The Life is Better with Fruit and Vegetables Project Continues!

Life is Better with Fruit and Vegetables is a pan-European campaign which kicked off in March 2022 in Ireland, France, and Spain. The campaign, which is taking place for a period until early 2024, is a joint effort of the Executive Agency for Education and Training, the European Commission’s Education, Audiovisual and Culture Executive Agency (EAfET) and the European Union’s agri-food bodies (Interfel, Freshfel, and Freshfel Europe). The campaign is run by Bord Bia (Ireland), AIB (France), and Interfel (France) who are responsible for the implementation of the project. The campaign is funded by the European Union’s Horizon Europe programme, with a budget of €4.4 million.

The campaign’s target audience is young Europeans aged 25 to 35, who represent a key demographic for shaping future purchasing habits and eating behaviors. The campaign aims to educate this audience on the nutritional and sustainable benefits of fresh fruit and vegetables, and to inspire them to increase their consumption of these foods. The campaign’s main goal is to help young Europeans increase their level of knowledge regarding the nutritional value of fruit and vegetables, while also encouraging them to eat healthier and more sustainably.

The campaign is being implemented in multiple countries, with a focus on France, Ireland, and Spain. The campaign includes a variety of activities, such as influencer events, social media campaigns, and online content. The campaign is also being promoted through traditional media channels, such as TV and radio.

The campaign’s website contains a wealth of information and resources, including recipes, nutritional information, and sustainable tips. The website also includes a digital cookbook, which is available in multiple languages.

The campaign’s partners include Bord Bia, Interfel, and AIB, who are responsible for the implementation of the project. The campaign is also supported by the European Commission’s Education, Audiovisual and Culture Executive Agency (EAfET) and the European Union’s agri-food bodies (Interfel, Freshfel, and Freshfel Europe).

The campaign is expected to run until early 2024, with a focus on shaping the purchasing and eating habits of young Europeans. The campaign is expected to reach millions of people across Europe, with a focus on France, Ireland, and Spain.

For more information, please visit the campaign’s website at www.lifeisbetterfruitsandvegetables.eu