

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 Daphne van Doorn or Nelli Hajdu at the Association's Secretariat.

## 1st September 2016

### Brussels: This summer is for sports, isn't it?



If Brussels streets are empty, this can only have two reasons. The summer vacations have begun, or: Big sports events tying people to the screens. So had happened this summer: The European Football Championship in France and the incredible achievements of athletes during the 31<sup>st</sup> Olympic summer games in Rio de Janeiro have been clearly the dominating small talk topics of the season. Sportive mega events are also the kick-off for intensive marketing and opportunity of tying a product to the value of physical activity and the positive image of sports. Therefore this issue will discover inspiring initiatives in the framework of these summer's sports events, to push the consumption of fruit and veg, and to intensify the irreversible marriage of fresh produce with physical activity. Discover the opportunities and be inspired...

P.S. Since the Fresh Times is an inclusive media we also included some non-sports related news on page No. 3

### Brazil: Athlete's power with Brazilians super fruits



While maybe some fast food shops in the Olympic village got a lot of media coverage, the food and beverage management of the athlete's village followed its own nutritional strategy. 45.000 – 60.000 meals had been served every day, presented on different theme islands covering all kinds of world flavors – and a special section on the best of Brazilian food. And what is the best of Brazilian food, one may ask? It's a cornucopia of more than 40 exotic fruits originating in the Brazilian rainforest. Food and beverage manager Flávia Albuquerque was convinced that athletes would love this cuisine and that "Brazilian food is perfect to add to an athlete's need." Fresh Times would have wished to see a bit more of media coverage for this great initiative in the athletes village.

<http://bit.ly/2c7cFxO>

## Number 4/2016

### United States: They say, they hope it is "apPeeling"



Right in time for the Olympic Opening Google released a new smartphone game for iOS and Android: [The Doodle Fruit Games](#). Mini-versions of Brazil's main fruit exports such as pineapples, bananas, watermelons, coconuts and strawberries are engaged in their very own Olympic decathlon. When coconuts start to ride BMX bikes, and strawberries succeed in a category called spider hurdle jump and a little berry is trying to be smashed into a smoothie – then this not only cute, but clearly a great example for a successful marketing cocktail: take a little bit of technology and mix it with the best of Brazilian fresh produce, and voila! Educational! And fun!

### U.K.: Only a healthy team is a good team

Unless nutrition experts had been calling for years to end junk food sponsoring during big sports events, these Olympic games have been another opportunity for the

big brands to position their products in the margins of physical activity – often leading to wrong conclusion of the nutritional value of the advertised products.

A very, and indeed healthy exception: [the sponsoring agreement between the team of GB and the supermarket brand Aldi](#). Instead of featuring soda or cookies in its adverts, Aldi decided to highlight fresh, local fruits and vegetables.



They recreated the skyline of Rio using more than 30 different types of fruits and vegetables. And apparently with success. Aldi stores in the U.K. have been increasing their sales of fruit and veg by 19% between May and July compared to the previous season. And Aldi does even more. It also supports the Team GB healthy education and cooking program ["Get Set to Eat Fresh"](#), and further created special programs to teach children how to cook fresh foods.

### Germany: 3:0 for fresh produce consumption

The German „Five a day“ campaign used the European Football Championship for an official release, underlining Germany’s leading position in consuming fresh fruits and vegetables in Europe. The release is stating with an ironic twinkle, that Germany is fulfilling the best



conditions to make it to the final ... with having a team “chef” (Holger Stromberg) who is emphasizing on a balanced diet with a lot of fruit and veg on the menu, with a great fan block (the Germans) being well prepared because of their great consumption behavior in comparison to other countries – and because the favorite produce of German consumers is as round as the football itself (apple, tomatoes). With the press release the “Five a day” campaign supported the German team during this year’s Cup, and to complete the picture, added great inspiring recipes for a healthy football break snacks...

Read the full press release here: <http://bit.ly/2bFY1A3>

### Germany II: The fruit division becomes a football field



It’s Germany again... and yes it’s football again. A great way of promotion and even greater fun: The German retailer Netto engaged the commentator Christoph Fuss, to comment – but not on football, but on the shopping behavior of the clients. The prank has been concluded in a branch in Hamburg – and it wouldn’t be a great kick off, if wouldn’t

kick off in the most important area of each supermarket: the fruit and veg division.

Watch the first half-time here: <http://bit.ly/2bUtagj>

### Spain: female sports goes banana

That Olympic athletes are great ambassador and role models, is no secret anymore. The Association of Producers of Bananas of the Canary Islands turned yellow into gold and contracted the Spanish swimmer, world champion and Olympic silver medalist Mireira Belmonte and the double world champion in Badminton Carolina Marin as their banana ambassadors until the end of summer 2017.



Bananas are an essential addition to a healthy and balanced diet. So this is indeed a great tie up between sports and the right product. Moreover the association underlined, that this relationship goes beyond. The campaign is also dedicated to encourage women’s sport in general.

### U.K.: Fit for the Future?

The National Farmers Union (NFU Horticulture) of England and Wales has kicked-off the “Fit for the Future” campaign in spring this year, to inspire NFU members and the industry, how to boost the sales of fruit and veg. The associated [report identifies 34 possible](#)

action points how to increase the intake of fruit and veg, compiled in months over months of research.



One of the early adopters has been [Coop U.K.](#) The local retailers seeks to increase the fruit & veg sales by going new ways, such as distributing vouchers, which provide money off as an incentive to buy more fresh, but also makes changes in actively promoting snack vegetables. Hopefully, soon others will follow.

### France: I am nine years old and I love to eat vegetables

The love for vegetables is often not inherited to the young people, but as in every good relationship love has to grow and develop over years and years of trying. To give this a helping hand, Bonduelle opened two of its factories, to encourage fresh produce consumption. Fittingly the event has been titled: "J'ai 9 ans and j'aime manger des légumes".



The tours in factories around Bordères and Labenne included of course facts about the role of f&v in a balanced diet. Additionally, the company started to give food education in schools across the southwest of

France. For a lasting and stable relationship between human and vegetable.

<http://bit.ly/2bXfvXL>

### Switzerland: Veggies at primetime



If there is still someone out there, not knowing how to cook all these great domestic vegetables, should have a look on this great project: "[Gemüse TV](#)" is a coup of the Swiss association for vegetable production.

A whole website only dedicated to Swiss vegetables - and their handling, processing, cooking and of course enjoying. The films are presented either by blogger [Zoe Torinesi](#) or by gourmet chef [Pascal Haag](#) who brings an elegant twist in the domestic vegetable preparation. The recipes are seasonal and the website gives elaborate details of vegetable production in Switzerland. The viewer has to be warned in advance: highly mouth-watering videos which make you buy some veggies immediately.

### The Netherlands: B(sn)ack to school

One of the probably greatest school memories: the visit at the school's snack bar with all these tempting chocolate bars and jelly bears. Not the healthiest choice though - and far and wide no apple in sight. Eosta, a Dutch specialist on organic fruit and vegetables has developed a

healthy alternative: "Back to School" snacking tomatoes, right in time for the school beginning in the Netherlands and all over Europe.



The idea behind: making snacking as easy as possible. And the shakers is even recyclable. A healthy and convenient addition for the schoolbag - and definitely the better choice.

### U.K. again: Free riding with the blueberries



National Blueberry Day is on the 13th of August - at least in the U.K - initiated by [BerryWorld, a British Berry producer](#). Fired on in social media with #BlueberryDay, the inhabitants could share their very own blueberry buzz. And because public transport in London is not always joy to those who have to take it, some lucky few could claim a free taxi ride with the Blueberry Day taxi, when taking a selfie with the berry vehicle and posting it on Twitter, Facebook or Instagram. And yes, berries could also be eaten all over the city. See the best selfies and results from the campaign on [Twitter](#) and [Instagram](#).