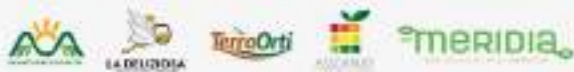


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i



Fruit & Veg from Europe

I CHOOSE FRESH & FAIR!



TerraOrti



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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.

PRESS RELEASES

TRADE MEDIA

[“I Love Fruit And Veg From Europe” – Remind And Reassure Campaign Lands In UK](#)

CONSUMER MEDIA

[Eat the rainbow this summer with recipes packed full of seasonal european fruit and vegetables! \(ilovefruitandvegfromeurope.com\)](#)



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

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 2024 - Eataly London



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SPECIALITY & FINE FOOD FAIR, 5-6 SEPTEMBER



EATALY LONDON, 6 SEPTEMBER



Ciao Roma, Edinburgh 2022



Canto, Manchester 2022



Caldesi, London 2023 , Workshop



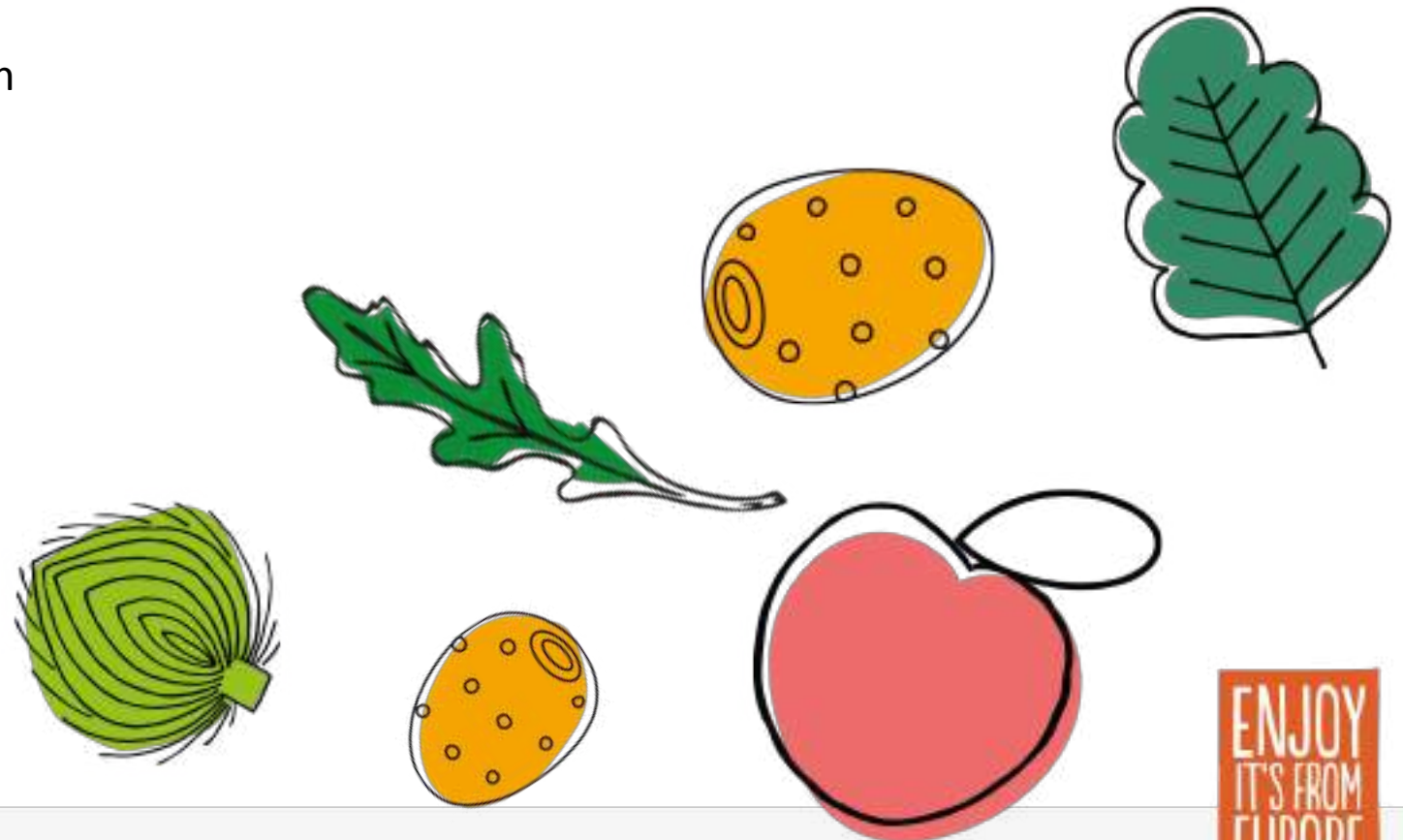
Caldesi, London 2023, Workshop



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



Press Release



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Press Release

[Here](#) all the Press Release



1
"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 advisors recommend consuming at least five portions of fruits and vegetables per day.

LONDON, 7 October 2023 – I Love Fruit & Veg from Europe is showcasing 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 created 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 offers a rich and warm colour palette that evokes the very essence of the season, from deep purples and vibrant reds to vibrant oranges and sunny yellows. 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 well-being," said Linda Frances of the I Love Fruit & Veg from Europe programme. "A diet rich in these foods not only benefits our well-being but also plays a crucial role in preventing many health issues. Our initiative promotes the quality and sustainability of Italian and European produce."




www.italyfromeurope.com



I Love Fruit & Veg from Europe Gives Giftedness Four Tips for Seasonally Thriving Dishes

Use seasonal produce and gift an autumnal feast 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 delicious celebration of the changing seasons, showcasing the art of gifting with European produce.



"Gifting food is a wonderful way to share the season's bounty. As autumn arrives, embrace the rich, vibrant, healthy foods using European vegetables and fruits, whether in another season of 'harvest' and nutritious wellness," said Linda Frances of I Love Fruit & Veg from Europe. "But if home delivery isn't your thing, put down your phone for a moment to buy a gift. Since the busy days of summer and transition to autumn, gifting a basket of seasonally inspired produce that is nutritionally rich and diverse is a great idea."




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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, is loved with a bright and tangy dressing. We prefer summer root crops, dress your beetroot! You don't need to be told how good beetroot is for you - you already know the spring salads of beetroot that you've enjoyed. Beetroot is so so healthy. The vitamins, minerals, phytonutrients and fibre they contain nourish you, while their high water content keeps you hydrated.

Salads are also wonderfully versatile as vegetables change seasons, so does your salad. In addition to the vegetable components, your salad changes depending on how you cut the vegetables (and herbs), how you dress them, your salad can be for your own table creation, with fresh and seasonal additions to salad bars.



While you're eating, you can give your bits of ideas to make some dips and delicious suggestions. Tomatoes are growing just and sweet, ready for your salad bowl, enjoy them with oil!




www.italyfromeurope.com



Press Release

'I Love Fruit & Veg from Europe': healthy eating and passion with a vegetarian Valentine's Day



NEWS PROVIDED BY
'I Love Fruit & Veg from Europe'
15 Feb 2023, 08:00 GMT

On this healthy love's day, express your love with fresh, hearty and nutritious food that's inspired from Europe.

LONDON, Feb. 15, 2023 (PRNewswire) – Valentine's Day dinner made with fruit and vegetables seasoned with passion. The "I Love Fruit & Veg from Europe" campaign proposes seasonal produce for a romantic vegetarian meal, because light and digestible can be a delicious alternative.

The campaign, supported by the Italian producers' organizations, Agritalia, A.O.A., Le Delizie, Meridia and Terra Orit, and co-funded by the European Commission, aims to promote the conscious purchase and consumption of quality European produce.

Savour Summer with the 'I Love Fruit & Veg from Europe' Campaign



NEWS PROVIDED BY
'I Love Fruit & Veg from Europe'
30 Jun 2023, 08:00 GMT

Keep loved ones refreshed and happily satiated with salads.

LONDON, June 30, 2023 (PRNewswire) – The "I Love Fruit & Veg from Europe" campaign proudly introduces this summer's endless appeal and refined taste of European seasonal fruits and vegetables. To mission it to encourage healthier lifestyles and elevate culinary experiences – all full summer days and beyond.



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



NEWS PROVIDED BY
'I Love Fruit & Veg from Europe'
23 Aug 2023, 08:00 GMT

Get forward to summer and grill up outdoor dishes with European fruits and vegetables.

LONDON, Aug 23, 2023 (PRNewswire) – 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.



Press Release

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



NEWS PROVIDED BY
I Love Fruit & Veg from Europe™
12 Oct 2023, 10:46:01

From the National Health Service to the World Health Organization, public health advice recommends consuming at least five portions of fruits and vegetables per day.

LONDON, Oct. 10, 2023 (PRNewswire) – "I Love Fruit & Veg from Europe" is showcasing an autumnal bounty of nutrient-packed, mood-boosting and disease-fighting produce in its October campaign, spotlighting nutrient-rich apples, grapes, oranges, beetroot and pumpkin. Co-funded by the European Union and steered by the leading Italian agricultural organizations, the programme promotes the quality, environmental sustainability, safety and health benefits of produce sourced from Italy and Europe.

[Continue Reading](#)

I love Fruit & Veg from Europe: fruit and veg throughout Christmas and New Year



NEWS PROVIDED BY
I Love Fruit & Veg from Europe™
23 Dec 2023, 09:00:04

ROME, Dec. 21, 2023 (PRNewswire) – Showcase celebrations with delicious potatoes, carrots, parsnips, pomegranates and dried fruit.



We can have a healthy lifestyle over the festive season. The heroes of Christmas lunch and New Year's Eve dinner are seasonal fruit and vegetables. The "I Love Fruit & Veg from Europe" project, supported by the Italian producers' organisations Agritalia, A.O.A., La Deliziosa, Meridia and Terra Orti and co-funded by the European Commission, has drawn increased

Christmas with "I Love Fruit & Veg from Europe": Gift a Citrus Tiramisu - a delightful and healthy holiday treat



WHETHER CHEERFUL
I Love Fruit & Veg from Europe™
25 Dec 2023, 09:00:04

Orange and chocolate is a recipe that is good for you and provides energy.

ROME, Dec. 25, 2023 (PRNewswire) – Christmas is just around the corner, bringing festive days and the **best fruits of the season**. With the project "I Love Fruit & Veg from Europe," promoted by the producer organisations Agritalia, A.O.A., La Deliziosa, Meridia, and Terra Orti and co-funded by the European Commission, lunches and dinners can be rich, delicious, and healthy. Our gift under the Christmas tree this year is a **Citrus Tiramisu**, created by chef Pasquale Diogio. It is the perfect conclusion to a Christmas meal featuring fruits from our holiday menu – **oranges, lemons, and mandarins**.

SOCIAL MEDIA

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[Youtube](#)

Hashtag:

#ILoveFruitAndVegFromEurope

#EnjoyItsFromEurope

#ILoveFruitAndVeg





THANK YOU