



The I Love Fruit & Veg Campaign, Highlighting EU Support for Food/Environmental Safety, Launches

Switzerland, October, 2021: The I Love Fruit & Veg Campaign, a food, environment, consumption, sustainability, and health campaign designed to highlight and underscore the production and consumption of fruits and vegetables in Europe, has officially launched in Switzerland.

By underscoring the diverse agricultural products that are created within the EU, I Love Fruit & Veg promoted by the three organizations A.O.A., La Deliziosa, and Terra Orti, co-financed by the European Commission, is on a mission to promote conscious purchasing and consumption of European fruits and vegetables in Switzerland and abroad. For a healthier and, at the same time, safer and more sustainable diet.

“Europeans love fruits and vegetables – yet the way in which our fruits and vegetables are grown and harvested today differs greatly from just one century ago,” says Emilio Ferrara - Director of Terra Orti Gennaro Velardo. The campaign is on a mission to highlight those changes and promote more sustainable ways to enjoy our healthy fruits and vegetables while also working in accordance with the environment. It is estimated that 64% of EU citizens consume fresh or frozen fruit daily, while over 20% consume the recommended number of vegetables. The I Love Fruit & Veg campaign is aiming to increase these numbers to support the health and vitality of Swiss citizens, while also promoting sustainable farming methods that are better for land preservation.



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



To find out more about the campaign and learn about the versatility and the thousands of recipes based on fresh fruits and vegetables to bring to your table every day, visit our website <https://ilovefruitandvegfromeurope.com> or contact us at the following email address ch.social@ilovefruitandvegfromeurope.com And don't miss to follow us on our social channels and write about us!

YouTube: <https://youtu.be/JQl0pBfo6hM>

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

Facebook: <https://www.facebook.com/ILoveFruitandVegfromEurope.Switzerland>

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