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30 October 2015

Freshfel Annual Event stimulated creative ideas to advance marketing and consumption campaigns



Freshfel's Annual Event took place on 14th October in Brussels. The theme for the event was 'thinking outside the box', which mainly referred to creative ways to stimulate the consumption of fruit and vegetables through creative marketing and media approaches. The morning sessions saw presentations from Samuel Levie on campaigns like [Big Bang Broccoli](#) and [Power to the Pieper](#) which focus on fresh produce. Next Daniel Fritz held a presentation on how to utilize social media in marketing campaigns via data monitoring to establish a customer-oriented social media strategy. Finally Lotfi El-Ghandouri excited the audience with an interactive presentation on thinking outside the box.

The full press release can be found here: bit.ly/1NJcXJr

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Freshfel co-organised a seminar on the new promotion legislation



On 22nd October Celcaa, FoodDrinkEurope, SACAR (incl. Freshfel) and Copa and Cogeca held a high-level Seminar in Brussels to discuss the new EU promotion policy for agri-food products which is entering into force on 1st of December 2015. The new policy provides an increase of the budget and intends to simplify administrative procedures and reduce red tape. The seminar brought together over 160 participants from across the agri-food chain with high-level representatives from the European Commission and the agency CHAFEA, showing how the new policy will work in practice, including use of social media and marketing tactics. The seminar marked the first step in building a dynamic professional network to encourage the preparation of multi-country promotion programmes in the future.

The full press release can be found here: bit.ly/1PD3XWF

Germany – Dole's "My Energy" campaign to be continued



The 360-degree campaign "My Energy", which started in April 2015, will be continued. With the goal to inspire a healthy lifestyle, Dole uses its own homepage as well as the Facebook page, to provide inspiration for a more healthy living, based on three pillars. In a psychological test, the user can find out, what kind of "Energy-Type" he or she is, and gets useful tips how to increase this energy, customized on the test results. It further translates scientific research results, produced by Dole Nutrition Institute, into an understandable, easy language, to underline the message by credible facts. Under the pillar "Philosophy on life" role models for a healthy lifestyle are presented. The campaign ignores the common standards of posting healthy recipes, but rounds the campaign off with a media partnership with the homepage freundin.de and a

lottery to win a travel to the USA.

More information here:
<http://bit.ly/1N7MWCC>

Germany – “5 a day” creates more pep for radish



With the theme “Frischer Pepp für scharfe Sinne“, the „5 a day“ - campaign in Germany updated its information material for children. The update has taken place in the context of the general school-beginners-cones campaign of the Rewe Group at the beginning of the new school year. The aim has been to raise awareness and enthusiasm for the radish plant as well as the “plant your sandwich“-action. The flyer describes the process of growing radish from the planting procedure to the final harvest and shall awake the desire of the children to grow their own radish.

The flyer for download purposes you’ll find here:
<http://bit.ly/1OYBmuZ>

Spain – “5 a day” choses Peppa Pig as new testimonial

In Spain „5 al día“ discovered the children series “Peppa Pig” as a great testimonial to promote fruit

and veg for kids. The first poster has been released already in summer and created great feedback. The new poster is now available on the “5 al día” homepage as well as on the “Peppa”-page for download purposes. The focus is set on autumn and its seasonal products as well as tips for a good breakfast. The series “Peppa Pig” is targeting children in the age between 2 to 5.



Healthy nutrition is moreover one of the main didactical themes of the show. The growing and preparation of fruits and vegetables is an integral part of the staging, and shall animate children to enjoy their healthy food more. “Peppa Pig” has been broadcasted since 2003 and developed to a huge success in the target group.

More information on the campaign and the download material can be found here:

Spain: <http://bit.ly/1XyNcxj>
or <http://bit.ly/1PQJA8B>

UK – Chiquita gives London a yellow touch



With London being a key market of Chiquita, the idea to use the typical symbols of

London, black cabs, was just a logical consequence. With turning them into yellow colour and a matching interior, Chiquita will reach roughly estimated 5.2 mio people during the campaign time. The operation will be accompanied by sales kits and merchandise at the point of sale as well as a series of breakfast events at key wholesale location. The aim is to stand out from other brands and raise more awareness for the product and the company.

More information:
<http://bit.ly/1jTovxq>

Germany – Creating curiosity for Persimons



With the beginning of the Khaki-season, Persimon® will again support its retailers with additional promotion actions, mainly at the point of sale with the possibility to taste the fruit on-site. More than 200 promotion points in supermarkets will give clients the ability to test the fruit. Additionally, the company will support the campaign with special offers for German kinder gardens, promotional advertising and of course an obligatory social media campaign. Moreover, Persimon® seeks the integration into the EU school fruit scheme, to gain access to an additional platform for fresh produce consumption.

For more information, click:
<http://bit.ly/1SaUgxe> or
<http://bit.ly/1LDG1P7>

Australia – “Make me a Hero” combines the best of all worlds

The industry association Vegetables Western Australia in cooperation with the “Eat Brighter Live Lighter”-campaign, started an encouraged project in combining the increasing foodie-culture with the goal to put vegetables in the spotlight.



By using Facebook and Instagram as communication tools only, the project recruited 25 restaurants and pubs around Perth, to challenge them with the task to make a statement about cooking with vegetables – and set them as the centrepiece of their dishes. The results can be followed on Instagram @waveggies and kills two birds with one stone: increasing attractiveness for dishes with vegetables and additional promotion for a healthy outside dining culture.

More information here:
<http://on.fb.me/1Gx28I9>

Canada – Half your plate initiative



Canada has since over a year a campaign running called

‘Half your Plate’ in which the Canadian Produce Marketing Association, the Heart and Stroke Foundation, the Canadian Public Health Association and the Canadian Cancer Society wish to promote the consumption of fruit and vegetables. The idea is simple, but straight forward, half your plate should contain fruit and vegetables. The campaign is also heavily active on social media, with regular updates on Facebook, Twitter and Instagram. Half your plate features mainly recipes and tips and tricks to adopt more healthy eating habits.

More information here:
bit.ly/1k9WqSa

United Arab Emirates – “IMPERFECT” promotes the consumption of ugly fruit & veg



In context of the World Food Day at the 16th of October 2015, the Ministry of Environment, FAO and Blue Planet Green People, an association which promotes the sales of organic producers, did launch a campaign within the United Arab Emirates, to support the consumption of ugly and imperfect fresh produce. In focus of this action is the reduction of food waste by cosmetic reasons. Target groups are not only the end producers themselves, but in particular food professionals which will be trained to convince clients to reduce the fear from aesthetically not attractive products. That includes events for school

kids and will in a second step be expanded to all participating parties of the food chain.

More information here:
<http://bit.ly/1M1YHte>

USA – The pear as ideal snack companion



U.S. citizens, according to studies of “USA pears”, do snack at least once day, with a growing tendency to grab a healthy product. With a satisfactory harvest, “USA pears” now started to promote its product to the consumers as an ideal companion for a short break during the day. This campaign shall not only include sampling demos and events, but will be also supported by new website content as well as social media outreach such as e.g. on Pinterest, to promote creative and healthy ideas to use pears as fast snack tool in a world of growing mobility and to satisfy the growing need for convenient products.

Have look on:
<http://bit.ly/1LZjHNY>
<http://bit.ly/1NCAMzQ>