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## 18 December 2015

### EU – Final outcomes of two pilot projects on healthy lifestyles



Two pilot projects regarding healthy lifestyles have ended in 2015. The two projects, '[We Love Eating](#)' & '[My Healthy Family](#)' have both been funded by the EU and were initiated by the European Parliament. Both of these projects have focused on healthy lifestyles and in particular on promoting the consumption of fresh fruit and vegetables. The projects had as target groups more vulnerable groups in society: children, pregnant women and the elderly.

The pilot projects presented their outcomes during a meeting in Brussels in December. As they are pilots they were experimenting with specific messages and tools for the different sub-groups. The projects might find continuation in the different Member States.

More information about these EU's pilot projects in the field of healthy lifestyle can be found here: <http://bit.ly/1IP61za>

## Number 6/2015

### Spain - Promotion of persimmon Ribera del Xùquer

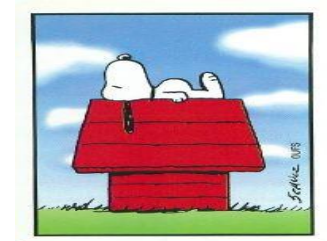


As part of the campaign to teach European consumers about the protected geographical indication (PGI) and the protected designation of origin (PDO), the persimmon Ribera del Xùquer has started a wide campaign in France.

The campaign started with an official press release and official launch of the project which includes media attention on the radio for six weeks, public relations, as well as a targeted campaign via Facebook ([here](#)). The campaign is a continuation of last year and it comprises many events, such as tastings in the major retailers at the end of 2015. Next, the information about the persimmon is being spread on the designated EU website for regional produce.

More information about the EU PGI & PDO website can be found here: [bit.ly/1ISaEIU](http://bit.ly/1ISaEIU)

### Europe – Snoopy is the new face for Compagnie Fruitiere



With the start of the movie "Snoopy and Charly Brown: The Peanuts Movie" in December 2015, Compagnie Fruitiere takes the opportunity to connect this testimonial to a multi-country promotion campaign covering Spain, UK, France, Portugal and Spain.

The campaign is built upon two pillars. The first pillar focuses on the point of sale in each country, connecting in France more than 8 mio. cartons of bananas, pineapples, lychees and other products with the Snoopy testimonial. In Spain and Portugal, stickers of the different protagonist will be stuck on bananas and pineapples.

More over on the second pillar, in the UK and France, two internet platforms will accompany the campaign with prize competitions with more than 100 prizes daily to win.

See more on:  
<http://bit.ly/1UE7BiS>  
<http://bit.ly/1QOTqHk>

## North America – The empire strikes back ... on fresh produce



Master Yoda on grapes and Darth Vader apples – which child (and secretly also parents) could resist to delicious fresh produce with a life-time favourite heroe protecting it?

Over the past decades The Walt Disney Company had built up a licensing system, allowing companies to use Disney's brands for cross-marketing purpose, including products which enable a healthy lifestyle, one of the key values of the Disney Company. The samples of the fruits have been presented at the PMA Fresh Summit Convention and Expo in Atlanta in October 2015. The portfolio includes Darth-Vader apples from "Sage Fruit Company", R2D2-citrus by "Dayka Hacketts", Yoda-themed grapes by "Four Star" and many more.



The press release can be found here:

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

## Spain – Strawberries Europe: Vive la Roja

The EU, the Spanish Ministry of Agriculture, Food and Environment and the Andalusian organisation for strawberries INTERFRESA have launched the campaign "Strawberries Europe: Vive la Roja", to promote the consumption of strawberries.



The campaign will start on the 1st of January 2016 to kick off the year of the strawberry. The promotional actions will mainly focus on France, Germany and Spain and are planned for the next three years. With a budget of € 3.6 mio, the agency "Building Ideas" had been mainly responsible for the set-up of the campaign, with a focus on the vast benefits in quality, freshness and the ecological foot print of the consumption of domestic strawberries. Next to traditional campaigns around the point of sale as well as in online- and print-outlets, nationally and internationally known testimonials will support the campaign. In Spain, this will be the famous singer Manuel Carrasco. In Germany, Léa Linster, TV-chef and only female winner of the highly renowned prize "Bocuse d'Or", will add recipes to the campaign.



The campaign is part of the "Enjoy, it's from Europe" the new program set to promote EU agriculture in 2016.

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

## Austria – "Frisch-saftig-steirisch" invests in the youth



The Austrian apple producer OPST Obst Partner Steiermark known as the brand *frisch-saftig-steirisch*, dedicates an essential part of its work to school projects. With the "Schulapfel"-project it delivers weekly apples to various schools, to support the pupils in the region "Steiermark" to eat healthy in the school year 2015/2016. The project is EU-funded and allows the schools to source apples from the company for a very low price of € 0.70 per kg. Moreover, the company sees its responsibility in practical support of the general education. In the last school year, pupils of school in Kaindorf Steiermark together with *frisch-saftig-steirisch* have created a "frisch-saftig-steirisch"-App, which helps the user to find its favorite apple variety. The app can be downloaded for Android and I-Phone. With this project the company connected the interest for the product with aiming on essential skills in the field of IT. An expansion of functions of the app is planned for the schoolyear 2015/2016.

Read more about various the projects:

<http://bit.ly/1P96DJm>

Download the app here:

<http://apple.co/1IWx59x>

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### UK – New push for salad campaign



Inspiring recipes and various promotion campaigns by the British Leafy Salad Association have been already accompanying the UK islands' inhabitants since 2012. A major focus had been set on schools by encouraging school kids on growing their own salad and recipe-competitions. Now this campaign will get a new push. The association received € 290.160 out of the EU funding of agricultural promotion, which is particularly directed to school projects. The new campaign will target 11 years old and will cover more than 16.000 primary schools. In focus of the new campaign to educate the future consumers about the benefits of salad. Further, it will be accompanied by a consumer campaign aiming on students, young couples and families with videos, recipes and other contents online, printed and in social media.

To follow-up on this project:

<http://on.fb.me/1ZecCBh>

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### Germany – “Per” and “Simon” inspire children

The brand Persimon® successfully performed it's

Kinder garden campaign “Kaki hilft Kitas” in Germany. The fruit ambassadors “Per” and “Simon”, the official testimonials of the project, were supposed to inspire children in preschool age to consume more fruit and to show their creativity in producing pictures and handicrafts. Moreover the parents could compete for one of the more than 250 weekly fruit boxes. The campaign had been promoted under the theme “More fruits for kinder gardens” via city- and family magazines and reached around 1000 kinder gardens. More than 8000 submissions from children all over Germany prove the huge success of the project. Also, the company takes part at the EU school fruit scheme and successfully distributed more than 90 000 pieces of Kaki in Rheinland-Pfalz in the last year.



More information here:

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

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### USA – “Imperfect Produce” delivers “imperfect produce”

The start-up “Imperfect produce”, settled in California has dedicated it's key business to the delivery of “ugly” fruit to households and offices in the area. The company, only founded in August 2015, already delivers more than 870 boxes weekly. The boxes contain around 10 to 14 pounds of produce and can

be picked-up or be delivered for an amount up to \$ 15. Because of cosmetic issues, more than 20% of produce of American farms will be left to rot during a year, which is, moreover producing additional methane in the



IMPERFECT  
produce

decay process.

The start-up sources directly from twenty farms in the region, which is not only beneficial for the clients who are receiving very fresh products due to short transport ways, but also for the farmers who find purchaser for cosmetically not flawless products – of course to a lower rate.

For inspiration, click here:

<http://bit.ly/1NzurU2>

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### New Zealand – Do it yourself!

To avoid food waste and to satisfy the consumers wish for more convenience, the retailer *New World Supermarket Te Rapa* has introduced a bar with fresh cut vegetables, where consumers only take how much they need.

How that looks like? Have a look here:

<http://bit.ly/1k67D50>