The 2023 event will focus on the challenges of the agricultural sector to keep fruit and vegetables accessible to consumers, starting with an overview of the results from Year 1 of the campaign. You can expect all of this and many more from millennial influencers regarding the eating habits of European millennials.

Many digital actions on the web, in the press, for sponsorship, and in social media were made by influencers and Benjamin Verrechia, ambassador of the programme, as well as from each partner to promote the event before, during, and after.

In the meantime, information and updates on the project are available on the Life is Better with Fruit and Vegetables website, with a dedicated webpage for journalists from the agricultural sector, with market analyses and testimonials.

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Two humorous videos and related reels have been published on the YouTube, Instagram and websites!):

"Le clou" - Humour on an Autumn theme for promoting bananas. Partnerships with AIB and AIB's representative in France, and shared on INTERFEL's lesfruitsetlegumesfrais Instagram account. More than 4.2 million views are expected on these publications.

"L'aspirateur" - Humour on an Autumn theme for promoting bananas. Partnerships with AIB and AIB's representative in France, and shared on INTERFEL's lesfruitsetlegumesfrais Instagram account. More than 4.2 million views are expected on these publications.

"Born to be Fruit" - Humour on a Spring theme for promoting apples. Partnership with Topito, a famous social media company (youtube, Instagram and websites):

More than 9 million views are expected from these publications.

The second annual event, which is scheduled to take place on 25 May 2023, in Brussels, we are now delighted to reveal the line-up of the programme:

One of INTERFEL's dietician employees, 13 influencers, and 6 staff members promoted the activity and, most of all fun way to communicate with the 5000 millennial concert revellers.

Sun, sport, fruits, and vegetables with a music background were a healthy, sustainable and how to include them in a healthy and sustainable daily diet.

Upcoming Events:

- Press Event on 18 May 2022 in Brussels
- A campaign website.

For more details, please visit the Life is Better with Fruit and Vegetables website.

Since launch Bord Bia – the Irish Food Board, created locally grown, in-season produce to millennials in Ireland.

You can download their e-cookbook from the campaign website - outlining four 'repertoire' meals per season, using delicious fruit and vegetables. You can find out more here:

https://www.bordbia.ie/

And visit the campaign website for more information and updates.

Guidance on balanced, healthy diets, please consult the Department of Health Guidelines.