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Freshfel Europe – EGEA conference asks policy makers to do more to increase fruit and vegetable consumption



At the EGEA conference in Milan from 3-5 June, professionals from the fresh produce sector, the health sector and scientific institutions sent a strong call to policy makers to create a better policy environment which encourages fruit and vegetable consumption. In the final statement of the conference, EGEA participants highlight that food systems must be changed in a way that will make health and nutrition their main objective. As the number of people with non-communicable diseases (NCDs) continues to increase even in developed societies, better support must be given to fruit and vegetables which are proven to help decrease the risk of cardiovascular diseases, obesity, diabetes and certain types of cancer. EGEA participants call among others for comprehensive school food policies, setting of strict nutrition standards,

easier possibilities to make health claims on fruit and vegetables, the adoption of nutrient profiles in the EU based on WHO guidance, more responsibility of public authorities for information campaigns about fruit and vegetables and more. More information and the video recording of the conference can be found on the EGEA website.

www.egeaconference.com

Global – New global alliance for promotion of fresh fruit and vegetables

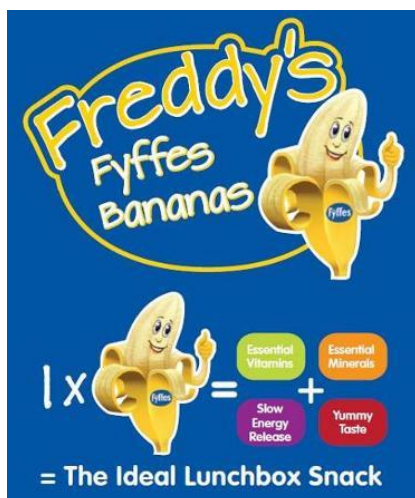
The International Fruit and Vegetable Alliance (IFAVA) and the International Alliance of Associations and Movements 5 a day (AIAM5) agreed to unite forces and form the new Global Network for the Promotion of Fruit and Vegetable Consumption. When it is established, the network will span across 20 countries including Argentina, Bolivia, Brazil, Canada, Chile, Colombia, Costa Rica, Cuba, El Salvador, France, Hungary, Mexico, Nicaragua, New Zealand, Poland, Portugal, Spain, Uruguay, USA and Venezuela. It will then try to share scientific information and best practices to improve promotion campaigns and achieve better public health.

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United Fresh New Zealand Incorporated general manager, and founding member of IFAVA, Paula Dudley commented: "We look forward to working closer with the World Health Organisation to ensure the consumption of fruit and vegetables moves up the international agenda for public health." The Global Network could be working with WHO both at national and international level to promote fresh fruit and vegetable consumption. At its next General Meeting on 18 and 19 November in Mérida, Yucatán, Mexico, the new Global Network will try to develop a road map and framework with global strategies and objectives.

<http://www.ifava.org/>

Ireland – Fyffes launches free educational App for kids aged 7-10 years



Fyffes has launched a new app for iPads and android-based tablets that teaches children about bananas. The 'Go Bananas' app is meant for kids aged seven to ten years and covers bananas' nutritional value, the place and manner in which they are grown and facts about climate and other elements that influence the growth of the banana. The app uses interactive games, experiments, quizzes, puzzles and downloadable activities so that children learn through fun. To celebrate the launch of the App, Fyffes is currently running a competition for school children to design a creative space using a shipping container – the winning design will be brought to life and installed at their school.

www.freddyfyffes.ie/gobanas

Netherlands/Belgium/ Italy – Zespri launches new app to promote SunGold



Zespri Europe has launched an "augmented reality" app which brings consumers into a magical Zespri world where they can play games or win prizes. The Zespri Kiwi Magic app allows consumers to scan stickers on their SunGold kiwifruit with their smartphone or tablet. If the kiwifruit turns golden on the screen, they have won a prize. The SunGold kiwifruit packs in the Netherlands and Belgium are also sold with drawings of the Zespri mascots. In Italy, the promotion will start in September. If kids scan the drawings with the app, they become alive and can fly, dance or play football. "Kids love the sweet, refreshing taste of Zespri SunGold and the Zespri Color App builds on that connection by bringing 2D images of kiwifruit mascots to life and letting them create their own augmented reality content, building a strong brand association," said marketing manager Nele Moorthamers. The app is a new step for Zespri to engage more with their audience.

<http://www.zespri.eu/>

Italy – Melinda invents MelaRido, the apple with the funny face



Eating five fresh fruit and vegetables a day is not an easy task, especially for children. To make it easier for them and to encourage parents, Melinda ran a pilot project called MelaRido (a pun of mela, apple and rido, I am laughing) in Italian retail chains by selling its apples with edible wafers depicting funny faces. The thin wafers can be attached to the apples with a bit of water or by shortly licking them with the tongue. The apple immediately transforms into a funny face that encourages kids: First play with the fruit, and then eat it! "We are positively surprised by the feedback from moms who bought their children MelaRido both because of the quality and because of the added educational value which they can use at home to teach kids to eat healthy," said Canella Giuliano, responsible for fruit and vegetables at the Ali supermarket group which participated in the project. The campaign also had an impact on the sales figures which went up by 20%. The pilot project ran until the end of June 2015.

<http://www.melinda.it/>

**Netherlands/Germany/
UK – Colourful taste
campaign promotes bell
peppers to young
mothers**



The Dutch GroentenFruit Bureau has started a new campaign “Colourful taste” in the Netherlands, Germany and the UK to promote bell peppers among mothers with young children. The campaign with EU funding is centered around the website <http://www.colourfultaste.com> and a dedicated Facebook group. From mid-June to October, the campaign will upload videos and give young families ideas and recipes to prepare bell peppers. The recipes are developed by Claire van den Huevel, owner of Bluebelle Foodworks and co-author of recipe books for children. The emphasis is on the ease of preparation and the versatility of this healthy vegetable. The campaign also stresses the nutritional value of bell peppers such as their high Vitamin C content.

<http://www.colourfultaste.com>
<http://www.tijdvoorpaprika.nl/>

**UK – Jazz Apple Juniors
Club launched**



In a move to become more popular with children, Enzafruit Continent has created the Jazz Apple Juniors Club for 500 kids in the UK aged 3-12 years. Kids can be nominated by friends or family members and will then receive a free membership pack including games, puzzles, recipes, stickers, gifts and challenges for the summer holidays. “The aim is to get kids active, eating healthily and challenging themselves mentally rather than just playing on a computer console or watching TV,” said Gary Harrison from the Jazz apple brand. “Hopefully the scheme can provide some educational, fun respite for the parents in the summer holidays too.”

**Poland/Hungary – My
healthy family**



“My healthy family” is an EU project to encourage children, older people and pregnant women in Hungary and Poland to eat more fruit and vegetables. The project puts the family at the centre of its activities, as food is very much a social activity and the family is often the birth place of healthy habits. The project wants to encourage people to enjoy the tastes, textures and colours of fresh fruit and vegetables by distributing free fruit and vegetables. The key message is that fruit and vegetables are good for health, tasty, easy to prepare, and not expensive especially if bought in season. On top, well-known chefs provide recipes and cooking lessons alongside information on the nutritional value of food. The project is running in four regions, Észak-Alföld and Észak-Magyarország in Hungary, Kujawsko-Pomorskie and Podkarpackie in Poland and it is hoped that more than 20,000 people will take part.

To encourage secondary school students to discuss healthy lifestyles, four specific lesson or project plans have been developed by the “My healthy family” pilot project. These should to help teachers include nutrition and physical activity into the learning schedules of 10 to 15 year-olds.

<http://goo.gl/3GC3Bq>