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## 19 December 2014

**Freshfel  
Freshfel  
strong  
scheme**

**Europe  
pushes  
school  
fruit**

and the school milk scheme  
should be put on hold.



In a meeting with Marc Tarabella, Member of the European Parliament and rapporteur on the school fruit scheme, Freshfel reasserted its view that the school fruit should neither be discontinued nor merged with the milk scheme. Freshfel will continue to push for a successful implementation of the school fruit scheme with its increased annual budget in 2015. Meanwhile, the Commission proposed in its work programme for 2015 to evaluate the whole school fruit scheme for subsidiarity, proportionality and better regulation reasons as part of the simplification of the EU's Common Agricultural Policy. During this exercise and with immediate effect, the ongoing work on a merger of the school fruit scheme

**Italy – Start of a three  
year long campaign for  
Tirol apples**



**Apples from Southern  
Tirol started with a  
campaign to promote the  
'Südtiroler Apfel' in  
Austria, Germany, Italy  
and the Czech Republic.** This campaign, called 'definitely a piece of southern Tirol' combines three local products, the apple, bacon and cheese. All have EU seals on geographical indications and origin. Next to a website, they also will be promoting apple consumption more actively, i.e. being present at marathons in Berlin and Munich, thereby promoting the apple, but also the health aspect.

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

**Poland – Polish campaign  
for locally produced fruit  
seems to pay off**



Poland has started a campaign roughly two months ago to promote the consumption of locally produced apples, in an attempt to counteract the Russian embargo. According to the Polish Organization of Trade and Distribution (POHiD), the apple sales show a growth of anything between 20 and a 100% compared to the same period last year, based on their initial assumptions. The campaign is still to last until the end of the year, but there could be an extension as mentioned by the POHiD. Next to apples, Poland is also planning to set up a promotional campaign for

soft fruit, in particular berries. This international campaign (launching in Poland, Austria, Sweden, Finland and the Czech Republic) is to last from 2015 until 2017 with a total budget of 4 million. The campaign should start at the end of January in 2015.

<http://www.pohid.pl/dzial,in dex,241,Informacja- prasowa-POHiD-w-sprawie- kampanii-Jem-bo- Polskie.html>

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### **Netherlands – Start of an education project which delivers pears to schools**

#### **The Netherlands saw the start of a project to help growers of pears affected by the Russian embargo.**

The project is set up by the Clusius College, providing vocational training for 'green' jobs such as in horticulture, together with The Greenery. This project will deliver of 35,000 pears to 120 elementary schools in the province of North Holland. In the end, the project decided upon the Conference pear to be distributed.

<http://www.thegreenery.co m/data/press- releases/clusius-college-en- the-greenery-voorzien- basisscholen-in-noord- holland-van-conference- peren>

### **Germany – Growing interest for Conference pears through campaign**



#### **Conference pears are increasingly interesting for the German consumer after a three year campaign organised by the Flemish VLAM and the Dutch Groenten Fruit Bureau in North Rhine-Westphalia.**

The last three years they were responsible for the campaign 'Conference, always a good idea'. The campaign was mainly focused on tastings in the NRW area in Germany. The campaign has been so successful that both partners wish to continue this campaign in upcoming years. They have also already filed for funding from the EU.

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### **UK – Organic September campaign showed clear increases in organic consumption**

**The Soil Association in the UK had launched a campaign called 'Organic September' in September 2014.** With this campaign they tried to increase the consumption of all organic products, although a large part of it focused on fruit

and vegetables. The campaign emphasised the possibility to just change a small thing in daily consumption by swapping conventional for organics. In the end, their campaign proved successful, leading to a 3.6% growth in the sales of organic products in September as a result of the campaign.

<http://www.soilassociation.org/aboutus/newsandmedia/readtodaysnews/todaysnews/articleid/7479/todays-news-organic-market-continues-to-boom-after-successful-organic-september>

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### **France/Germany – Le Crunch apples continue charity work**

The apple brand "Le Crunch" continue to pursue charity work during the 2014/15 apple campaign. For the seventh consecutive year, Le Crunch is supporting the initiative SOS-Kinderdorf International. It is sponsoring cooking workshops for children and offers a prize for institutions participating in the campaign. Le Crunch also gives the opportunity to consumers during food tastings to learn more about its charity work. The French fruit and vegetable federation Interfel, of which the apple brand is a member, continues to support the Five-a-day campaign.