

ENJOY IT'S FROM EUROPE



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CAMPAIGNS THAT PROMOTE A WIDE
VARIETY OF AGRICULTURAL PRODUCTS.





Fruit & Veg from Europe

I CHOOSE FRESH & FAIR!



TerraOrti



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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: Switzerland and Norway.



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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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RECIPES



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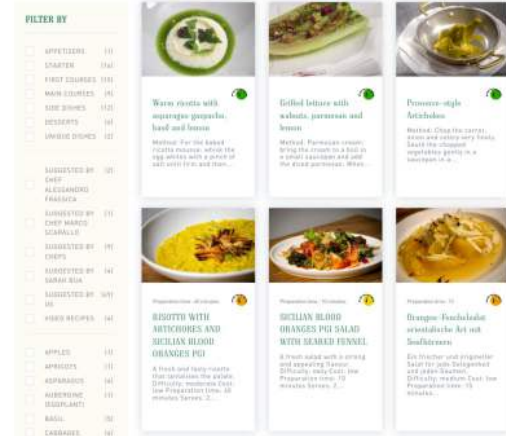
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Our recipes

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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Video Recipes

I LOVE FRUIT & VEG FROM EUROPE in collaboration with Chef *Nicholas Duonnolo* de La Ménagère have selected three quick recipes that will amaze your guests.

DISCOVER ALL THE VIDEO RECIPES BY [CLICKING HERE](#)



WARM RICOTTA WITH ASPARAGUS GAZPACHO, BASIL AND LEMON

Method: For the baked ricotta mousse: whisk the egg whites with a pinch of salt until firm and then...



GRILLED LETTUCE WITH WALNUTS, PARMESAN AND LEMON

Method: Parmesan cream: bring the cream to a boil in a small saucepan and add the diced parmesan. When...



PROVENCE-STYLE ARTICHOKES

Method: Chop the carrot, onion and celery very finely. Sauté the chopped vegetables gently in a saucepan in a...



Forberedelsestid 15 minutter

Liten blekksprut med squash og tomater

Metode: Hei kjære venner og velkommen til kjøkkenet på restauranten min «La Rosetta». Jeg har tilberedt en rett som...



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Video Recipes

I LOVE FRUIT & VEG FROM EUROPE in collaboration with with Chef Chef *Luis Jose Cramosta Perdomo* have selected three quick recipes that will amaze your guests.

DISCOVER ALL THE VIDEO RECIPES BY [CLICKING HERE](#)



Fylt kålrabi med
grønnsaker og
gorgonzola, mynte og
rucolasaus

Skrell kårabien, skjær av
toppen og ta fruktkjøttet
forsiktig ut for å lage plass.
Legg fruktkjøttet til side
for...



Kamskjell med
reduksjonssaus av
klementiner og
sicilianske supreme-
appelsiner, granatepler,
timian og bottarga

Stek kamskjellene i en
stekepanne på bakepapir,
med olje og salt. Klem
klementinene. Klem limen.
La juicen småkoke med...



Torskefilet med
salatsaus, ovnsstekte
tomater og hageurter

Stek torskefiletene litt på
hver side i en stekepanne på
bakepapir med en klatt olje,
salt og pepper. Stek...



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Video Recipes

I LOVE FRUIT & VEG FROM EUROPE in collaboration with Chef *Luis Jose Cramosta Perdomo* have selected three quick recipes that will amaze your guests:

1. *Fylt Kålrabi Med Grønnsaker Og Gorgonzola, Mynte Og Rucolasaus*
2. *Kamskjell Med Reduksjonssaus Av Klementiner Og Sicilianske Supreme-Appelsiner, Granatepler, Timian Og Bottarga*
3. *Torskefilet Med Salatsaus, Ovnstekte Tomater Og Hageurter.*



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Video Recipes

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Forberedelsestid 20 minutter



Bakt fileten av havabbør

Fremgangsmåte: Varm oljen og den pocherte hvitløksfeddet i en stekepanne, tilsett de tidligere tynnskårne squash, gulrøtter og erter og...



Forberedelsestid 10 minutter



Kylling- og eple salat

Fremgangsmåte: For å lage kylling- og eple salaten, begynner med å dele kyllingbrystet i to, fjern fett og skjær...



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Video Recipes

Kylling- Og Eple Salat - [Click here](#)



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Video Recipes

Bakt Filet Av Havabbor - [Click here](#)



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Suggested By Chefs

From the scents of Sicily to delicious and balanced combinations of products. Discover the recipes suggested by our chefs.

DISCOVER ALL THE RECIPES [CLICKING HERE](#)



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EVENTS



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Events

FRUIT LOGISTICA (Berlin 5 - 7 April 2022).

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



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Events

UMAMI (Oslo 14 - 17 February 2023).

<https://umamiarena.no/home/>



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PRESS EVENTS



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Oslo - Press Event 29 March 2022



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EDUCATIONAL TOUR



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PRESS TOUR
25 SEPTEMBER - 2 OCTOBER 2023

- PROGRAMME -

ROME - SICILY - PAESTUM - NAPLES

Monday 25th September

- o Arrival in Rome and check-in hotel
- o Guided visit of Rome followed by dinner
- o Return to hotel

Tuesday 26th September

- o 12h00: Press Conference Tetrastia Monti - The Glam Hotel - followed by lunch
- o Transfer to Rome Fiumicino Airport and departure for Catania
- o Arrival in Catania and check-in hotel NH Catania Centro - www.nh-hotels.it/hotel/nh-catania-centro.it
- o 19h30: Dinner at the **Reclini** restaurant of the hotel

Wednesday 27th September

- o 09h30: Departure for Biancavilla and visit to La Deliziosa with lunch
- o 17h00: Return to hotel
- o 20h00: Dinner at La Cucina dei Colori - www.lacucinadeicolori.it

Thursday 28th September

- o Transfer to Catania airport and departure for Naples
- o Transfer to Paestum and check-in MEC Paestum Hotel - www.mechotel.com
- o Lunch followed by a guided visit to the Archaeological Park of Paestum
- o Dinner

Friday 29th September

- o 09h00: Departure and visits to AGA and Terra Orti with lunch
- o 20h00: Dinner

Saturday 30th September

- o 09:00: Departure and visits to A.O.A. and Terra Orti with lunch
- o 16:00: Transfer to Naples and check-in hotel
- o 20h00: Pizza tasting at Gastrom Adamo

Sunday 1st October

- o 09:00: Walking tour of the historical centre of Naples with street food tasting
- o 16:00: Return to hotel
- o 20h00: Good-bye dinner at Buccolaria - www.buccolaria.it

Monday 2nd October

- o Transfer to Napoli Capodichino Airport and departure



www.ilovefruitandvegfromeurope.com

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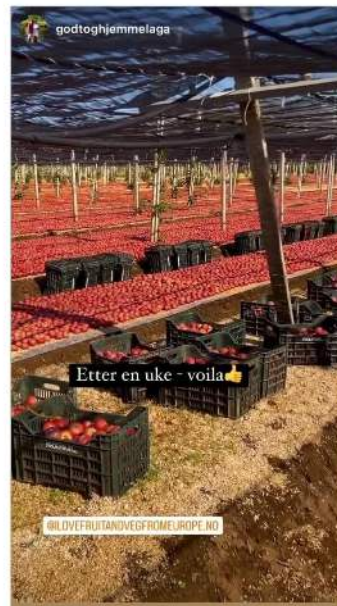
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Roma - Sicilia - Paestum - Napoli

25 September - 2 October 2023

25 September - 2 October 2023

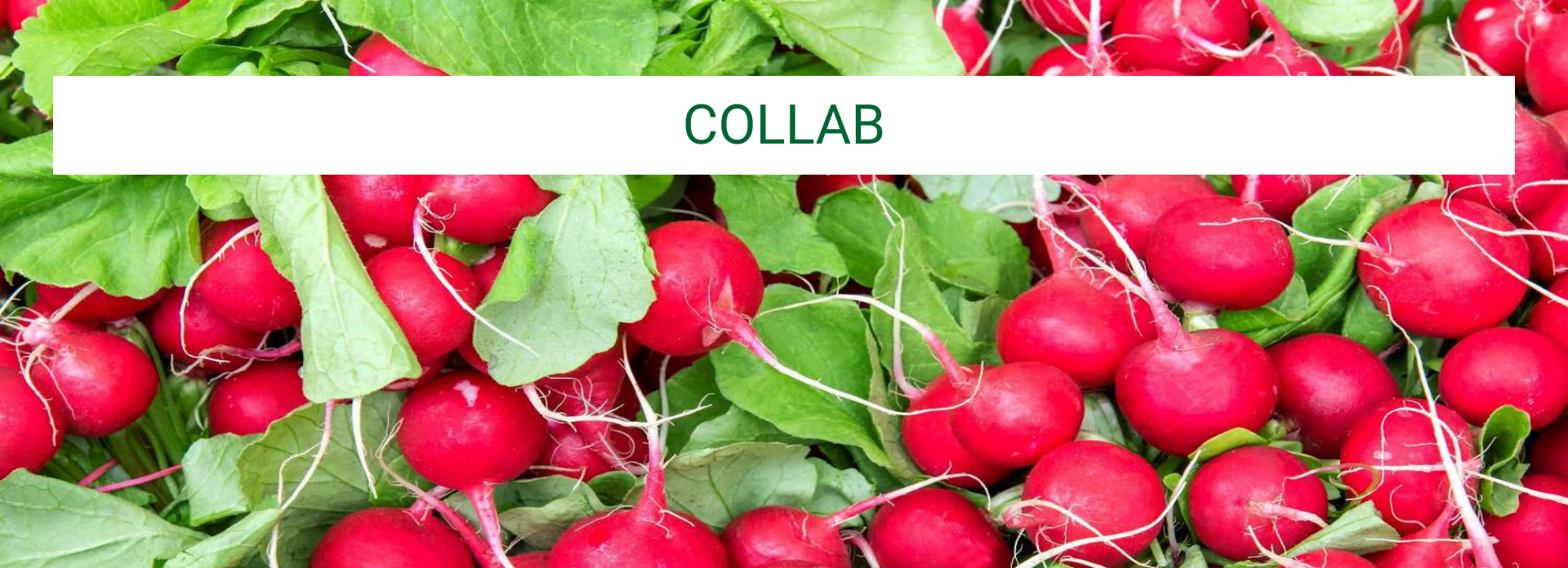


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COLLAB

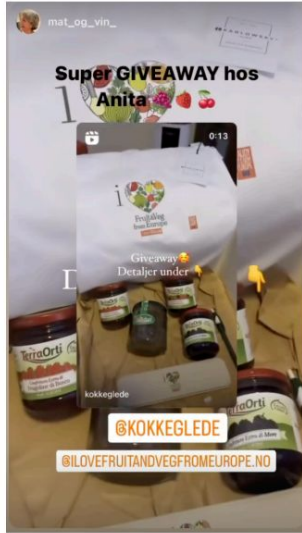


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Collaborations



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Social Media

Follow us on our social media and write about us!

Instagram

<https://www.instagram.com/ilovefruitandvegfromeurope.no/>

Facebook

<https://www.facebook.com/I-love-FruitVeg-from-Europe-Norway-102459755363676/>

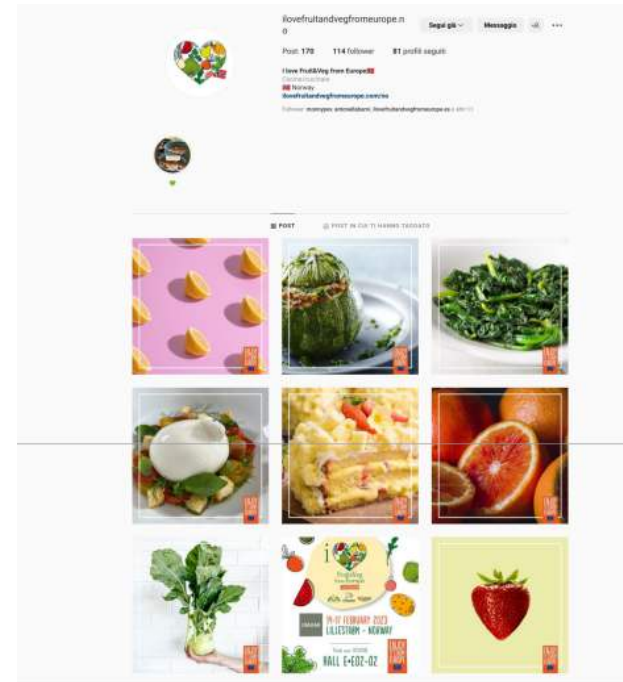
Youtube

<https://www.youtube.com/channel/UCEMRi24AK6DfW-7QocNYIAA>

Hashtag:

#ILoveFruitAndVegFromEurope #EnjoyItsFromEurope

#ILoveFruitAndVeg



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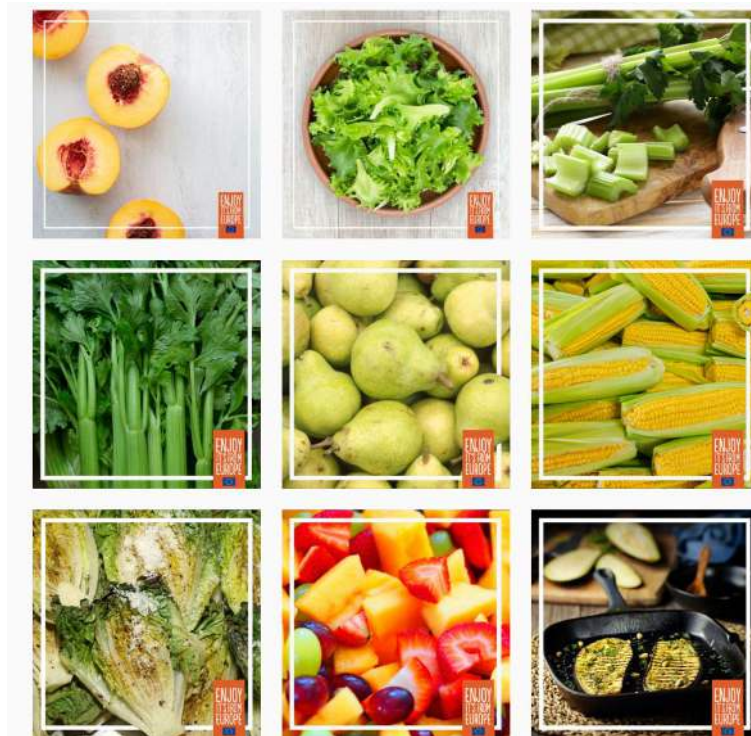
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