be a lot of fun. But more than this, the campaign is also prevention. Type 2 Diabetes is causing serious threats to public health. And prevention cannot start early enough. Prof. Dr. med Thomas Haak, member of the Board of diabetesDE confirms in an interview, that the intake of fruit and vegetables helps to protect from the risk of Diabetes 2 and that's why they joined the campaign. Also Lidl confirms, that this action would fit perfectly in their key field of competence: food products. Who wants to see and read more about this great project, we can recommend a visit at: lidl-fruchtschule.de, including personalized smoothie-recipes and break time sandwich inspiration.

The Netherlands: Back to the dinosaur age?



Product innovations are essential to stay under discussion. And in particular the melon has been in the past rethought and rethought. Fresh Times had already reported with this regard about the Hello-Kitty melon from Japan and other funny attempts to make fruit more attractive to those who need them the most: Kids. Therefore, Total Produce, has developed together with its suppliers a very new variety which looks like a dinosaur egg and is in particular targeting kids. The product "Dino" premiered during the first Amsterdam Produce Show in November 2016. A product for kids with fun and joy and lots of phantasy. And for all those, who would like to bring the whole dinosaur-melon topic to another level, we also can warmly recommend a little visit at [Pinterest...](#)



China: Santa and The Cherries

Dictionaries definitions explains the phenomena of "Flashmobs" as a short,

apparently spontaneous gathering on public and semi-public places, where the participants do not know each other, but for a short moment create some form of community. The Flashmob found its first appearances in the late 2000's, resulting in creative excessive pillow fights, free hug-actions and mass marriage proposals. But for cherries? Never before. Chinese middle class is growing and with it the interest in food and food trends. Only the consumption of fruit and vegetables does not change significantly. Olé, a Chinese supermarket brand together with ASOEX, the Chilean Fresh Fruit Exporter Association, paired up, to create a wonderful christmassy Flashmob in one of their premium supermarkets, to increase the awareness for Chilean cherries, but also for consumption of fruits in general after the traditional New Year's celebration.



The result: a dancing Santa animating the consumers to dance on the festive rythms of the "Jingle Bells Rock". A truly creative way of "holiday-promotions".

See the full movie here: <http://bit.ly/2iz3hXY>

Austria/Germany: Vitamin C for great voices

When a pig, a gorilla and a hedge hock compete in a singing competition, then only one thing is missing: Vitamin C to keep the voices smooth and soft. Obviously! SanLucar had already proven

in the past its feeling for tying their fresh produce to the positive energy of selected animated movies. We remember well the power of KungFuPanda or the positive aura of Heidi and their positive spirit on fruits and vegetables in domestic supermarkets.



Now SanLucar does it again. ["Sing"](#) is telling the stories of a group of animals and their dream to win the singing competition. SanLucar created a range of promotional campaigns in the past months, to emphasize on the consumption of f&v. The campaigns in Austria and Germany included innovative packaging options for the POS as well as shop displays and promotional material including recipes. And beyond, the Charity-auction on a well-known bidding platform allowed hard-core fans of "Sing" to purchase guest list places for the exclusive Germany premier in Cologne. The gain of the auction ended up for a charity which is supporting children in need in Germany.

Get more information here: <http://bit.ly/2j3Emc6>

Spain: A heavyweight for female athlete's success



Sports and fruits have already often served as a winning team for the stimulation of consumption, mostly driven by the idea of sponsoring an athlete or a sports event, to raise awareness for the connection of physical activity and good nutrition. "Nufri" is no exception with this regard, but brought the idea to a more modern level. Together with its apple brand "Livinda", Nufri is raising awareness for women in sport via a solely for this occasion invented crowd-funding platform ["ellasondequai.com"](http://ellasondequai.com). The platform has been launched in December 2016 and will stay open until August 2017 to gather economic support and funding for female athletes. Patron of the website and the whole campaign is Olympic champion weightlifting Lydia Valentin. Strong personality, strong message. Welcome to "Sports meets fruit" in the 21st century!

Pan-European Consumer Education: The true cost of food



Price is still a decisive momentum for the purchase of f&v. And the argument, that fresh produce is more expensive than other food categories is a continuous myth. When it comes to organic, the price debate is an even more central question. The organic brand "Nature & More", produced by Eosta, has now launched a campaign raising awareness for the true cost of our food, revealing hidden cost of fruit productions for products such as pears, oranges, lemons and grapes. In particular pineapples are ideal ambassador fruits given its shape and the possibility to attach the information at the fruit itself. The tag educates the consumer about the production method and place, gives information about economic, environmental and social aspects and reveals how the final price is set together. Direct education of the consumer, which in case, expanded to all food categories – could know only one winner in all categories: 1:0 for transparency and good education, to rethink what we buy.

U.S.A.: Kids speak fresh...



... makes Kids to speak about fresh produce. Not more words are needed. Just [watch it](#) and raise a smile. Read more about the whole campaign created by Robinson Fresh here:

<http://bit.ly/2eFhc9v>