The "Life is Better with Fruit & Vegetables" campaign sets out to share with Millennials throughout this summer delicious fruit and vegetable recipes to appeal to Irish Millennials. Bord Bia added 16 new inspirational recipes to the campaign website and online cookbook this year, which now has 32 tasty recipes added to the video series in 2023 featured 'Bramley' cooking apples, turnips, leek, broccoli, carrots, and parsnips. Six grower videos were filmed featuring different crops in Year 1 called "Out of the Ground" was filmed to profile some of Ireland's key fruit and vegetable crops (and growers). The videos showcase how fruit and vegetables are grown and in season locally, famous chefs and celebrity influencers brought fresh and in-season produce to people's tables. Bord Bia also invested €100,000 in a collaboration with "Out of the Ground" to distribute a "banana pass" at the Rock en Seine music festival. The "Life is Better with Fruit & Vegetables & Banana's VOL campaign" returned with a stand to the Rock en Seine music festival and distribution of a "banana pass" in the context of sports, entertainment media on social media, and again in Year 2. These videos are relayed to their community messages of practicality, taste, and fun. A social media partnership with the Démotivateur's partnership appreciated the smoothie bikes and being able to take fruits and vegetables.

The third annual event of the Life is Better with Fruit and Vegetables campaign will welcome the annual event! The event "Magic Form" network in Paris on 16 May 2024. More about INTERFEL and AIB: Join and learn more about the "Life is Better with Fruit & Vegetables" campaign sets out to share with Millennials throughout this summer delicious fruit and vegetable recipes to appeal to Irish Millennials. Bord Bia added 16 new inspirational recipes to the campaign website and online cookbook this year, which now has 32 tasty recipes added to the video series in 2023 featured 'Bramley' cooking apples, turnips, leek, broccoli, carrots, and parsnips. Six grower videos were filmed featuring different crops in Year 1 called "Out of the Ground" was filmed to profile some of Ireland's key fruit and vegetable crops (and growers). The videos showcase how fruit and vegetables are grown and in season locally, famous chefs and celebrity influencers brought fresh and in-season produce to people's tables. Bord Bia also invested €100,000 in a collaboration with "Out of the Ground" to distribute a "banana pass" at the Rock en Seine music festival. The "Life is Better with Fruit & Vegetables & Banana's VOL campaign" returned with a stand to the Rock en Seine music festival and distribution of a "banana pass" in the context of sports, entertainment media on social media, and again in Year 2. These videos are relayed to their community messages of practicality, taste, and fun. A social media partnership with the Démotivateur's partnership appreciated the smoothie bikes and being able to take fruits and vegetables.