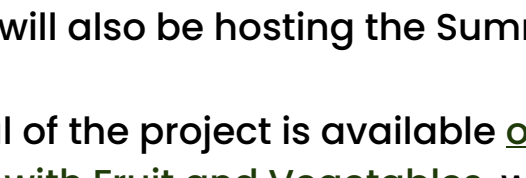


# LIFE IS BETTER

with Fruit & Vegetables

**SEE YOU ON 16 MAY 2024 IN PARIS FOR THE THIRD LIFE IS BETTER WITH FRUIT AND VEGETABLES ANNUAL EVENT!**



The third annual event of the Life is Better with Fruit and Vegetables will take place in Paris on 16 May 2024. More information about the programme of the event will be released shortly.

After two successful events in Brussels, the Life is Better with Fruit and Vegetables campaign will welcome the participants of its final annual event in the French capital, which will also be hosting the Summer Olympics.

All the material of the project is available [on the website of Life is Better with Fruit and Vegetables](#), with a dedicated webpage for each of the target countries of the campaign (France and Ireland, in addition to Germany, Italy, Poland, and Spain).

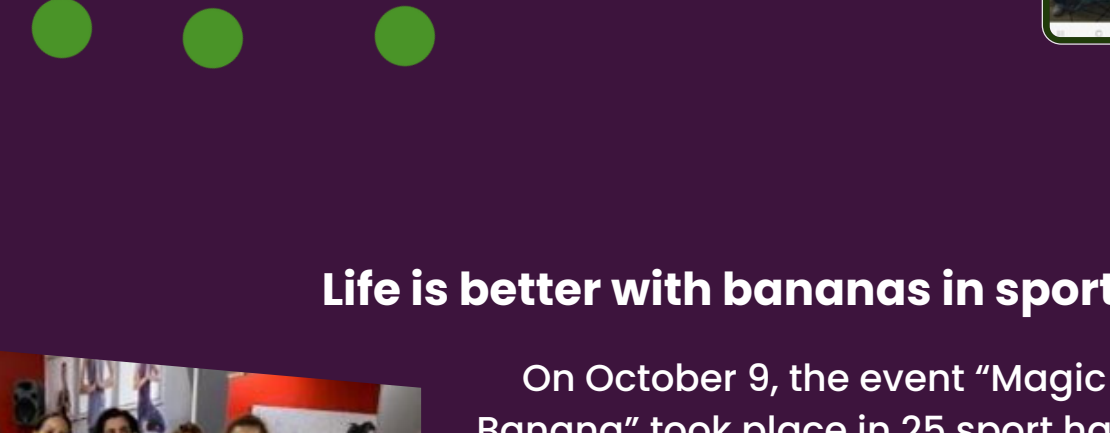
## OUR PARTNERS

### INTERFEL & AIB



#### Rock en Seine music festival

For the second year, the Life is Better with Fruit & Vegetables & Bananas campaign returned with a stand to the Rock en Seine music festival on August 23, 25, 26 and 27. Festivalgoers appreciated the smoothie bikes and being able to take fruits and vegetables to enjoy during the concerts. 12 influencers also came and relayed to their community messages of practicality, taste, and fun.



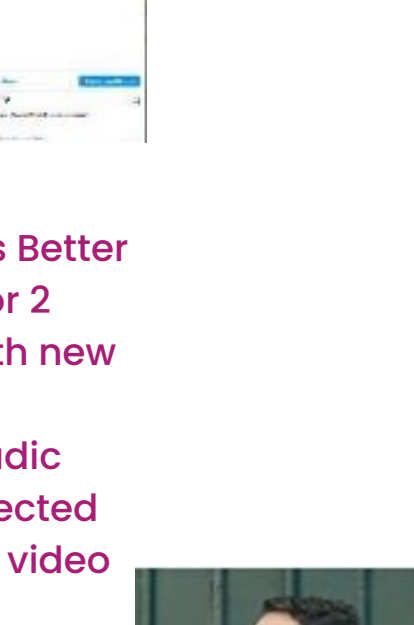
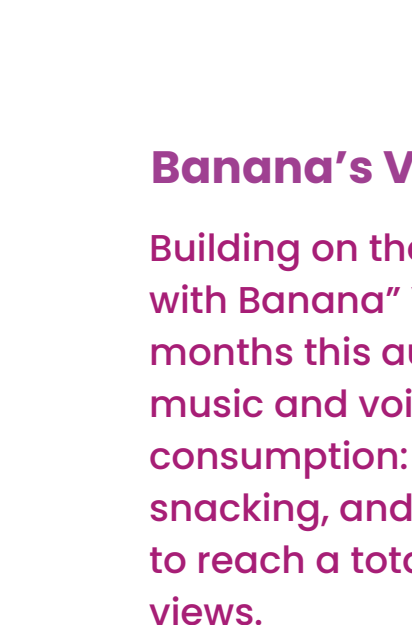
#### Music and fun with the Démotivateur's partnership

A social media partnership with Démotivateur, an influential entertainment media on social media, resulted in the release of 3 videos, including the presence of the French programme ambassador, [Roman Doduick](#), for a total of 9 million impressions and 6,5 million video views.



#### Life is better with bananas in sport halls

On October 9, the event "Magic Banana" took place in 25 sport halls of the "Magic Form" network in Paris and different regions. The event involved information and tips on bananas in the context of sports, distribution of a "banana pass", broadcasting of a video in the halls, and more!



#### Instagram posts

Lifestyle exclusive content is regularly published and sponsored on [Lesfruitsetlégumesfrais](#) and [labanane.info](#) Instagram accounts, as well as partnerships with influencers, including the collaboration with the French programme ambassador, [Roman Doduick](#).



#### Banana's VOL campaign

Building on the success experienced in 2022, the "Life is Better with Banana" VOL advertising campaign is back for 2 months this autumn. Composed of 3 absurd videos with new music and voice, it highlights 3 key moments of consumption: the banana as an energy booster, nomadic snacking, and healthy breakfast. The campaign is expected to reach a total of 18 million impressions and 14 million video views.



[MORE ABOUT AIB >](#)

[MORE ABOUT INTERFEL >](#)

## BORD BIA

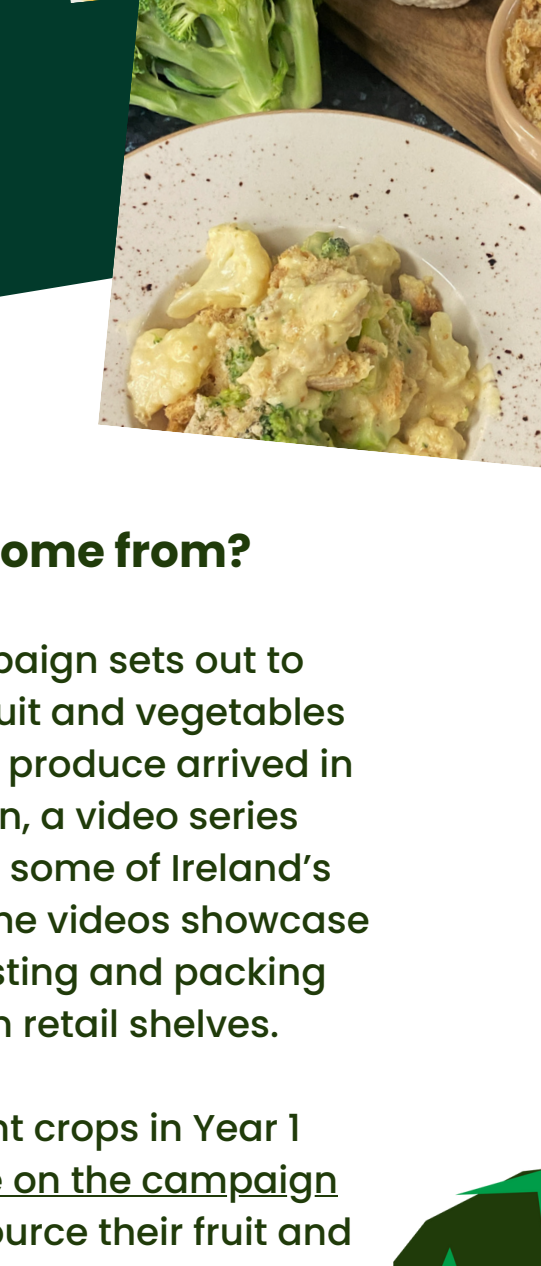


#### More Delicious Recipes and Influencer Inspiration

Bord Bia added 16 new inspirational recipes to the campaign website and online cookbook this year, which now has [32 tasty recipes](#) to appeal to Irish Millennials.

The campaign aims to feed recipes and other information to Millennials by creating content on social media channels in particular Instagram and Facebook. Each promotional activity seeks to promote the beneficial nutritional and sustainable value of fresh, local and in-season fruit and vegetables.

This summer, two of the Irish campaign ambassadors and influencers, foodie Rachel Hornibrook (from Cork) and TV chef Eoin Sheehan (from Limerick) created two delicious recipes prepared with locally grown and in season fruit and vegetables. Rachel created an easy and delicious 'Spiced Root Vegetable Soup' and Eoin created a 'Broccoli and Cauliflower Cheese Bake'. The campaign is working with Millennial influencers to show them the cooking skills to prepare inspirational recipes. Our other three campaign ambassadors will be creating additional delicious fruit and vegetable recipes to share with Millennials throughout this campaign year.



#### Where does our fruit and vegetables come from?

The "Life is Better with Fruit & Vegetables" campaign sets out to educate Millennials to understand where the fruit and vegetables that they buy and eat were grown and how the produce arrived in their local retail outlet. In Year 1 of the campaign, a video series called "Out of the Ground" was filmed to profile some of Ireland's key fruit and vegetable crops (and growers). The videos showcase the growers together with their growing/harvesting and packing systems, to understand how produce arrives on retail shelves.

Six grower videos were filmed featuring different crops in Year 1 and again in Year 2. These videos are [available on the campaign website](#) and aim to educate Millennials to source their fruit and vegetables, as fresh, local and in season. The six crop types added to the video series in 2023 featured 'Bramley' cooking apples, turnips, leek, broccoli, carrots, and parsnips.

[MORE ABOUT BORD BIA >](#)

## UPCOMING ACTIVITIES

**WHAT**

**WHEN**

**WHERE**

- Cooking workshop with Jean Covillault & influencers: no-waste Christmas recipes**

16 November 2023

Paris
- Media report with influencers and journalists for AIB**

16 November 2023

Paris
- Life is Better with Fruit and Vegetables Annual Event**

16 May 2024

Paris

