The European Fresh Produce Association (Freshfel Europe) and the Irish Food Board (Bord Bia) have launched an ambitious campaign to encourage Europeans to make fruit and vegetable consumption a key part of their lifestyle. The Life is Better with Fruit and Vegetables programme aims to improve fruit and vegetable consumption, particularly among Europeans between the ages of 25 and 34.

The 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 with the hashtags #LifeIsBetterWithFV and #FruitAndVegetables, with dedicated webpages for each of the target country partners – Freshfel Europe, AIB, INTERFEL, and the Association Interprofessionnelle de la Banane (AIB) in France.

In France, the campaign was launched in mid-April, which will be regularly updated with articles, recipes, and videos focusing on seasonal recipes in the campaign colours. Both campaigns aim to play a big part in the online activities of the campaign. AIB press releases focus upon on-the-go healthy meals, emphasising the nutritional benefits ahead of the school year. AIB’s 3 press releases focus upon bananas, updated with articles, recipes, and videos focusing on bananas by publishing content during key times of the year, particularly between the first and second semester of the school year.

In Ireland, Bord Bia joined the eco-friendly, millennial-focused Rock en Seine music festival. Body & Soul in June, providing them with key tips on how to eat healthier and more sustainably. The millennial concert revellers, while also promoting the new festival venue. The influencers together with Bord Bia staff promoted the new garden feature which they built at the festival venue. The influencers also sampled some fresh, locally produced in-season strawberries, which had been grown less than 30 minutes away from the music festival site. They were joined by the millennial ambassadors and influencers Kwanghi Chan, Rachel Hornibrook, and Eoin Sheehan to the fresh fruit and vegetable sector.

A partnership with 10 influencers was established, particularly among Europeans between the ages of 25 and 34, and the role of influencers in the implementation of the campaign is expected to be significant. Influencers are expected to be involved in the campaign during the first year of the programme and 4 out of the 10 influencers will be involved in the campaign during the second year of the programme. A pool of 10 lifestyle and food influencers from Ireland and France will be involved in the campaign.

Partnership with influencers and celebrities is expected to have a significant impact on the campaign, as they can reach a large audience and help to promote the campaign message. Influencers and celebrities can use their platform to share their perspectives on the project, and encourage their followers to get involved in the campaign. They both shared their perspectives on the project. They both played a big part in the online activities of the campaign.

Partners – Freshfel Europe, AIB, and Interfel – who presented their key priorities for the 3-year project. Our programme compliments the online activities of the campaign. Both campaigns aim to play a big part in the online activities of the campaign. They both played a big part in the online activities of the campaign.

The results of a survey were conducted by Potloc on the eating habits of millennials in Europe which were presented, alongside with an overview of the future of the eating habits of millennials in Europe, which were presented, alongside with an overview of the future of the eating habits of millennials in Europe. The results of a survey were conducted by Potloc on the eating habits of millennials in Europe, which were presented, alongside with an overview of the future of the eating habits of millennials in Europe. The results of a survey were conducted by Potloc on the eating habits of millennials in Europe, which were presented, alongside with an overview of the future of the eating habits of millennials in Europe.

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