



I LOVE FRUIT & VEG FROM EUROPE I Choose Fresh & Fair!

Press event and welcome dinner

INVITATION

The producers' organizations AGRITALIA, A.O.A., LA DELIZIOSA, MERIDIA and TERRA ORTI are pleased to invite you to take part in the PRESS CONFERENCE for the presentation of the new information/promotional campaign "I LOVE FRUIT AND VEG FROM EUROPE".

Tuesday, 6 February 2024

Where: Schmelzwerk | Sarotti Höfe
Mehringdamm 55
10961 Berlin Krevzberg

Time: 18:30 Registration – 19:00 Presentation – 19:30 Dinner

The **I LOVE FRUIT & VEG FROM EUROPE** campaign, supported by the producer organisations Agritalia, A.O.A., La Deliziosa, Meridia, Terra Orti and co-funded by the European Commission, aims to promote the conscious purchase and consumption of quality European fruit and vegetable products, also in their organic and PDO/PGI versions, to ensure a healthier, safer and more sustainable diet.

Speakers will be Michele La Porta, president of OP Agritalia, Gennaro Velardo, director of AOA, Sarah Bua, head of communication and marketing at La Deliziosa, Massimiliano del Core, president of OP Meridia, Emilio Ferrara, director of Terra Orti.

Discover the versatility and taste of fresh fruit and vegetables with the **tasting menu** specially created for the event by **Chef Markus Herbicht**.

If you would like to participate, please confirm your attendance no later than **1 February 2024**, by replying to our e-mail address info@tmc-media.de and do not hesitate to contact us for further information about the campaign.

We look forward to seeing you there!

Enjoy. It's from Europe!

To find out more, visit our website: <https://ilovefruitandvegfromeurope.com/>

We also invite you to follow us on:

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

<https://www.facebook.com/ILoveFruitandVegfromEuropeGermany>

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



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