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Freshfel Europe – EGEA conference on healthy diet & healthy environment in Milan from 3-5 June 2015



Freshfel is pleased to support the forthcoming EGEA conference, to be held in Milan on 3-5 June 2015 alongside the international exhibition Expo Milano 2015 "Feeding the planet, energy for life". EGEA is a unique platform of exchange between the fruit and vegetables sector, the decision makers and the scientific community. The conference, this year in its 7th edition, will aim to translate science into action on public health issues related to fruit and vegetable consumption. In the past, this has for example led to the creation of the EU fruit and vegetables scheme. The focus of this year's conference is "Healthy diet, healthy environment within a fruitful economy: the role of fruit and vegetables". High level representatives from WHO, FAO, European Commission and European

Parliament will share their views along with outstanding scientist and researchers on the health benefit of fruit and vegetables and how best to value fresh produce for health of the EU citizens and for the environment. **Registrations are still possible on the website of the conference.**

www.egeaconference.com

France – Joya apples focus on young people and coolness



Three years ago, the apple brand Joya was launched, targeted towards teenagers and focusing on the coolness of the product. Through the marketing company Proride, Joya Europe is working together with different professional athletes such as the Dutch kitesurfing star Yuri Zoon to show that vitamin-rich nutrition and sport go hand in hand. "We want to make eating an

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apple cool, and alternative to the energy drinks consumed a lot by young people," says Xavier Meignen Lainer from Proride. The campaign also highlights that the Joya apple is more resistant to bruises than other apples while remaining fresh and crunchy which makes it perfect to fit it into a backpack and consume it on the road.

Joya also promotes itself as an apple for the entire family by keeping in-store campaigns focused on the parents. Here, the properties of the apple are in the main focus.

Joya consists of the top segment of the Cripps Red apples, a cross between the Golden Delicious and Lady Williams. 126 growers in France and seven sales organizations are behind the Joya brand and the acreage of the apple could further increase in the future.

<http://www.purejoya.com/>

US – New campaign relies on sport and movie celebrities to reach teenagers



The Partnership For A Healthier America, a project supported by the Produce Marketing Association (PMA), has launched an ambitious on and offline fruit and vegetable campaign called Fruit 'N' Vegetables or FNV for short. The campaign targets teenagers from 11-18 years and complements the Eat Brighter campaign supported by Michelle Obama (see Fresh Times 1/2015).

FNV wants to make fruits and vegetables “cool, convenient, and culturally resonant” instead of insisting on preaching health, said Sunkist Growers’ Vice President of Marketing and PMA Chair Kevin Fiori. The campaign has enrolled high-profile celebrities including a number of NFL (Cam Newton) and NBA stars (Stephen Curry), as well as actors (Jessica Alba) and musicians (Nick Jonas). The main idea is to create the FNV brand for fruit and vegetables. Young people are the most brand-conscious customers of all, and fruit and vegetables are today mainly considered commodities rather than brands. “We want to create more emotional resonance around fruits and

vegetables, with the goal of increasing consumption and sales of fruits and vegetables,” said Victors & Spoils chief marketing officer Andy Nathan.

FNV started out on the internet with its own website www.TeamFNV.com, along with social media accounts on Facebook, Twitter, Instagram, and YouTube. In a second step, FNV was also promoted through TV and print ads in two key markets — Fresno, California, and Hampton Roads, Virginia.

www.teamFNV.com

Germany /Austria – San Lucar enlists Shaun the Sheep for promotion campaign



San Lucar has started printing Shaun the Sheep from the animated film Paddington on its produce packaging for strawberries as well as on McDonald’s Happy Meals. Consumers can cut out the image of the sheep and send it back to San Lucar to win different prizes including a trip to London. McDonald’s is also running a promotion campaign featuring Shaun the Sheep in which it promises customers a plastic sheep as well as a free bag of carrot sticks with the purchase of a Happy Meal.

<http://www.sanlucar.com/>

Poland – Krakow starts free distribution programme in schools



The city of Krakow is handing out free fruit and vegetables for its school students to achieve a permanent change in the eating habits of children. Katarzyna Cięciak, Deputy Mayor of Krakow for Education and Sports, said that “this application is really easy to fill in, and I will send letters to heads of education (schools, kindergartens and nurseries) encouraging them to apply.” The cities Agricultural Market Agency will then inform suppliers that are tasked to deliver the produce to the schools. The distribution programme will also be accompanied by additional educational activities to achieve a sustainable and lasting switch towards fruit and vegetables.

<http://goo.gl/H3sarf>



www.enjoyfresh.eu