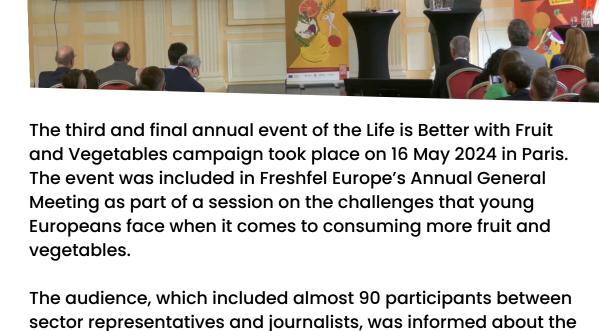
with Fruit & Vegetables

THANK YOU FOR

JOINING THE THIRD LIFE IS BETTER WITH FRUIT AND VEGETABLES ANNUAL EVENTI (*) freshfel EUROPE

LIFE IS **BETTER**



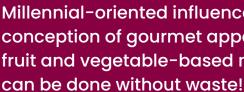
Better with Fruit and Vegetables. DUR

key achievements of the campaign so far and its upcoming activities. Although this was the final event, the project will run for several more months - stay tuned! In the meantime, all the

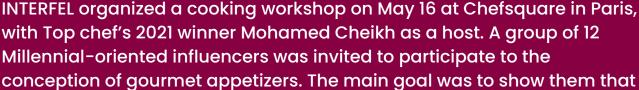
material of the project is available on the website of Life is

INTERFEL & AIB les fruits et FRANCE

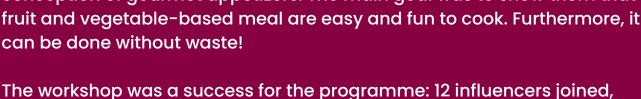
PARTNERS



594.800 people!

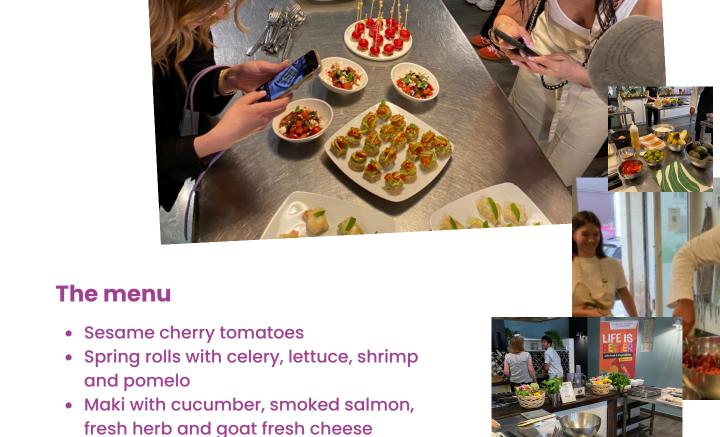


Cooking workshop with influencers





more than 33 social media contents were posted, for a potential reach of



MORE ABOUT INTERFEL >

French influencer Louisette (115K followers on Instagram and more than 7% engagement rate) is the new ambassador of the French partners

Millennials how easy, tasty, and convenient it is to integrate fruits,

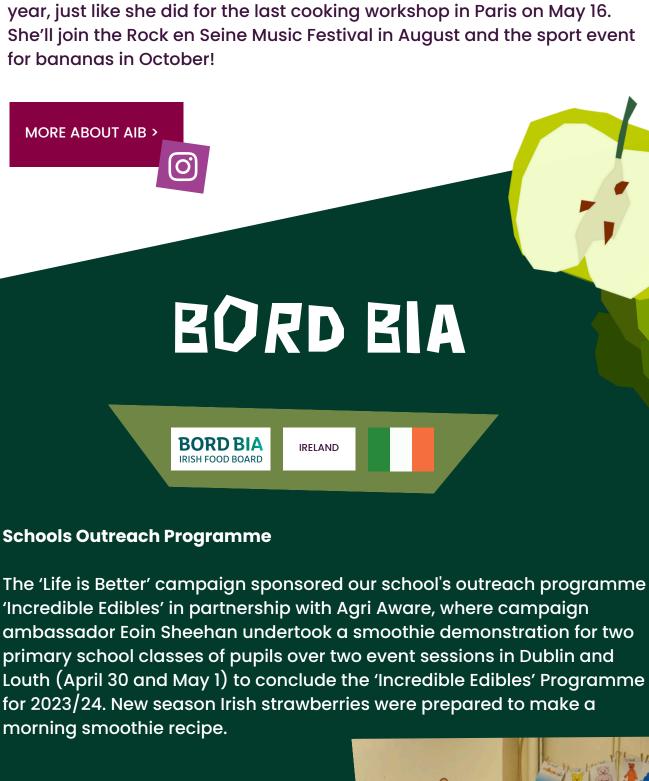
Louisette is the new ambassador of the Life is Better with Fruit and Vegetables campaign in France!

 Summer salad with strawberries. watermelon and feta cheese Banana pancake with avocado

guacamole, olives and bell pepper

Interfel and AIB for Year 3 of the Life is Better with Fruit and Vegetables campaign. In her videos, she talks about her daily life with humour. She's also an accomplished artist, composing and singing! For the campaign, she will create funny and inspiring social media content to show

vegetables, and bananas in their lifestyle.



Bord Bia through 'Life is Better' sponsored the 'EatWell' food marquee at WellFest, where 12 influencer cooking demonstrations took place over

the weekend. The food marquee was decorated with campaign signage, bunting, flags and QR codes linking to the e-cookbook were presented.

selection of video content with these influencers to promote the

To announce the campaigns sponsorship at WellFest, we launched an

pair of Weekend Tickets to WellFest. The competition was promoted on

online Instagram competition in April, giving entrants the chance to win a

Bord Bia sampled over 850 strawberry samples across the weekend to the audience who were watching the cooking

Instagram, with over 400 competition entries recorded.

Louisette will attend to the main events of the programme planned this



demonstrations on the 'EatWell' stage.

campaign.

WellFest Health and Wellness Event

Bord Bia brought the campaign to WellFest, a Millennial health and wellness festival hosted in Royal

Hospital Kilmainham, Dublin, which took place on the 11th and 12th of

May 2024.

Air fryer competition During the festival, we advertised an air fryer giveaway competition, where

received over 200 entrants.

MORE ABOUT BORD BIA >

WHERE

Paris





les fruits et légumes frais

BORD BIA

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one lucky winner had the chance to win an air fryer. The competition was advertised on the TV screens in front of the stage, where entrants needed

to scan the presented QR code and fill out a form to enter. The competition

UPCOMING ACTIVITIES

WHEN WHAT **Rock en Seine** 21-25 August 2024 Music Festival

BORD BIA IRISH FOOD BOARD

légumes frais