

LIFE IS BETTER

with Fruit & Vegetables



THE LIFE IS BETTER WITH FRUIT AND VEGETABLES PROGRAMME...

...was officially launched to the public on 18th May 2022, at a press conference in Brussels hosted by Freshfel Europe, the European Fresh Produce Association. The press conference followed the Association's Annual General Meeting and brought together more than 100 representatives and journalists from the fruit and vegetables sector.



EUROPE



Freshfel Europe (The European Fresh Produce Association)

The event was led by the four project partners – Freshfel Europe, AIB, Bord Bia, and Interfel – who presented their key priorities for the 3-year project.

The results of a survey were conducted by Potloc on the latest fruit and vegetables consumption trends in young Europeans which were presented, alongside with an overview of the future of the eating habits of millennials (presented by Mintel). The event also welcomed two food & lifestyle influencers from Ireland and France, who will play a big part in the online activities of the campaign. They both shared their perspectives on the project.

Key information on the campaign is available on the newly launched [Life is Better with Fruit and Vegetables](#) website, with dedicated webpages for each of the target country – France, Ireland, Germany, Italy, Poland and Spain.



Our Partners

In France, the Life is Better with Vegetables, Fruit and Bananas programme kicked off its online campaign on Instagram, with a key message structured around 4 themes: taste, well-being, lifestyle, and sustainability. You can follow the campaign Instagram accounts: [@lesfruitsetlegumesfrais](#) & [@labanane.info](#) Benjamin Verrecchia has been selected as the ambassador for the first year of the campaign.



FRANCE



INTERFEL (Association Interprofessionnelle des Fruits et Légumes Frais)

Our programme compliments the online 'Fruit and Vegetables, it's never enough', campaign. Both campaigns aim to improve fruit and vegetable consumption, particularly among Europeans between the age of 25 and 34.

A pool of 10 lifestyle and food influencers will be involved in the campaign during the first year of the programme and 4 out of the 10 videos planned for 2022 have already been produced.

The first 2 press releases of the year were published in May and July, focusing on seasonal recipes in the campaign colours.

Check out Interfel's dedicated website, where you'll find all the articles, recipes, and videos of the campaign!



FRANCE



AIB (Association Interprofessionnelle de la Banane)

A collaboration with 10 influencers will focus on promoting bananas by publishing content during key times of the year, particularly between the end of summer and the beginning of winter.

The first 3 press releases of the campaign have been published.

In addition, a page dedicated to the campaign was launched in mid-April, which will be regularly updated with articles, recipes and videos focusing on bananas.

AIB's 3 press releases focus upon on-the-go consumption of fruit and vegetables during spring, the nutritional benefits ahead of the school year and the role of fruit and vegetables as part of a balanced breakfast.



In Ireland, Bord Bia joined the eco-friendly, millennial-focused music festival Body & Soul in June.



IRELAND



Bord Bia (The Irish Food Board)

Bord Bia welcomed the campaign ambassadors and influencers Kwanghi Chan, Rachel Hornbrook, and Eoin Sheehan to the fresh fruit and vegetable garden feature which they built at the festival. These influencers will partner with Bord Bia to create recipes and content to inspire millennials for the duration of the campaign. Bord Bia sampled some fresh, locally produced in-season strawberries, grown less than 30 minutes away from the festival venue. The influencers together with Bord Bia staff promoted the new campaign and the dedicated website to the millennial concert revellers, while also providing them with key tips on how to eat healthier and more sustainably.

To educate millennials on the positive nutritional and sustainable value of fresh, local, and in-season produce, Bord Bia has also launched the campaign's online cookbook – check out its seasonal delicious fruit and vegetable recipes!



Upcoming Activities

ACTIVITY	DATE	LOCATION
Participation at the Rock en Seine festival	25th August – 30th August 2022	Domaine National de Saint-Cloud, Paris
Life is Better with Fruit and Vegetables Press Event	2023	Paris
Life is Better with Fruit and Vegetables Press Event	2024	Dublin

