

ENJOY IT'S FROM EUROPE



CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS
CAMPAIGNS THAT PROMOTE A WIDE
VARIETY OF AGRICULTURAL PRODUCTS.

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Fruit & Veg from Europe

I CHOOSE FRESH & FAIR!



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I LOVE FRUIT & VEG FROM EUROPE

The **I LOVE FRUIT&VEG FROM EUROPE** programme aims to stimulate the purchase and consumption of seasonal European fruit and vegetables, including organic products and those with quality labels.

The campaign is promoted by three producer organisations - A.O.A., La Deliziosa and Terra Orti – and financed aid from the European Union and is directed to the following target markets: Italy, France, Spain, Switzerland, Germany and Norway.



TerraOrti



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I LOVE FRUIT & VEG FROM EUROPE

Together for a conscious choice

Europeans love fruit and vegetables as an integral part of a healthy and environmentally friendly diet: over 64% consume several portions a day!

This love continues to grow as Europeans become more and more aware of how delicious and healthy fruit and vegetables: it is no coincidence that since 2020 the consumption of fruit in European countries has increased by 15% while the consumption of vegetables by 5%.

Consuming fresh European fruit and vegetables means choosing:

- **Food safety:** guaranteed by strict European standards
- **Freshness,** quality and respect for the environment: thanks to the consumption of seasonal, organic and quality products
- **Wellness:** a colour palette with a thousand uses for a healthy and balanced diet.



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Freshness above all

Seasonal fruit and vegetables reach their full maturity naturally and are therefore richer in vitamins, minerals and phytonutrients. The fresher they are, the more they retain their nutritional properties.

The quality of our life in the future depends on how we live today: responsible production and consumption are the key.

European organic fruit and vegetables guarantee:

1. a responsible use of energy and natural resources
2. the maintenance of biodiversity
3. the conservation of regional ecological balances
4. the improvement of soil fertility
5. the maintenance of water quality.



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Our recipes

The Team and Chefs from **I LOVE FRUIT & VEG FROM EUROPE** have chosen some recipes for you so you can bring freshness to your table every day.

DISCOVER ALL THE RECIPES [HERE](#)



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Events

After the launch event of our campaign at **CIBUS** (Parma 31 August – 3 September 2021) and at **FRUIT ATTRACTION** (Madrid 5 – 7 October 2021) I Love Fruit & Veg from Europe will be present and **FRUIT LOGISTICA** (Berlin 9 - 11 February 2022).

<https://www.cibus.it>

[FruitAttraction.es](https://www.fruitattraction.es)

<https://www.fruitlogistica.com/it>



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Social Media

Follow us on our social media and write about us!

Instagram

<https://www.instagram.com/ilovefruitandvegfromeurope/>

Facebook

<https://www.facebook.com/I-love-FruitVeg-from-Europe>

Youtube

<https://www.youtube.com/channel/UCnbyk09luMC5qJI-Sey>

NoRw

Hashtag:

#ILoveFruitAndVegFromEurope #EnjoyItsFromEurope

#ILoveFruitAndVeg



To discover more

Site Web: <https://ilovefruitandvegfromeurope.com/>

Brochure: [here](#)

Logo : [Logo Visual](#)

Promoting organisations: [here](#)

Contact: info@ilovefruitandvegfromeurope.com



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