

# ENJOY IT'S FROM EUROPE



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VARIETY OF AGRICULTURAL PRODUCTS.

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EUROPE





# Fruit & Veg from Europe

I CHOOSE FRESH & FAIR!



TerraOrti



meridia  
agricoltori - consumatori



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# I LOVE FRUIT & VEG FROM EUROPE

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.

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.

**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).**



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## FRESHNESS ABOVE ALL

Choosing seasonal fruit and vegetables can be tricky, but if you're looking to add a touch of colour to your diet, what better place to start than with Mediterranean produce? And the I Love Fruit & Veg from Europe campaign is here to help with everything you need to know... whatever the time of year!

On average, 64% of EU citizens consume fresh or frozen fruit daily – and vegetables one or more times a day.

Fruit and vegetables provide the highest amount of nutrients if when cleaned, they are eaten raw, though the nutritional values of some vegetables are improved by cooking: carrots release their beta carotene best when cooked; some leafy greens offer their nutrients in a more easily assimilated way when cooked, and cooked tomatoes have a highly increased level of usable lycopene.



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# Recipes



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# OUR RECIPES

If you're looking to add a touch of colour to your menu, look no further than I Love Fruit & Veg from Europe's range of new, inventive and nutritious recipes that showcase the very best seasonal produce.

<https://ilovefruitandvegfromeurope.com/recipes/>

The screenshot displays the 'I Love Fruit & Veg' website interface. At the top, the navigation bar includes the logo, 'I LOVE FRUIT&VEG', 'FRESH ON YOUR TABLE', 'RECIPES', 'PLAY WITH US', 'PRESS&DIGITAL PR', 'PO', and 'UR'. The main content area is divided into a 'FILTER BY' sidebar on the left and a grid of recipe cards on the right. The sidebar lists various categories such as Appetizers, Starter, First Courses, Main Courses, Side Dishes, Desserts, and Unique Dishes, each with a count in parentheses. Below these are sections for 'SUGGEST BY US' and 'SUGGEST BY' with names like Chef Alessandro Frassica, Chef Andrea Moio, Chef Marco Scarallo, and Sarah Rua. The recipe grid shows six cards, each with a photo, title, and brief description. The recipes include: Artichoke, Tuna & Olive Pasta; Artichokes with Honey & Mustard Vinaigrette; Bacon & Chilli Breakfast Scones; Braised Lettuce with Pancetta & Peas; Cabbage, Pancetta & Bean Soup; and Chicken and Asparagus Piccata.



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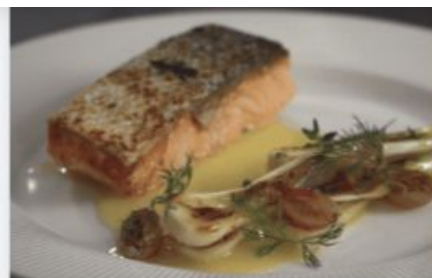
# Videorecipes

[Here](#) all the Video Recipes



## PIENNOLO TOMATO SALAD, SPINACH SAUCE, BASIL, CRISPY BREAD AND BURRATA

Halve the Piennolo tomatoes and dress them with salt, pepper, basil and oil. Leave the tomatoes to marinate for...



## SALMON FILLET, LEMON SPRING ONIONS, VINEGAR- MARINATED GRAPES IN VINEGAR AND CITRUS SAUCE

Preheat a frying pan, add baking paper and a sprig of thyme. Drizzle with oil and sear the salmon...



Preparation time 30 minutes

## SEA BREAM AND KOHLRABI WRAP

For the pesto, combine all the ingredients in the blender, run the blades until the mixture is bound; keep...



Preparation time 20 minutes

## GRAPE COCKEREL

Once the chanterelle has been washed, salt and pepper the inside. Prick the chanterelles with rosemary needles. Stuff the...



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## HI-RES IMAGES AND RECIPES





## PAST EVENTS

**29 Aug – 4 Sept 2022:** POS Activation and sampling at **Eataly, London**

**5-6 Sept: Speciality & Fine Food Fair 2022** exhibition attendance including chef, live cooking demonstrations and on-stand B2B workshops

**6 Sept 2022:** Private dinner event hosting media and influencers at **Eataly, London**

**15-Nov 2022:** Private dinner event hosting media and influencers at **Ciao Roma, Edinburgh**

**17-Nov 2022:** Private dinner event hosting media and influencers at **Salvis Deansgate Square, Manchester**

**January/February 2023:** Private event hosting media and influencers at an Italian Cookery School

**Speciality & Fine Food Fair - September 2023** exhibition attendance including chef, live cooking demonstrations and on-stand B2B workshops

**Cooking Demo - September 2023 - Eataly London**



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# SPECIALITY & FINE FOOD FAIR, 5-6 SEPTEMBER





# EATALY LONDON, 6 SEPTEMBER





## Ciao Roma, Edinburgh 2022



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## Canto, Manchester 2022



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## Caldesi, London 2023 , Workshop



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## Caldesi, London 2023, Workshop



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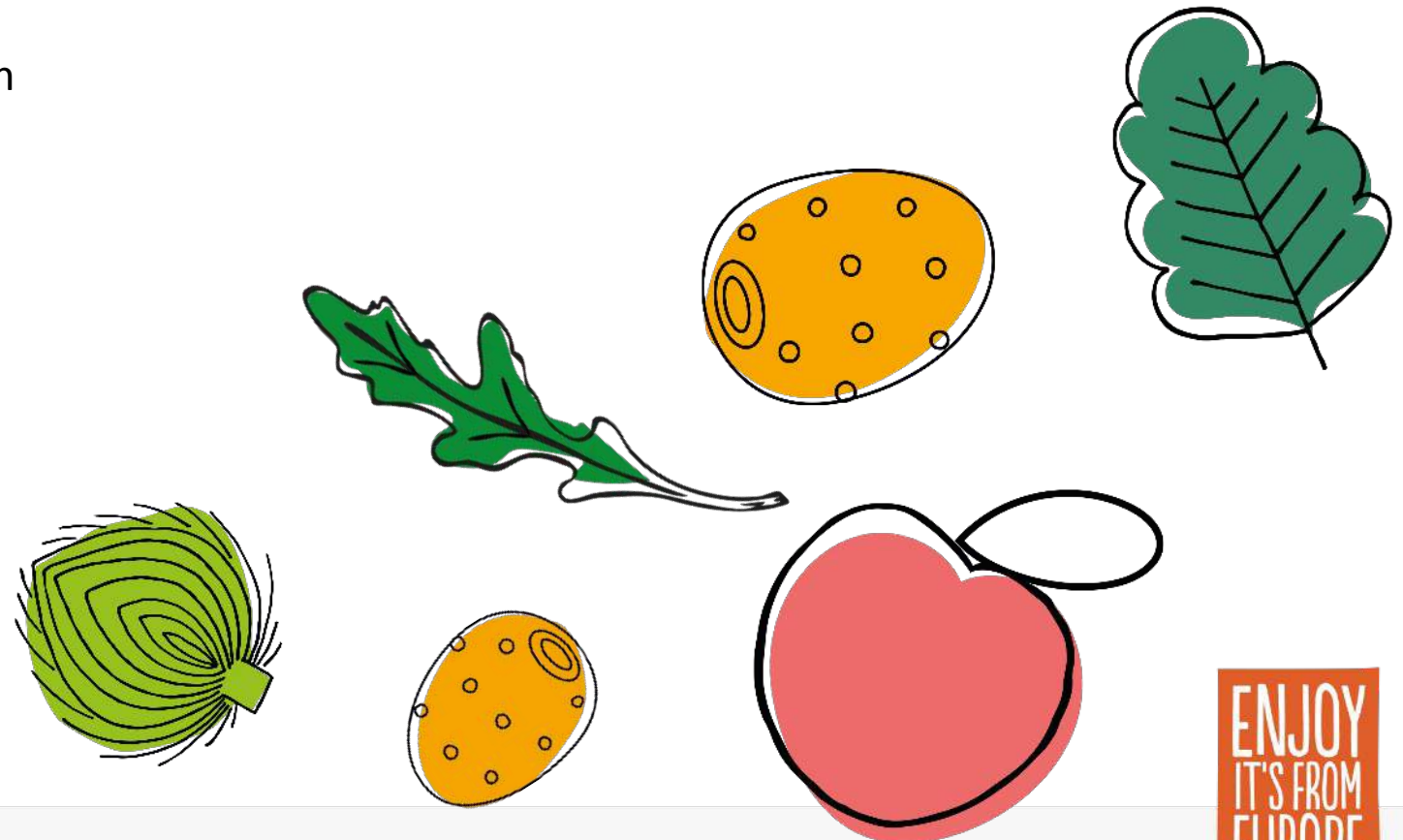
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## Upcoming Events

**Speciality & Fine Food Fair - September 2024** exhibition attendance including chef, live cooking demonstrations and on-stand B2B workshops

**Workshops** - September 2024 - Eataly London



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# COLLABORATION



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# Collaborations



**cooking.journey** • Segui

**cooking.journey** This is my Fried Tomatoes in olive oil and Time For Competition

Do you enjoy cooking with Fruit & Veg from Europe? Keep reading... This is your competition!

All you have to do to win an exciting box of excellent-quality Fruit & Veg from Europe is...

- Create your own recipe with Fruit & Veg from Europe.
- Post a story of the recipe to your Instagram account and tag @ilovefruitandvegfromeuropcouk It's that easy!

There is no limit to how many times you may enter, so keep cooking! I can't wait to see what you come up with.

The competition will end on March 15, 2024, and three winners will be picked at random and contacted by Instagram direct message.

This is my fried tomatoes with garlic, chillies and olive oil. It's called Qalayet Bandora. I will be posting a reel tomorrow on how to make it.

#ilovefruitandvegfromeurope #ilovefruitandvegfromeuropcouk #enjoyitsfromeurope #opterraorti #opaoa #opladeliziosa #oppignataro #assofruititalia #veggie #eathealthy #foodlover #eatwell #foodismedicine #nourishyourbody #eatrealfood

Like a yanaasvibes e altri 31 gennaio

Annunci un commento



**mariahlinkahill** • Segui

**mariahlinkahill** Hands up if you ever buy an ingredient because it looks good but have no idea what you are going to do with it 🤔🤔

Well, I couldn't resist the Venetian radicchio castlefranco @natoora Swipe across to see, like a beautiful flower 🌸

So it literally was a salad fridge raid, beetroot, kohlrabi, gherkins, radish, carrot, pear, goats cheese, pomegranate seeds and delicious blood oranges 🍊, which are in season at the moment so make sure you get some soon and enjoy 😊

I know it's only a salad 🥗 @ilovefruitandvegfromeuropcouk but it made me smile 😊

Let's get experimenting with delicious foods, especially those in season. Sometimes it will go well, sometimes not, but you'll have fun along the way....

Happy Friday everyone, keep smiling, its almost the weekend 🥳  
LOL  
M  
X

#salad #saladlunch #mixedsalad #salad 🥗 #fridge raid #seasonal #seasonsfood #saladideas #salads #natoora #seasonsimplicity

2 sett Vedi traduzione

Like a selbstgemacht.besonderslecker e altri 2 febbraio



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# Press Release



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# Press Release

## [Here](#) all the Press Release



### "I LOVE FRUIT & VEG FROM EUROPE" HIGHLIGHTS THE HEALTH BENEFITS OF AUTUMN'S NUTRITIONALLY RICH APPLES, GRAPES, ORANGES, BEETROOT AND PUMPKIN

From the National Health Service to the World Health Organisation, public health advisers recommend consuming at least five portions of fruits and vegetables per day

**LONDON, 7 October 2023** – 'I Love Fruit & Veg from Europe' is championing an autumnal bounty of nutrient-packed, mood-boosting and flavour-rich produce in an October campaign spotlighting orchard fruits, root vegetables and seasonal squashes. Co-funded by the European Union and steered by five leading Italian agricultural organisations, the programme promotes the quality, environmental sustainability, safety and health benefits of produce sourced from Italy and Europe.

Autumn's produce showcases a rich and warm colour palette that evokes the very essence of the season, from deep purples and radiant reds to vibrant oranges and earthy hues. In October, the programme highlights apples, grapes, oranges, beetroot and pumpkin as they reach their peak season.

Apples and grapes are rich in antioxidants and compounds that support cognitive function and mood stabilisation. Oranges, high in vitamin C, may help mitigate stress effects, while beetroot's nitrates can enhance brain blood flow. Packed with tryptophan, pumpkin seeds contribute to serotonin production, commonly associated with positive moods.

"Eating fruit and vegetables is among the best decisions we can make for our health and taste preferences," said Emilio Ferrara of the I Love Fruit & Veg from Europe programme. "A diet rich in these foods not only boosts our well-being but also plays a crucial role in preventing many health issues. Our initiative endorses the quality and sustainability of Italian and European



www.lovefruitandvegfromeurope.eu

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### 'I Love Fruit & Veg from Europe' Gives Grillmasters Four Tips for Seamlessly Transitioning Seasons

Say farewell to summer and grill up autumn flavours with European fruits and vegetables

**LONDON, 22 August 2023** – As summer gives way to autumn, the 'I Love Fruit & Veg from Europe' programme presents a delectable celebration of the changing seasons, showcasing the art of grilling with European produce.



"Grilling isn't limited to summer or meats. As autumn arrives, embrace the BBQ for delectable, healthy meals using European vegetables and fruits, ushering in another season of flavourful and nutritious options," said Emilio Ferrara of I Love Fruit & Veg from Europe. "But at-home BBQ masters don't have to put down their tongs just because the calendar is turning a page. Savour the final days of summer and transition to autumn by grilling a bounty of seasonally inspired creations that are nutritionally rich and diverse in taste."



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### It's Salad Season!

When the weather is too hot to cook, or even too hot to eat, most people agree: "Salads are refreshing". A big bowl of fresh vegetables (and sometimes fruit), served (mostly) raw, tossed with a bright and tangy dressing - the perfect summer meal: lunch, dinner, even breakfast! You don't need to be told how good fresh salads are for you - you already know that eating plenty of different fruit and vegetables, fresh and raw, is so health-affirming. The vitamins, minerals, phytonutrients and fibre they contain nourish you, while their high water content keeps you hydrated.

**Salads are also endlessly varied:** as vegetables change season, so does your salad. In addition to the vegetable combinations, your salad changes depending on how you cut the vegetables (and fruit), how you dress them; your daily salad can be your own unique creation, each meal can be a new adventure in salad land!



While a quick online search can give you lots of ideas, we have some simple and delicious suggestions. Tomatoes are growing juicy and sweet, ready for your salad bowl: enjoy them with fresh



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Hashtag:

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