

# LIFE IS BETTER

with Fruit & Vegetables

## THANK YOU FOR JOINING US IN OUR 3-YEAR LIFE IS BETTER WITH FRUIT & VEGETABLES CAMPAIGN!

For the past 3 year, our EU-funded programme has targeted Millennials and aimed at increasing their level of knowledge regarding the nutritional benefits, versatility, sustainability, and practicality of fruit and vegetables. As the campaign comes to an end, let's relive some of our highlights!

In the meantime, 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).



**12 NEWSLETTERS**  
**156.634 WEBSITE VISITS**  
**3 ANNUAL EVENTS**



## OUR PARTNERS

### INTERFEL & AIB



**3 COOKING WORKSHOPS WITH INFLUENCERS**

**PARTICIPANTS AT FESTIVALS 2.681**



**60+ SOCIAL MEDIA MILLION IMPRESSIONS**



**3 BANANA SPORT EVENTS**



**PLENTY OF TASTY EASY RECIPES TO TRY!**



## BORD BIA



**12+ MILLION AD VIEWS**

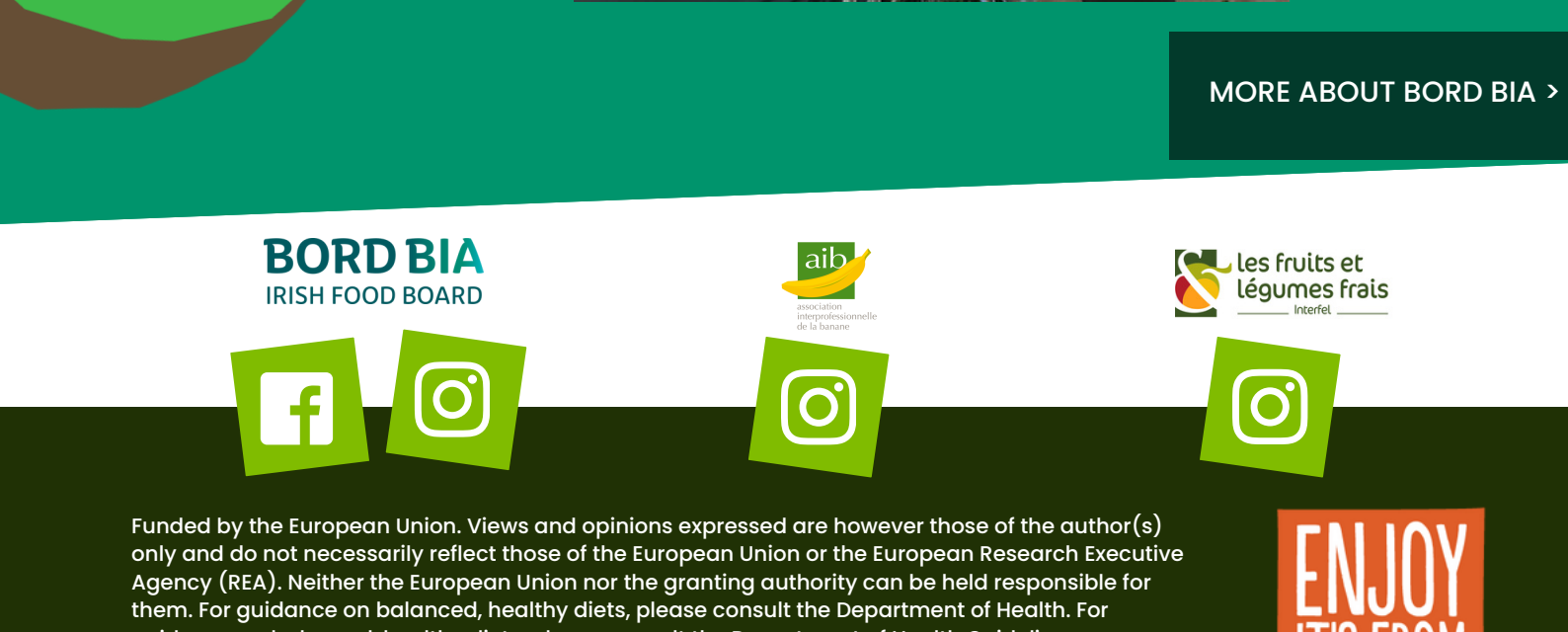


**1.4 MILLION MEDIA IMPRESSIONS**

**3 DIGITAL COOKBOOKS**



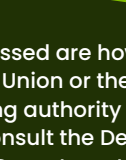
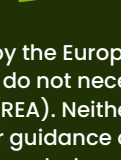
**12,000+ PARTICIPANTS AT FESTIVALS**



**BORD BIA IRISH FOOD BOARD**



**Les fruits et légumes frais**



**ENJOY IT'S FROM EUROPE**