

# LIFE IS BETTER

with Fruit & Vegetables

## The Life is Better with Fruit and Vegetables campaign...

is an EU-funded programme that targets Millennials and aims at increasing their level of knowledge regarding the nutritional benefits, versatility, sustainability, and practicality of fruit and vegetables. Young Europeans aged 25 to 35 represent a key demographic of consumers, as they are still shaping their purchasing and eating habits.

The campaign, which kicked off in March 2022 and will run until February 2025, will take place in France and Ireland, in addition to having a pan-European dimension. It is a joint effort between Interfel (Association Interprofessionnelle des Fruits et Légumes Frais) and AIB (Association Interprofessionnelle de la Banane) in France, Bord Bia in Ireland, and Freshfel Europe, the European Fresh Produce Association. Life is Better with Fruit and Vegetables will rely on a budget of approximately €5.4 million and a combination of press relations, website and social networks, advertising, communication tools, and events to maximize the outreach of its message.

## Our Partners



FRANCE



### INTERFEL (Association Interprofessionnelle des Fruits et Légumes Frais)

INTERFEL is the organizational interbranch association of fresh fruit and vegetables. Founded in 1976, it regroups 15 professional member organizations across the sector: production, shipping, import, export, wholesale, and distribution.

[MORE ABOUT INTERFEL >](#)

Thanks to the European Union and our partners, we are very pleased to participate in this 3-year campaign which will target Millennials aged 25 to 35: improving eating habits is a long-term task that must be continued over time to anchor good practices in the daily lives of Millennials.

*Laurent Grandin, President of Interfel*

We are excited to start this multi-country program to encourage the consumption of fruit and vegetables among European Millennials. At AIB's level, we will focus on the benefits of bananas. Bananas are a healthy, simple and fun product, perfectly suited to the lifestyle of Millennials. Taste, practicality, ease, energy, healthy food, well-being... banana meets all their expectations and that's what we're going to show them with this campaign. Life is better with bananas!

*Gautier Fischel, President of the AIB*



FRANCE



### AIB (Association Interprofessionnelle de la Banane)

AIB is the French interbranch organization for bananas. It brings together professional organizations representing the sector: producers, importers, ripeners, wholesalers, and specialised retailers in fruit and vegetables.

[MORE ABOUT AIB >](#)



IRELAND



### Bord Bia (The Irish Food Board)

Bord Bia was established in 1994 as the Irish national food marketing and promotion agency working at home and abroad. Fresh produce promotions are a core activity of Bord Bia.

[MORE ABOUT BORD BIA >](#)

*Lorcan Bourke Sector Manager Fresh Produce and Potatoes*



EUROPE



There are approximately 1 million millennials in Ireland, and we know from our research how influential they can be on societal values, especially in relation to health and nutrition. Most millennials are hungry for knowledge and wide open to new experiences. This campaign gives us the opportunity to reach them via social media and the influencers they are following. The campaign will give them practical advice on how to put fruit and vegetables at the core of their diet.

We look forward to sharing knowledge among young Europeans regarding the benefits of fruit and vegetables – this is the first step to increase consumption, which remains below the recommended 400 g per day, and promoted the shift towards a plant diet

*Philippe Binard, General Delegate of Freshfel Europe*

### Freshfel Europe (The European Fresh Produce Association)

Freshfel Europe, the European Fresh Produce Association, is the forum of the fresh fruit and vegetable supply chain in Europe and beyond and is the leading fresh fruit and vegetable organization in Europe.

[MORE ABOUT FRESHFEL >](#)



## Upcoming Activities

Activity	DATE	Location
Life is Better with Fruit and Vegetables Ireland Press Launch Event	21 April 2022	Dublin
Opening press conference of the Life is Better with Fruit and Vegetables campaign	18 May 2022	Brussels
Life is Better with Fruit and Vegetables Press Event	2023	Paris
Life is Better with Fruit and Vegetables Press Event	2024	Dublin

SOON ON



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