

## **'I LOVE FRUIT AND VEG FROM EUROPE' - REMIND AND REASSURE CAMPAIGN LANDS IN UK**

EU fruit and vegetable growers are reaching out to UK importers, distributors, foodservice, retailers and consumers, with a 'remind and reassure' campaign including press, and social media, as well as event attendance. 'I Love Fruit and Veg from Europe' launched in the UK in June 2022, co-funded with aid from the European Union, with a dedicated website, [www.ilovefruitandvegfromeurope.co.uk](http://www.ilovefruitandvegfromeurope.co.uk), at the heart of the campaign.

'I Love Fruit and Veg from Europe' is aimed at industry leaders and influencers, importers, retailers, hotels, restaurants, caterers, chefs and workers in the hotel and catering sector, as well as consumers. The programme aims to strengthen the export of European fruit and vegetables to the UK.

The campaign is led by five organisations, based in Italy, A.O.A., Asso Fruit Italia, La Deliziosa, Meridia and Terra Orti, along with support from more than 600 producers and growers.

Emilio Ferrara, Director of Terra Orti, the leader of the consortium of the promoting organisations, says: "I Love Fruit and Veg from Europe' is designed to promote and encourage the purchase and consumption of European fruit and vegetables, namely fresh fruit and vegetables, and organic, including certified quality labels (PDO / PGI) already recognised in the UK, and the benefits these bring, in terms of freshness, sustainability and quality – and of course variety and versatility."

The website has a wealth of information about the different fruit and vegetables Europe produces, and their nutritional and health benefits, plus further information on the positive environmental impact of the EU's agricultural policy, and tasty recipes to inspire choice.



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The campaign comes at a time when UK food businesses and consumers alike are worried about possible supply disruptions as a result of the war in Ukraine and rising fuel and energy prices, and their impact on food prices in the shops. To assure consumers and businesses alike of a high level of food safety and safeguard the agri food sector from recurrent crises, the EU has adopted the farm to fork strategy along the entire food chain, with an integrated control system.

“Food safety and the quality of food products have always been of utmost importance to Italy and the rest of the European Union,” says Emilio Ferrara, “and in these worrying times our campaign offers that assurance to UK consumers, importers, retailers and caterers.”

In 2021, total imports of fruit and vegetables to the UK amounted to 5.6 million tons, a slight decrease compared to 2020. With 50.2% of these imports coming from the EU – as well as imports from non-EU countries including 7.6% from South Africa, 5.0% from Morocco, 4.1 % from Peru, 2.8 from Egypt, 2.7% from Chile and, subsequently, from Brazil, Turkey and United States. Within the UK it is expected that the trend towards EU imports for both fruit and vegetables will increase again to more than €4 billion by 2022 and in the following years (2023-2025).

**ENDS**

**\*Notes to Editors\***

### **About I Love Fruit and Veg from Europe**

The ‘I Love Fruit & Veg from Europe’ programme, co-funded by the European Union, aims to stimulate the purchase and consumption of seasonal European fruit and vegetables, including organic products and those with quality labels, in the U.K. The campaign is promoted by five producer organisations - A.O.A., Asso Fruit Italia, La Deliziosa, Meridia and Terra Orti.

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



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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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