

The I love fruit&veg from Europe project as part of a healthy and sustainable choice

The first event organized and promoted by the producer organizations AOA-Associazione Ortofrutticoltori Agro, La Deliziosa, Terra Orti and co-financed by the European Commission was held on Tuesday 7 September 2021 at The Glam Hotel, on a splendid terrace in the heart of Rome.



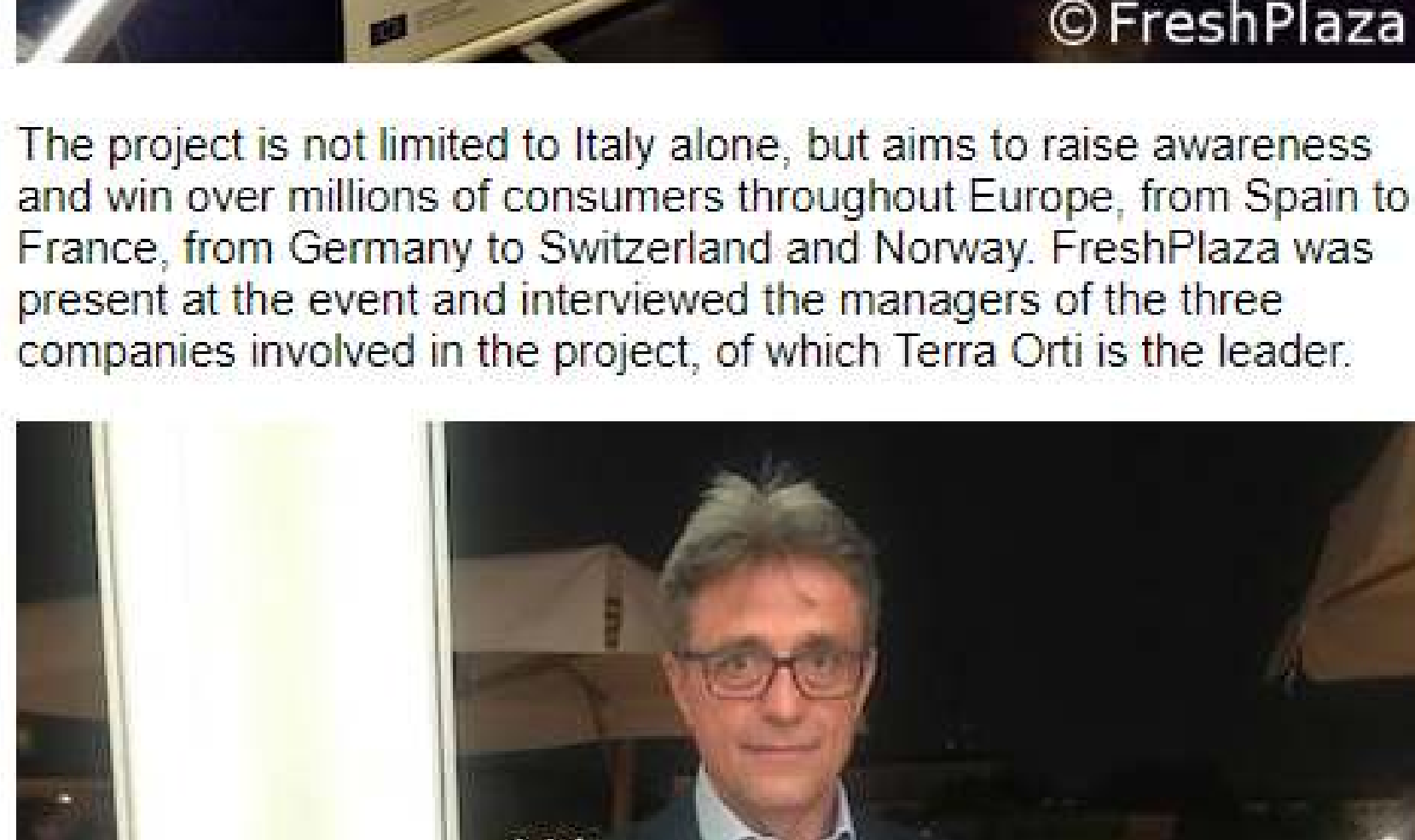
In the photo: Gian Marco Centinaio, Manuela Barzan, Gennaro Velardo, Emilio Ferrara, Sara Bua and Loredana Parisi.

The aim of the project is to promote, both in Italy and abroad, the purchase and, above all, the conscious consumption of seasonal, sustainable, high-quality European fruit and vegetable products for a healthier, safer, more conscious and planet-friendly lifestyle.



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The project is not limited to Italy alone, but aims to raise awareness and win over millions of consumers throughout Europe, from Spain to France, from Germany to Switzerland and Norway. FreshPlaza was present at the event and interviewed the managers of the three companies involved in the project, of which Terra Orti is the leader.



Emilio Ferrara, Director of the Terra Orti cooperative

"After the stop caused by the pandemic, we have restarted with the promotional activities planned by the I love fruit&veg from Europe project, by attending Cibus 2021 in Parma, Italy, with a booth that will feature informational and gastronomic events. The aim of the project is to reach millions of consumers throughout Europe, encouraging the consumption of fruit and vegetables through a correct understanding and providing them the required information," said Emilio Ferrara, director of Op Terra Orti.



Loredana Parisi, Head of Communications at Op Terra Orti

"We are honored to be the leader of this project, activated together with AOA and La Deliziosa, two important and prestigious Italian producers' organizations. We are just at the beginning and we are proud that the event started in Parma and was attended by important authorities such as the undersecretary of the Ministry of Agriculture Gianmarco Centinaio," said Loredana Parisi, communication manageress at Terra Orti.



Gennaro Velardo, Director of AOA-Agro Fruit and Vegetable Growers Association

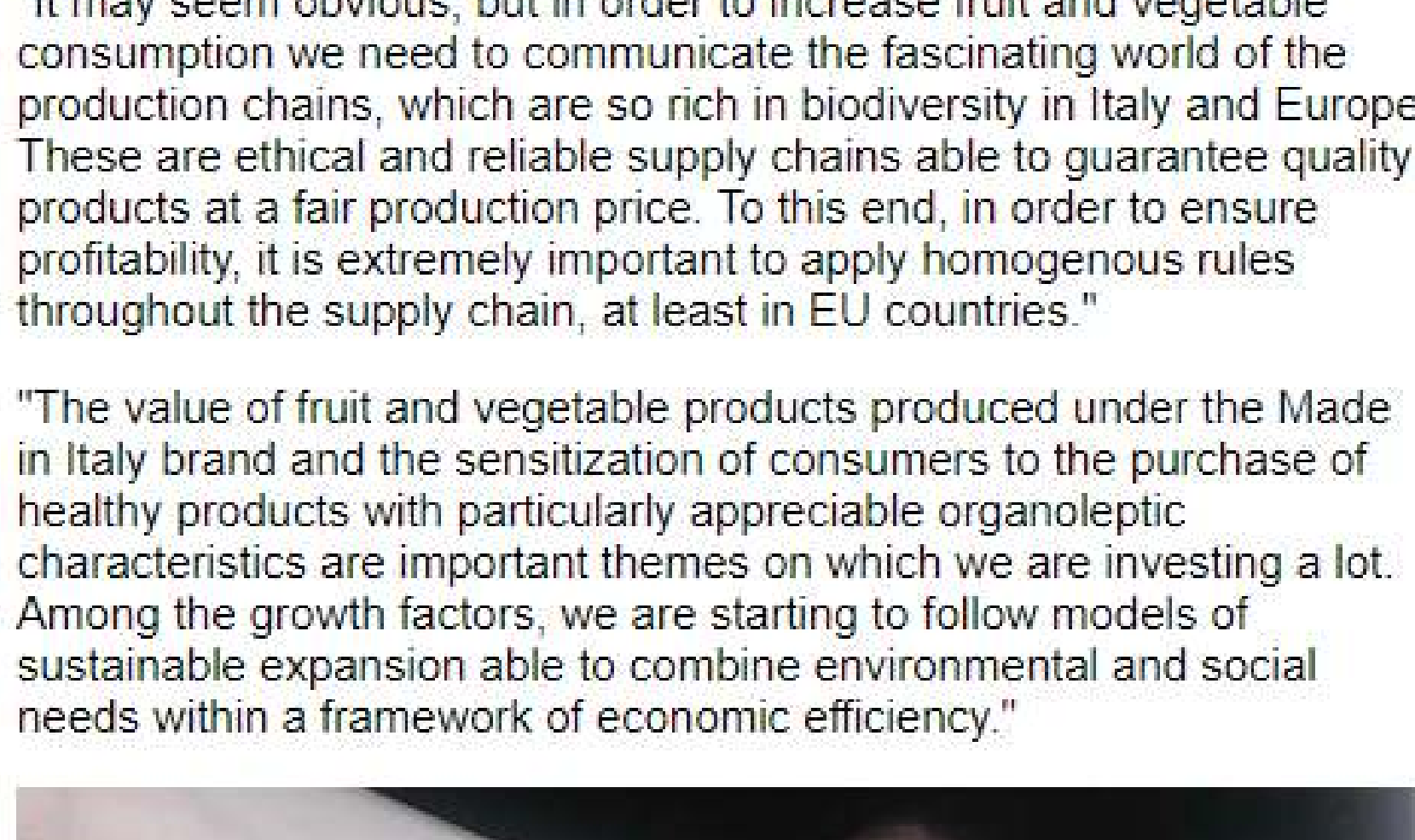
"It may seem obvious, but in order to increase fruit and vegetable consumption we need to communicate the fascinating world of the production chains, which are so rich in biodiversity in Italy and Europe. These are ethical and reliable supply chains able to guarantee quality products at a fair production price. To this end, in order to ensure profitability, it is extremely important to apply homogenous rules throughout the supply chain, at least in EU countries."

"The value of fruit and vegetable products produced under the Made in Italy brand and the sensitization of consumers to the purchase of healthy products with particularly appreciable organoleptic characteristics are important themes on which we are investing a lot. Among the growth factors, we are starting to follow models of sustainable expansion able to combine environmental and social needs within a framework of economic efficiency."



Sarah Bua, Marketing and Communication Manageress of Op La Deliziosa

"It is necessary to communicate and promote all-round knowledge and information in the field of the fruit and vegetable production sector, by explaining how important the safe supply chain is in the choice of products beneficial to the well-being, whose consumption is universally recognized as an essential part of a balanced diet. Specifically, we are the producers of Sicilian prickly pears and of the derivatives of this fruit that boasts extraordinary health properties. We have a supply chain of about 500 hectares of prickly pears at the foot of Mount Etna and we are committed to communicating its potential uses, both as a fresh product and as a processed product," said Sarah Bua, marketing manageress of Op La Deliziosa.



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"On the innovation front, we have just launched Sicilio, a particular organic juice made of Ficodindia dell'Etna DOP (Prickly Pears of Etna PDO) freshly made and composed of juice and pulp. The satisfaction index and the sales test have been fully passed, not only because these are functional superfoods, but also because the final consumer increasingly perceives the healthiness of this exotic fruit. At Cibus, this juice was met with extraordinary interest by visitors and buyers from the Middle East," continued Sarah Bua.



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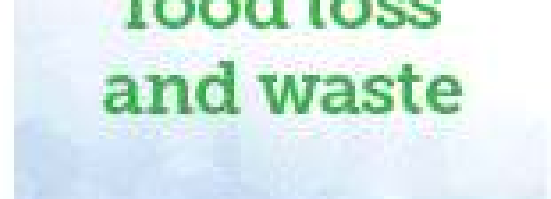
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