The Life is Better with Fruit and Vegetables project continues! This campaign is set to inspire millennials to eat healthier and more sustainably and is currently underway in Ireland and an exciting campaign ambassador for Year 2 of the European programme “Life is Better with Fruit & Vegetables” is Cliona O’Connor, Kwanghi Chan, and Roman Doduick.

To educate millennials on the beneficial nutritional and sustainable value of fresh, local, and in-season produce, Bord Bia added 16 more influencers Kwanghi Chan and Eoin Sheehan to create more recipes and to inspire millennials. Bord Bia collaborated with Demotivatuer, who created swing - 3 videos featuring the French programme ambassador Roman Doduick.

Bord Bia, the National Food Authority of Ireland, is a fully state-owned company. Our main role is to promote and develop the Irish food industry. To do this, we create a range of programmes designed to increase market share and value for Irish food produce, including原菜原色. To help us achieve this, Bord Bia works closely with other bodies, such as the European Commission, the Food and Agriculture Organisation of the United Nations, and the European Fresh Produce Association.

The campaign, which kicked off in March 2022 and will run until February 2025, is taking place in addition to having a pan-European dimension. It is a joint effort between Interfel (Association Intéprofessionnelle des Fruits et Légumes de France) and AIB (Association Interprofessionnelle de la Banane) in France, and Freshfel Europe, the European Fresh Produce Association. Bord Bia in Ireland, and Freshfel Europe, the European Fresh Produce Association. All the material of the project is available on the website of Life is Better with Fruit and Vegetables.