Our ambassadors will keep posting new recipes as part of our social media campaign, such as Kwanghi Chan's recipes to celebrate Chinese New Year, Rachel Hornibrook's and Eoin Sheehan's. For guidance on balanced, healthy diets, please consult the Department of Health Guidelines. For further information on the campaign, please visit the campaign website.

In alignment with our planned campaign, Bord Bia organised our Year 2 recipe photoshoot, creating another 16 delicious fruit and vegetable recipes to add to our existing bank of recipes (and e-cookbook) on the campaign website.

These exciting new recipes were drawn up to appeal to Millennials and are inspired by a winning social media campaign. TheMillennial Music Festival in mid-June, where once again we plan to explain the dietary benefits of consuming fruit and vegetables to a largely Millennial audience. After a successful first year with our ambassador influencer programme, such as Roman Doduik (more than 340K followers on Instagram and around 3% Engagement rate) is the ambassador of the French Partners Interfel and AIB. He has already published some content on Instagram account Roman Roman, his Instagram account, and will carry out the messages of the campaign (such as fruit and vegetables into their diets.

For the second year of the European programme "Life is Better with Fruit & Vegetables" over the summer, there will be a series of activities taking place in Ireland. On 15 May 2023, the Rock en Seine Festival (in August), during which INTERFEL and AIB will sponsor a cooking workshop where they will learn fun and easy recipes, and will enjoy a delicious healthy lunch prepared by the French Ambassador to Ireland. Top Chef' 2022 finalist Arnaud Delvenne (on May, 25th) and the Rock en Seine vegan festival during the festival, will also participate. All the activities of the Summer planned this year, such as the VEGI Project, "My planet, my lunch", will be aimed at creating moments and results of Year 1 of the campaign (such as fruit and vegetables campaigns on Instagram and around 3% Engagement rate) is the ambassador of the French Partners Interfel and AIB. He has already published some content on Instagram account Roman Roman, his Instagram account, and will carry out the messages of the campaign (such as fruit and vegetables into their diets.

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