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## 7<sup>th</sup> March 2016

### Brussels: "Not business as usual" – Note from the editor



In line with Freshfel and Europatat's upcoming annual meeting motto "Not business as usual", this edition of the Fresh Times had a look on promotional ideas, which went beyond the usual poster – and promotion stand-methods. While doing so, we discovered three big trends for promoting fruit and vegetables in 2016:

- 1. A campaign without an app: impossible!**
- 2. Nothing goes without a 90-degree campaigns.**
- 3. More and more cross-sectoral cooperation's, combining the best-practices of stakeholders from different worlds.**

2016 kicked-off with multi-layered and creative approaches combining the best of all-worlds, to promote the intake of fruit and vegetable.

Follow the debates, how to stimulate the consumption of F&V best at our annual event in June 2015. For information and registration:

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

## Number 1/2016

### FRANCE: EU-Project "Vivons en forme" and the results



Often campaigns start with a big buzz and then the results just blow out. Exactly this is what the European project "We love eating", targeting children, pregnant women and elder people, wants to avoid. How this could look in practical terms, proves the campaign: ["Vivons en Forme"](#) – a national campaign in France, which organized 11 workshops for more than 300 children in Roncq in autumn 2015, to teach them about the importance of a healthy lifestyle. The program is based on scientific and pedagogical insights. All coordinators of the VIF network will now be trained in the project's messages. The project will be rolled out to 250 French cities. The initiator association FVLVS had been active in child-nutrition related topics since several years.

More successfully launched "We love eating campaigns": <http://bit.ly/1Qg5ZIH>

### UK and France: St. Valentines brought a lot of PinkLady @this year...



For years and years, St. Valentines had been the day for the confectionary industry, but it seems that the fresh produce industry does discover the potential of "healthy" relationships. So did Pink Lady® this year with a broadly arranged campaign, by combining classic promotional aspects in the field of marketing, on point-of sale displays or by in-pack promotions, but also created cross-sectoral synergies. By partnering with the confectioner Christophe Adam, Pink Lady created exclusively for the Valentine's Day an apple-based dessert variation, which could be tested in a limited edition at the Water Bar Colette in Paris.

Moreover, the company also tried to cover the digital layer. Happy couples (and also happy singles) had the opportunity to try their luck at the "Lucky Lover"- online-game between the 11<sup>th</sup> and 14<sup>th</sup> of January 2016, inspired by lottery scratch tickets.

The company also used the pull of this special promotion, to kick-off their TV-campaign and digital campaign in several European countries, which aims to generate more than 250 mio. contacts.

The Pink Lady's Valentines promotion:

<http://bit.ly/1WibOJg>  
<http://bit.ly/1RWZkYs>  
<http://bit.ly/1Kvc3GO>

### UK: "Smart Sugar"-App gives hints for healthy fruit and veg swaps



Since January 2016 British parents can use the app "Smart Sugar" to detect the level of sugar they buy by scanning the barcode of the respective product. But this is only the first step. Without finger pointing on the health benefits of fruit and veg, app and homepage make suggestions for delicious alternatives to added sugar intake. The recipes without exception contain the addition of fruit and vegetables, introduced in a non-chalantly manner. The app had been a reaction of the British "Change4Life"-campaign after revelation that children between four and ten consume too much sugar.

More information about the app you find here:

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

### New Zealand / Australia: "PickRight.FeelBright" - a cross-sectoral success

This campaign is a truly inspirational example for a comprehensive educational, pedagogical and medial approach, to increase the intake of fruit and vegetable in Oceania. On the website itself, which had been launched in October 2015, the user has the possibility to get essential information about how to integrate the consumption of fruit and veg in his daily life. With a broad range of cooperation partners, the homepage manages to integrate various stakeholders and creates an all-encompassing platform.



The motto of the campaign had also been picked up by the National Nutrition Week 2015. The campaigns' message had been spread by PMA A-NZ and had reached already more than 2 mio. Australian and New Zealand consumers. The campaign is accompanied by [a song](#) of the well-known Australian children Band "The Wiggles".

And the effort was worth it: "PickRight.FeelBright" has been awarded with the Parents' Choice Award of 2015 of the annual "Fame and Shame" election of the parent online network "Parents voice". The campaign will be continued with a variety of events in 2016.

<http://bit.ly/1GDGzA2>

<http://bit.ly/1OMF0r5>

### Italy / Germany: "Enjoy Fruitness"-Campaign ends with a big roadshow

After ten years the co-financed project of the European Union and Italy, "Enjoy Fruitness" had concluded its farewell tour. The project is looking back on 171 successful degustation's in the past three years, promotions in more than 5400 point of sales, B2B support for the big retail chains and the initiation of conferences and workshops. The campaign had been supported by regular press coverage which led to c.a. 20 mio. new contacts between 2013 and 2016. Also Facebook and several off- and online campaigns led to an extension of reach. The homepage [fruitness.eu](http://fruitness.eu) had been visited by more than 30 000 users per annum.



The final roadshow led the "Fruitness"-Team to Germany, where the focus had been set on the promotion of the "Abate Fétel", a pear variety growing in Italy. In Hannover, Göttingen, Münster and Essen promotional teams invited consumers at strategic hubs to learn more about the variety and taste. The campaign had been supported by strategic poster campaign and reached more than 7 mio. people.

[Have a look on](#) the facets of the project in the past years.

## US: Which apple will make it in the "Fiber four?"



Under the lead of the US Apple Association the March Apple Madness tournament had started. The tournament will be conducted the whole March, asking the American consumers to choose their favourite apple. Five weeks – five rounds of online-competition, which will reduce from 32 varieties in four different round from the "Vitamin-C Sixteen", to the "Edible Eight" to the "Fibre Four", and finally to the national "Chomp-ionship". The campaign also goes hand in hand with a lottery of apple-related prizes and aims besides to give additional information about the healthy and nutritional benefits of the apple. The Associations wants to raise the profiles of the different varieties across the U.S.

The voting campaign can be seen here:

<http://bit.ly/1TuMGS9>

## Germany: Cabbage goes radio

An usual way of promoting its product had been chosen by the German company Jaro-Fruit GmbH. This cabbage variety and its very specific USPs did end up in two cheeky radio spots in a local radio station. Broadcasted within a limited service area, CEO Marc

Estelmann stated out, that these spots created a lot of attention and reached exactly the target groups intended to reach. The earlier mentioned USPs used in the spot - Jaroma-cabbage does not smell while cooking and doesn't cause any undesirable side-effects – shall make people smile while listening.



Have a first audio test here:

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

## Netherlands: Vegetables to go thanks to packaging



People don't stick anymore to traditional eating rhythms. The new rule is "to snack". Portable pre-cut fruits have been a first step towards this new movement – and finally new solutions catching up on the vegetable sector. "Good food – healthy snacking" is a new concept of the Dutch wholesaler Scherpzenhuizen, to react on consumer wishes. One of them: to snack healthy. The solutions: convenient packaging and lots of possibilities to combine. „Good foods“ created new and moreover attractive packaging sizes and a tailor-made marketing for the target group. The small packages give the possibility to combine different vegetables in the little boxes. Not boring at all!

## International: Year of Pulses just begun



The United Nations had declared 2016 to the years of pulses with the Food and Agriculture Organization of the United Nations being nominated as the facilitators to create a vivid and lively 2016 campaign around beans and Co. The aim is to raise the awareness for the benefits of pulse consumption and in the sustainable food production. The campaign is rolled out globally and will be accompanied by national campaigns and events from different stakeholders all over the world. A very nice example is the Dutch website <http://www.blijeboon.nl/>, which provides in a fun way information's about the value of the consumption of pulses, recipes and further information.

Find the full list of global events and campaigns:

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

## If you ...



...just started or finished a creative campaign to stimulate the intake of fruit and vegetables, we would be happy to publish your ideas in the next Fresh Times at the beginning of May!

Your Fresh Times contact: [nelli@freshfel.org](mailto:nelli@freshfel.org)