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14th of March 2017

Note from the editor: An apple a day...



The dedicated reader may have noticed, that the last Fresh Times issues had a slightly monothematic or seasonal focus. We had Christmas themed issues, and Halloween, and an issue honouring the Olympics. But sometimes: simplicity is key. And it's been while that, that we looked on the product rather than the occasion. The apple is at the heart of European fresh produce production and key ingredient to any supermarket or kiosk shelf. So simple, so fresh, so good – and sometimes so normal, that we need to remind ourselves from time to time, to show the appreciation it deserves. Or to say it in the mind-set of the Sci-Fi-Author Neil Gaiman's quote, we also believe that *"there never was an apple, in Adam's opinion, that wasn't worth the trouble you got into for eating it."* With this in mind and heart, we started our journey all-across the world to lit the spotlight on apple – from candle light dinners and charity to...But read yourself!

Number 1/2017

U.S.: Apple for Education gathers intelligence...



Germany: And at the beginning, there was the apple..



11th of January became an obligatory date for the German apple sector. It marks the [day of the German apple](#) and the start of a whole week of celebrating one of the most important German fruit commodity. Initiated by the "Bundesvereinigung Obst und Gemüse e.V. (BVEO), a potpourri of actions, but in particular the biggest swapping action in the history of the German apple just kicked off in January. BVEO has been looking for most favourite German apple recipes in exchange for a "Apfelkiste". To trigger the motivation the first 250 senders received a free box of apples directly at home. With master chefs and bloggers, the association chose the most attractive ones. But this was not the end: the winners received a weekend including award ceremony and apple dinner with their own recipes. And who still had not enough, should have look at this [aesthetical masterpiece](#) with appetite guarantee...

That apple is more than a simple fruit, has been proven by the [U.S. Apple's Associations](#) fundraising campaign. In only four simple steps, consumers could support the campaign and help five receiving schools to improve their education by the implementation of food banks, solar technology for compost or the purchase of tables to improve the learning environment. The formula has been simple: Snack – Snap – Tag and Share. Consumers have been asked to grab an apple of the designated partner brand Marzetti and take picture with it. Step two: To visit [Appels4Ed.com](#), to review the nominated schools and tag the pic with #Apples4Ed and their favourite school. And last step to conclude the vote: post the picture on [Twitter](#) or Instagram. The apple industry rewarded all the effort, by donating to the most voted schools. A truly good example of "killing" several flies with one stroke...

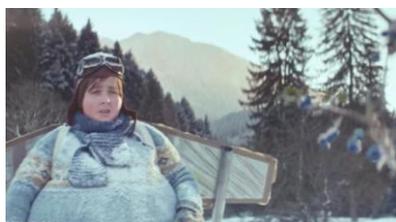
Italy & Europe: Apple goes sports



As the wheel of new inventions never stands still...also winter sports are under constant development. And among them, Ski mountaineering becomes more and more popular. And, as it is no new wisdom, sports attracts people. And people come to watch.... And what works for known soft drink producers should work for the apple sector even better... With bearing this in mind, Marlene® apple became the sponsor of Ski Mountaineering world cup, taking place all-over Europe. And how this could look like, you can see here:

<http://bit.ly/2mY1JtG>

Germany: Also retailers can contribute to the good life



Once upon a time there has been a little boy, living in a town full of obese people. He is dreaming about flying. He is trying everything...literally everything...Will he make it? And more important: how will he make it happen? [Watch](#) and enjoy a little lecture about how the good

eating habit could change your life. #isso



In the meantime, another retailer has not been lazy either, and created its [own understanding](#) about how to eat healthy. And the big question remains the same and is as old as the wheel: a carrot or not a carrot? In any case: the good news is, that retailers have understood, that a spotlight on fruit and veg is never the wrong way to go...

The Netherlands: When Taylor Swift and Zlatan Ibrahimović ...



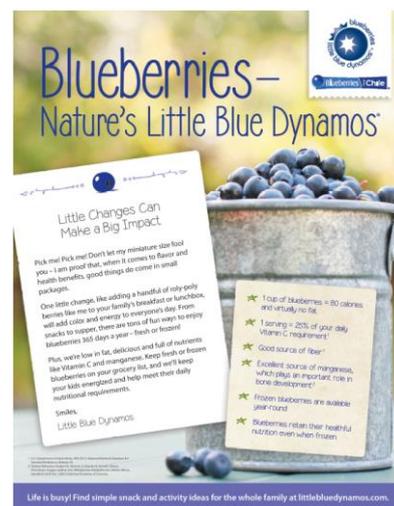
Motivational songs for increasing the positive spirit of f&v consumption continues to be a popular tool to make the product more attractive. The latest attempt comes from the Dutch singer and songwriter Frans Pollux, who delivers a fluffy encouraging song on the benefits of vegetable intake. In the bigger picture, the song is part of the [Dutch "Youth for Healthy weight"](#)-campaign, aiming on reducing overweight and obesity for children by cooperating with schools,

sports clubs and other organizations in the Netherlands. The video for the song was taken at the primary school "De Klingerberg" and delivers everything a good video needs: Superman, broccoli and lots of children, who like vegetables. Enjoy!

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

Chile: Is building on a fun factor

You remember the eating wars during your childhood? Endless discussions how to use fork and knife. Endless efforts to eat as clean as possible. No crumb should fall next to the plate. There are good news: These times are over. Officially. Nutritionist recommend to let children experience what they eat, by touching and playing with it. Only through the cognitive experience children could develop an emotional relationship to their own food.



The Chilean Fresh Fruit Association is using this knowledge, to promote their fresh produce, especially in the Canadian market, with more fun. In cooperation with specialist they are targeting children and their parents. In the heart of the

campaign: [creative recipes and guessing games](#). So let your children play and stay healthy...

France: Do you have asparagus already among your Top 5 Facebook friends?



Because there can never be said enough about asparagus and all its beauty, the French asparagus association not only created a [website](#) but also a [Facebook](#) page to share the knowledge and wisdom on asparagus essentials. It will not only be useful to announce the beginning of the asparagus season in the various cultivation regions in France, but hopefully also solve some mysteries around the white gold. Where is it coming from? How is it grown? And what is the best way to end up in our respective tummies? Maybe it goes best with butter? Or a nice tuna tartar as a side...? Whatever you choose: see and learn!

India / Belgium: When Bollywood meets Belgium pears

Every market has its own triggers. And who knows India, knows, that Bollywood is just around the corner. Movies are endlessly long and much loved by the Indian audience, and its actors are celebrated like heroes. They are role models and secret idols... and now also fruit ambassadors. Famous Bollywood actor Sonu Sood has committed to India's leading fresh fruit importer

IG International. Who could be a better ambassador and role model than someone who is a dedicated fitness enthusiast and self-confessed fruit-lover?



His first job: launching the conference pear import program for this season in association with the Belgian exporter BelOrta. And how this could like, you can see here:

<http://bit.ly/2IH0ygn>

U.K.: News from Peas Please!



The consumer is mostly at the heart of any campaign trying to stimulate fruit and vegetable consumption. But this campaign here is smart and different. With "Peas Please" the food foundation had already done great work on promoting... guess what? But their new initiative goes beyond. With bearing in mind the huge potential for domestic vegetable, which is grown the most on the British Island, they make the sector responsible. The idea behind: if the sector gets the right support, it will be easily able to help to increase

consumption. Eight [workstreams](#) tackle the essential question of our time: How can the vegetable industry contribute to make "To go food" greener, and how could have veg a better position on explicit media. But also: how could the sector lobby the government better for improvement of purchase and consumption conditions. The various workstreams will meet until June 2017 and hopefully come up with bright ideas and target action. We are staying curious...

Learn more about the passionate project: <http://bit.ly/2n1jDeJ>

U.S.: Make the lunchbox great again...



Playground Rule No. 1: your lunchbox defines who you are...and who does not remember these sad days, when one unpacked its sandwich and it was sad, and grey, while the cool kids had a salad and a tomato and ... Yes, this is what everybody should have. With [#PowerYourLunchbox](#), "Produce for Kids" initiated a campaign which helps and inspires. Whole classes and teachers could make a pledge at the website and at the same time everybody was called to post and inspire others...and more over families could receive fruit and veggie coupons to get the best ingredients, to make their kid the hero of lunchbreaks again...