

Freshfel Europe collects this information from different sources to the best of its knowledge. Freshfel Europe is in no way responsible for the content of the articles used. For any questions or further information, please contact André Feldhof at the Association's Secretariat.

30 October 2014

Freshfel Europe – Ways to increase consumption of healthy food



Consumers in the EU are exposed to many commercials for unhealthy food and drinks. Olivier de Schutter, former UN special rapporteur on the right to food, therefore believes that it is important that consumers are pushed into the right direction so that they will choose more healthy food like fresh fruit or vegetables. At Freshfel's Policy Meeting in October, Prof. de Schutter said that there are several ways to "push" consumers towards healthier food options, such as limiting advertising of unhealthy food to children or placing fruit at eye level. He also said that policy actions undertaken on the EU level

should correspond to actions undertaken on the national level.

<http://www.freshfel.org>

Europe – EU approves promotion programmes for agriculture products

In October 2014, the European Commission approved a total of 27 programmes to promote agricultural products in the European Union and in third countries. The total budget for these programmes is 77.4 million EUR of which the EU contributes 39 million EUR. The programmes will run for a period of three years. Eleven of these programmes focus exclusively on fruit and vegetables, thereby getting the greatest share of the requested budget (55 %). Fruit and vegetables could also indirectly benefit from actions undertaken within other targets messages such as organic or PGI-PDO.

www.freshfel.org
www.enjoyfresh.eu
www.kidsenjoyfresh.eu

Number 5/2014

France – Onion promotion campaign "The weeks with the small onions"



From 13 October to 16 November, the onion organisation SIPMM is running a national campaign named "The weeks with the small onions". The campaign gives information about the many varieties of onions (yellow, red, rose etc.) and their aromas (sweet, juicy, crunchy, spicy etc.) as well as their nutritional value (low calories, full of minerals and antioxidants). SIPMM also challenges consumers to cook an inspiring onion recipe, photograph the results and send them in to win a magnificent home dinner prepared by a chef.

www.oignon.info

Europe – Banana tours travel through Europe



The NGO Transfair visited ten German cities in September in an Oldtimer-Bus campaign dubbed "Banana Fairtour". The campaign aimed to inform citizens and children about fair trade bananas and underlined the organisation's demand for more fair-trade bananas on the market.

Meanwhile, UGPBAN, the Canarian banana producers association (ASPROCAN) and Madeira (GESBA) were involved in a joint European banana tour in October. This tour for the promotion of bananas from Europe's outermost regions included five countries (Spain, France, Portugal, Germany and Belgium). The campaign was accompanied by a coach that visited different countries in Europe and reached 47,000 people over the last three years. The campaign was also accompanied by a TV campaign in Spain that may have reached up to 45 million people and an outreach campaign that included 2,834 participating schools.

<http://www.banana-fairday.de/banana-fairtour/>

Italy – Positive outcome after campaign "Eat the colors of life"



The National Union of horticultural products, citrus and hull fruit producer organizations (Unaproa) has drawn a positive conclusion of the campaign "Eat the colors of life" that it organised with funding from the EU and the Italian government. The organization chose a fair in Rimini between 24 and 30 August to reach thousands of people with its communication and information materials. The message: to be aware of one's own food choices which are directly related to people's health.

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

Belgium – VLAM reinforces campaign for domestic products

VLAM, the Flemish center for agro- and fisheries marketing, is focusing more on the consumption of domestic fruit and vegetables in its marketing campaigns to offset the effects of the Russian import ban. The campaigns feature among others apple and pear recipes in TV programmes, weekend reports and newspaper articles.

<http://www.vlam.be/>

Europe – EU project gives information how to enjoy healthy food

The EU website <http://www.we-love-eating.eu> gives useful help on healthy diets and well-being. The website is written by several food experts from different EU countries and brings together specific information for kids, parents, pregnant women and other citizens, offers recipes, games and more. It is available in eight European languages. The website is part of a bigger project that organises activities and events in seven European cities to teach people how to enjoy healthy food. The project focuses on the pleasure that healthy food can bring and the quality of the food rather than the quantity.

<http://www.we-love-eating.eu>