



## #SpeakUp4FruitVeg: Overview of social media posts

### January: Celebrate the International Year of Fruits and Vegetables



Freshfel Europe @Freshfel · Jan 5

#SpeakUp4FruitVeg!

Today @Freshfel is launching its new campaign #SpeakUp4FruitVeg to increase support for the fruit & vegetable sector at EU-level as part of its activities for #IYFV2021 - read the full press release [ow.ly/f5GF50D0viB](https://ow.ly/f5GF50D0viB)



Freshfel Europe @Freshfel · Jan 7

Are you supporting #SpeakUp4FruitVeg?

We're calling on #EU policy makers to support the fresh #fruit & #vegetable sector in EU decision making during the #IYFV2021 to facilitate sustainable, healthy diets across Europe. More info at [ow.ly/Urwe50D2t6y](https://ow.ly/Urwe50D2t6y)



Freshfel Europe @Freshfel · Jan 12

Europeans aren't eating enough #fruit & #vegetables 😞

The @WHO recommends a minimum daily #fruit & #vegetable intake of 400g, but on average Europeans only eat 363.76g per day. This shouldn't be the case! #SpeakUp4FruitVeg #IYFV2021



Freshfel Europe @Freshfel · Jan 15

The current #EU average daily #fruit & #vegetable consumption of 363.76g must be increased to at least 400g per day. This will make for healthier people & a healthier planet. Let's work together to achieve this! #SpeakUp4FruitVeg #IYFV2021





**Freshfel Europe** @Freshfel · Jan 19

This is a unique year for **#fruit** & **#vegetables** 🇪🇺 It's the UN International Year of Fruit & Vegetables 2021 🌍 🍌 🥦 which will put a spotlight on fresh produce to increase consumption for healthy people & planet 🌱 🌍 More **#IYFV2021** info ➡️ [ow.ly/uxMD50DckR9](https://ow.ly/uxMD50DckR9) **#SpeakUp4FruitVeg**



**Freshfel Europe** @Freshfel · Jan 21

Follow **#SpeakUp4FruitVeg** & be part of **#IYFV2021!** 🌍 🌱

In 2021 we need YOU to help us raise awareness of the International Year of Fruit & Vegetables 2021 & increase support for **#fruit** & **#vegetables** for healthy people & planet ➡️ Follow **#SpeakUp4FruitVeg!** 🍌 🥦



**Freshfel Europe** @Freshfel · Jan 26

🗣️ **#Fruit** & **#vegetables** are an essential part of **#EU** consumers' healthy & sustainable diet 🌱 = primary product, nutritious, seasonal, low environmental impact, locally consumed, exported globally, year-round supply, tasty! 🍌 🍎 🥦 🥒 🍌 **#SpeakUp4FruitVeg** **#IYFV2021**



**Freshfel Europe** @Freshfel · Jan 29

As an essential part of **#EU** consumers' healthy & sustainable diet 🌱 all aspects of **#fruit** & **#vegetables** must be equally supported in policy 🍌 🥦 🗣️ We need you to **#SpeakUp4FruitVeg!** 🗣️ 🌱 **#IYFV2021**





## February: Fruit and vegetables in all policy areas



**Freshfel Europe** @Freshfel · Feb 3

#Fruit & #vegetable consumption is highly beneficial for good health & wellbeing 🥗💪🍌 The #IYFV2021 calls for urgency in advocating for healthy diets through increased #sustainable production & consumption of fruits & vegetables 🍌🍎🥕🥦 Let's #SpeakUp4FruitVeg!



**Freshfel Europe** @Freshfel · Feb 5

🗣️ According to @WHO regular consumption of fresh #fruit & #vegetables plays a vital role in a diversified, healthy, nutritious & #sustainable diet for the prevention of non-communicable diseases (#NCDs) 😊🍌 This year during #IYFV2021 we need to #SpeakUp4FruitVeg!



**Freshfel Europe** @Freshfel · Feb 9

The @EUAgri #EUFarm2Fork Strategy calls for a shift to healthy & sustainable diets in the #EU, whereby 📈 #fruit & #vegetable consumption will 📉 the risks of life-threatening diseases but also the environmental impact of the food system 🥗💪 #SpeakUp4FruitVeg during #IYFV2021 📣



**Freshfel Europe** @Freshfel · Feb 12

This year during #IYFV2021 we need you to support & #SpeakUp4FruitVeg to ensure that the @EUAgri #EUFarm2Fork Strategy's objective is achieved! 📣🥗😊

Increased fruit & vegetable consumption 🍌 = healthy #EU citizens 🥗 & low environmental impact of the food system overall 🌍🥗





**Freshfel Europe** @Freshfel · Feb 17

There are real & perceived barriers to #EU #fruit & #vegetable consumption inc. availability, accessibility, household expenditure, changing lifestyles & lack of diet education We need to continue the conversation in #IYFV2021 on consumption barriers #SpeakUp4FruitVeg



**Freshfel Europe** @Freshfel · Feb 22

No real or perceived barrier to #EU #fruit & #vegetable consumption is insurmountable! We need #EU policy-makers to #SpeakUp4FruitVeg during #IYFV2021 to ensure that higher consumption is stimulated as part of a low environmental impact sustainable diet #SpeakUp4FruitVeg



**Freshfel Europe** @Freshfel · Feb 24

The #EU #fruit & #vegetable sector is impacted by many policies, inc. #agriculture, #environment, #trade, #foodquality, #foodsafety, #health & #tech For high quality, tasty, healthy & available fresh produce these policies mustn't conflict #SpeakUp4FruitVeg #IYFV2021



**Freshfel Europe** @Freshfel · Feb 26

The #EU #fruit & #vegetable sector needs policy coherence so that the many policies its impacted by aren't counteracting each other The #EU needs a coherent policy environment to facilitate healthy & sustainable diets #SpeakUp4FruitVeg #IYFV2021





## March: Production and CAP



**Freshfel Europe** @Freshfel · Mar 2

#EU production of #fruit & #vegetables accounts for over 21% of the value of the total #EU agricultural output 🌱🥦🍌 Despite its importance, the #freshproduce sector only receives 3-5% of the CAP's expenditure. This should be different! 🥰👏  
#SpeakUp4FruitVeg #IYFV2021



**Freshfel Europe** @Freshfel · Mar 4

The #fruit & #vegetable sector is a valuable player for the #EU's environmental, social & economic agricultural activities 🌱👨🌾 The #IYFV2021 calls for attention to the #freshproduce sector in the #CAP 🗣️👥🍏 Let's make this happen together! 🙌👥🥦🍌  
#SpeakUp4FruitVeg #IYFV2021



**Freshfel Europe** @Freshfel · Mar 9

Fresh #fruit & #vegetable 🌱🗣️ production quantity & quality is subject to changing climatic conditions ☁️🌞☀️. Producer Organisations have a vital role in providing technical assistance, securing production quality & contributing to market stability 🥰📊  
#SpeakUp4FruitVeg #IYFV2021



**Freshfel Europe** @Freshfel · Mar 12

The #CAP should provide a flexible, secure & attractive framework for producer organisations & their operational programmes to facilitate their role in the supply chain & contribute to the #EUGreenDeal's objectives 🌱🗣️👥🍏 #SpeakUp4FruitVeg #IYFV2021

