

ENJOY
IT'S FROM
EUROPE



i



Fruit & Veg from Europe

I CHOOSE FRESH & FAIR!



MERIDIA

TerraOrti



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



I LOVE FRUIT & VEG FROM EUROPE

The "I LOVE FRUIT & VEG FROM EUROPE" initiative is designed to encourage the buying and seasonal produce of European fruits and vegetables, including organic and PDO/PGI versions in Germany and abroad.

The "I LOVE FRUIT & VEG FROM EUROPE" is promoted by producer organizations **AGRITALIA A.O.A.**, **LA DELIZIOSA**, **MERIDIA**, and **TERRA ORTI**, and co-financed by the European Commission.



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I LOVE FRUIT & VEG FROM EUROPE

Over 64% enjoy several servings daily, valuing them as key to a healthy and eco-conscious diet. This trend is on the rise as people discover just how delicious and nutritious these foods can be. In fact, European fruit consumption has jumped 15% and vegetables by 5% since 2020!

Choosing fresh, European produce offers a winning combination:

- **Safety:** Guaranteed by rigorous EU regulations.
- **Freshness and Quality:** Seasonal, organic options and high-quality standards deliver exceptional taste.
- **Environmental Friendliness:** Supporting local, seasonal harvests benefits the environment.
- **Well-being:** A vibrant array of colors for endless recipe possibilities, fueling a healthy and balanced lifestyle.



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European Freshness

When fruits and vegetables are in season, they ripen on their own and are packed with more vitamins and goodies. The fresher these foods are, the better they are for you.

How we live today can make our future better. It's important to make things in a way that doesn't hurt the planet and to choose what we buy carefully.

When you pick organic fruits and vegetables from Europe, you help with:

- Using energy and nature's gifts wisely.
- Keeping all kinds of plants and animals safe.
- Keeping the environment in balance where they grow.
- Making the soil healthier.
- Keeping the water clean.



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RECIPES

European Freshness

Explore delicious recipes using seasonal European fruits and vegetables on our official [website](#).

Our site features three special sections:

Our Suggestions for curated favorites

Chef's Selections for expert recipes

Video Recipes for step-by-step cooking guides.

Whether you're a beginner or a pro in the kitchen, find inspiration for tasty, healthy meals with the best of European produce.



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Our Recipes



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Video Recipes



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**PAST
EVENTS**



Past Events

Press Event, Berlin February 6, 2024

The "I LOVE FRUIT AND VEG FROM EUROPE" press event in Berlin spotlighted the benefits of European produce. Supported by the European Commission and hosted by top producer organizations, this February 6, 2024, gathering at Schmelzwerk, Sarotti Höfe, featured chef Markus Herbicht's tasting menu, emphasizing fresh produce's versatility. The event included notable speakers and a live Instagram session, focusing on promoting conscious consumption.

FRUIT LOGISTICA - 7-9 February 2024

"I LOVE FRUIT AND VEG FROM EUROPE" campaign featured engaging cooking sessions by Chef Domenico Esposito. Highlighting the versatility and nutrition of European produce, these demonstrations aimed to inspire sustainable eating habits and celebrate the culinary potential of fruits and vegetables.



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Past Events



JEDEN TAG EVERY DAY

FRIEDSTÜCK BREAKFAST

Raffee, Fruchtsäfte, Milch, Caprese-Sal mit Vanille- und Zitronencreme, Kekse
Coffee, fruit juices, milk, Caprese chocolate cake, biscuits with fruit jam.

NACHMITTAGS: HAPPY HOUR AFTERNOON HAPPY HOUR

Wurst, Käse, Canapés, Focaccia, Gemüse
Cured meats, cheeses, canapés, focaccia, vegetables

7. FEBRUAR 7 FEBRUARY

Sardellen aus dem Cilento, gefüllt mit Büffel-Scamorza, Basilikum-Pesto und konfierten Kirschtomaten.
Cilento anchovies stuffed with buffalo scamorza, basil pesto and confit cherry tomatoes.

Pancotto (Brotsuppe) mit Tintenfisch, Bohnen aus Contorno und Wildgemüse.
Pancotto (bread soup) with squid, beans from Contorno and wild greens.

8. FEBRUAR 8 FEBRUARY

Gebackener Fenchel, Provoia und Mozzarella au gratin.
Baked fennel, provola and mozzarella au gratin.

Risotto mit Büffel-Stracciatella, Spinat und knusprig gepökelter Schweinefleisch.
Risotto with buffalo stracciatella, spinach and crispy cured pork cheek.

9. FEBRUAR 9 FEBRUARY

Omelette mit Gemüse.
Country vegetable omelette.

Nudeln aus kurzen Rigatone mit Paestum-Artischocken PGI zweierlei Art und mit Provoia-Sauce.
Short rigatone pasta with Paestum PGI artichokes two ways and provola sauce.



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Past Events



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Press Releases



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Weihnachten mit "I Love Fruit & Veg from Europe": Verschenken Sie ein Zitrus-Tiramisu - ein genussvoller und gesunder Festtagsgenuss

Orange und Schokolade: ein Rezept, das Ihnen gut tut und Energie gibt.

ROM, 23. Dezember 2023 - Weihnachten steht vor der Tür, und mit ihm festliche Tage und die besten Früchte der Saison. Mit dem Projekt "I Love Fruit & Veg from Europe", das von den Erzeugerorganisationen Agritalia, A.O.A., La Deliziosa, Meridia und Terra Orti gefördert und von der Europäischen Kommission mitfinanziert wird, können Mittag- und Abendessen reichhaltig, lecker und gesund sein. Unser diesjähriges Geschenk unter dem Weihnachtsbaum ist ein Zitrus-Tiramisu, das von Küchenchef Pierpaolo Giorgio kreiert wurde. Es ist der perfekte Abschluss eines Weihnachtsessens mit Früchten aus unseren Festtagsmenüs - Orangen, Zitronen und Mandarinen.

Enjoy our Christmas Tiramisu



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"I LOVE FRUIT AND VEG FROM EUROPE" Kampagne wird in Berlin vorgestellt

Veranstaltung in Berlin am 6. Februar 2024

BERLIN, 2. Februar 2024 - Die Erzeugerorganisationen AGRITALIA, A.O.A., LA DELIZIOSA, MERIDIA und TERRA ORTI stellt die Kampagne „I LOVE FRUIT & VEG FROM EUROPE“, die von den Erzeugerorganisationen Agritalia, A.O.A., La Deliziosa, Meridia und Terra Orti unterstützt und von der Europäischen Kommission mitfinanziert wird.

Die Kampagne zielt darauf ab, den bewussten Kauf und Konsum hochwertiger europäischer Obst- und Gemüseprodukte zu fördern, auch in ihrer Bio- und PDO/PGI Version, um eine gesündere, sicherere und nachhaltigere Ernährung zu gewährleisten.

Die Veranstaltung bietet die Gelegenheit, in die Vielseitigkeit und den Geschmack von frischem Obst und Gemüse einzutauchen. Ein exklusives Tasting - Menü wurde speziell für diese Gelegenheit vom renommierten Chefkoch Markus Herbig kreiert.

Wann: Dienstag, 6. Februar 2024
Wo: Schmelzwerk | Sarotti Höfe
 Mehringdamm 55
 10961 Berlin-Kreuzberg
Wann: 18:30 Uhr

Die Präsentatoren bei dem Event sind:

- Michele La Porta, Präsident von OP Agritalia
- Gennaro Velardo, Direktor von AOA
- Sarah Bua, Leiterin der Kommunikation und des Marketings bei La Deliziosa
- Massimiliano del Core, Präsident von OP Meridia
- Emilio Ferrara, Direktor von Terra Orti

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"I Love Fruit & Veg from Europe": Gesunde Ernährung und Leidenschaft mit einem vegetarischen Valentinstag.

Auf diesem gesunden Menü für Lover: Caprese-Salat, Spaghetti mit Brokkoli, Ricotta und Pecorino und Zitronenplätzchen in Herzform.

BERLIN, 13. Februar 2024 - Valentinstags-Dinner mit Obst und Gemüse, das mit Leidenschaft gewürzt wurde. Die Kampagne "I Love Fruit & Veg from Europe" schlägt saisonale Produkte für eine romantische vegetarische Mahlzeit vor, denn leicht und bekömmlich kann eine köstliche Alternative sein.

Die Kampagne, die von den italienischen Erzeugerorganisationen **Agritalia, A.O.A., La Deliziosa, Meridia und Terra Orti** unterstützt und von der Europäischen Kommission kofinanziert wird, zielt darauf ab, den bewussten Kauf und Konsum von europäischen Qualitätsprodukten zu fördern.

Beginnen Sie mit einem Caprese-Salat. Den Mozzarella in eine Herzform schneiden, auf die Tomatenscheiben legen und mit Basilikum, Olivenöl und Salz würzen. Tomaten enthalten Lycopin, das den Testosteronspiegel erhöht und die Libido verbessert.

Brokkoli verbessert die Durchblutung und stimuliert die weibliche Libido. Zitronen, mit ihrem hohen Vitamin-C-Gehalt, steigern die männliche Libido.

Spaghetti mit Brokkoli, Ricotta und Pecorino

Vorbereitung: 20 Minuten
 Kochzeit: 10 Minuten

Zutaten für 2
 250 g Brokkoli
 ½ Zwiebel
 1 Chili

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Partnerships

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"I Love Fruit & Veg Campaign" has taken a significant leap forward through strategic collaborations with five German food bloggers.

These influencers have been promoting the campaign through giveaways on their social media channels. Their followers had the chance to win a box filled with delicious seasonal European fruits and vegetables, along with exclusive "I Love Fruit & Veg from Europe" promotional materials.

This collaboration is a delicious way to connect with German consumers and inspire a love for fresh, healthy produce from Europe!



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Giveaways



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**Social
Media**

Social Media

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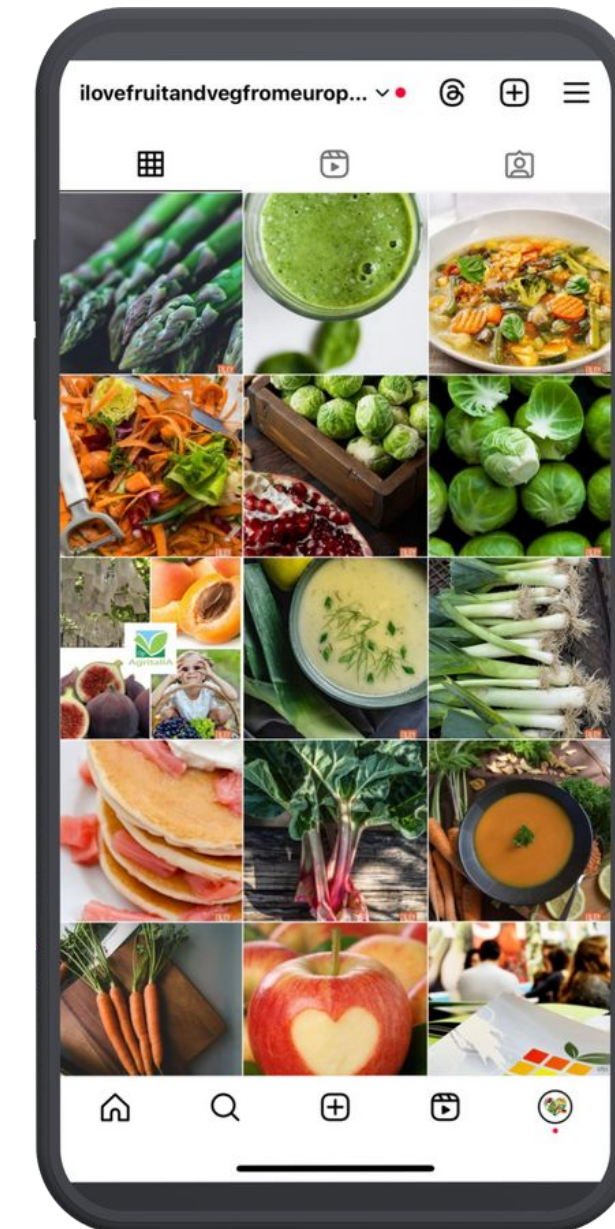
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