

ENJOY IT'S FROM EUROPE



CO-FUNDED BY THE
EUROPEAN UNION

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

ENJOY IT'S FROM EUROPE





Fruit & Veg
from Europe

I CHOOSE FRESH & FAIR!

“EUROPEAN FRUIT AND VEGETABLES: YOUR FRESH AND SUSTAINABLE CHOICE OVERSEAS”

I LOVE FRUIT & VEG FROM EUROPE

The "I Love Fruit & Veg from Europe" program aims to encourage the purchase and consumption of seasonal European horticultural products, including organic and quality-labeled produce.

This campaign, promoted by the five producer organizations Agritalia, A.O.A., La Deliziosa, Meridia, and Terra Orti, and co-financed by the European Commission, targets markets in Canada.



Freshness at the Forefront

Seasonal fruits and vegetables naturally reach full maturity, making them richer in vitamins, minerals, and phytonutrients. The fresher they are, the more they retain their nutritional properties.

- The quality of our future depends on how we live today: responsible production and consumption are key. European organic fruits and vegetables ensure:
 - Responsible use of energy and natural resources
 - Preservation of biodiversity
 - Protection of regional ecological balance
 - Improvement of soil fertility
 - Maintenance of water quality



I LOVE FRUIT & VEG FROM EUROPE

The campaign promotes and encourages the purchase of fresh, seasonal European horticultural products, particularly organic, PGI, and PDO-certified items.

Enjoy Fruit & Veg from Europe.
Discover fresh products, recipes and much more.
Choose fresh & fair

FRESHNESS – SUSTAINABILITY – QUALITY



CO-FUNDED BY THE
EUROPEAN UNION

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



THE PROMOTERS

The "I Love Fruit & Veg from Europe" campaign is led by five Italian-based organizations- [A.O.A.](#), [Agritalia](#), [La Deliziosa](#), [Meridia](#) e [Terra Orti](#).



CO-FUNDED BY THE
EUROPEAN UNION

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



Products

Explore the crops and products [here](#)



Recipes

Creative, tasty, and easy-to-make recipes using fresh, seasonal produce. Follow the recipes suggested by us and our chefs! [Click here](#) to view them all



Video Recipes



Video Recipes

Scallops with Artichoke Cream and Aromatic Herbs

Scallops 4

Artichoke hearts 150 g

Water 250 g

Potatoes (yellow) 250 g

Fine salt to taste

Extra virgin olive oil to taste

Black pepper to taste

Marjoram to taste

Wild fennel to taste

Mint to taste

Fresh chilli pepper 3

Salt flakes to taste

Mixed peppercorns (to be ground freshly) to taste



[Method here](#)

Video Recipes

Baguette with Salmon and Pomegranate

Baguette 2

Ripe avocados 2

Pomegranate 1

Sour cream to taste

Salted butter to taste

Watercress sprouts to taste

FOR THE MARINADE

Canned salmon fillet 400 g

Dill to taste

Tabasco 3 g

Lemon peel 1

Fine salt to taste

Black pepper to taste



Method [here](#)

Website

The website ilovefruitandvegfromeurope.ca is full of information, data, and analyses on seasonal European and Italian fruits and vegetables. Try traditional and gourmet recipes created by famous chefs, including Michelin-starred ones. Discover upcoming events, interactive games, and quizzes.



Press&Digital PR



Meridia

TerraOrti



CO-FUNDED BY THE
EUROPEAN UNION

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

ENJOY
IT'S FROM
EUROPE



Continuous PR and press office activities



The magical world of melons

Toronto – July 18, 2024 – The sweet and succulent flesh of melons make them one of the most popular fruits in summer. Not only are they delicious but they are also packed with vitamins A and D and mineral salts.

But there is so much more to discover about this versatile and much-loved fruit, beyond its use in delicious smoothies, fresh fruit skewers, salads and ice lollies. 'I love fruit & veg from Europe', the campaign aimed at promoting the consumption of fresh and seasonal fruit and vegetables in several countries, including Canada, is co-financed by the European Union. It is managed by a group of Italian agricultural producers, Agritalia, A.O.A., La Dolciaria, Meridie and Terra Orti, who want to help you find out more.



Melons have a long history and are believed to have first been cultivated around 4000 years ago, in an area that includes modern-day Iran, India and Africa. They were highly prized by the ancient Egyptians, Greeks, and Romans for their sweetness and juiciness.

There are several fascinating tales connected with melons. It is said that in ancient times, in some cultures, the melon was considered a symbol of fertility and prosperity and used in offerings to the gods. In present-day Japan, melons are carefully cultivated to obtain perfect fruits, which are given as gifts on important occasions such as weddings and birthdays, and sometimes sold for astronomical prices as they are considered real gastronomic 'treasures'.

Melons are extremely versatile and lend themselves to both sweet and savoury dishes. Here is a creative and tasty idea to make your summer even sweeter.



CO-FUNDED BY THE EUROPEAN UNION

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



www.italytravels.com/en/italy

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.



Continuous PR and press office activities

The I Love Fruit & Veg from Europe programme continues to build momentum, relationships and awareness in Canada through strategic public relations activities, including media relations.

Targeting Opinion Makers

Through news release syndication and proactive media relations, the I Love Fruit & Veg from Europe programme is building awareness and engagement.

975+

CONTACTS IN MEDIA
DATABASE

+380


MEDIA HITS FROM
NEWS RELEASE
DISTRIBUTION &
EARNED MEDIA

71M

CONSUMERS REACHED

Press Releases


[here](#)



The magical world of melons

Toronto – July 18, 2024 – The sweet and succulent flesh of melons make them one of the most popular fruits in summer. Not only are they delicious but they are also packed with vitamins A and C and mineral salts.



But there is so much more to discover about this versatile and much-loved fruit. Beyond its use in delicious smoothies, fresh fruit salads, salads and ice lilies, **‘I love fruit & veg from Europe’**, the campaign aimed at promoting **the consumption of fresh and seasonal fruit and vegetables** in several countries, including **Canada**, is co-financed by the European Union. It is managed by a group of Italian agricultural producers, **AgriItalia, A.O.A., La Deliziosa, Meridia and Terra Orti**, who want to help you feed out more.



Melons have a long history and are believed to have first been cultivated around 4000 years ago, in an area that includes modern-day Iran, India and Africa. They were highly prized by the ancient Egyptians, Greeks, and Romans for their sweetness and juiciness.

There are several fascinating tales connected with melons. It is said that in ancient times, the melon was considered a symbol of fertility and prosperity and used as offerings to the gods. In present-day Japan, melons are carefully cultivated to obtain perfect fruits, which are given as gifts on important occasions such as weddings and birthdays, and sometimes sold for astronomical prices as they are considered real gastronomic ‘treasures’.

Melons are extremely versatile and lend themselves to both sweet and savoury dishes. Here is a creative and tasty idea to make your summer even sweeter.







CO-FUNDED BY THE EUROPEAN UNION

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

Names and addresses registered in the name of the subjects who own the intellectual property rights in the European Union. The European Union is not responsible for any damage or liability arising from the use of the information provided in this document.

www.enjoyitfromeurope.eu

Follow us on   



Make a gazpacho

Ingredients for 4:

- 1 ripe melon, de-seeded and peeled
- 2 ripe tomatoes, de-seeded
- 1 cucumber, peeled
- 1 green pepper, de-seeded
- 1/2 red onion
- 2 tbsp olive oil
- 2 tbsp white wine vinegar
- Salt and pepper to taste
- Fresh mint leaves to garnish

Method:

1. Cut the melon, tomatoes, cucumber, pepper and onion into large chunks.
2. Blend all the ingredients together to form a smooth consistency soup.
3. Add the olive oil, vinegar, salt and pepper, and stir well.
4. Drizzle the gazpacho for at least an hour before serving.
5. Garnish with fresh mint leaves and herbs.

Celebrate the summer with this delicious, juicy fruit!

Enjoy it from Europe!
Discover more recipes at www.enjoyitfromeurope.eu




CO-FUNDED BY THE EUROPEAN UNION

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

Names and addresses registered in the name of the subjects who own the intellectual property rights in the European Union. The European Union is not responsible for any damage or liability arising from the use of the information provided in this document.

www.enjoyitfromeurope.eu

Follow us on   



Events

Montreal - May 15 - 17, 2024: Participation in SIAL Canada 2024 with live cooking demonstrations and B2B workshops at the booth.

Montreal - May 16, 2024: Media Event and Tasting Cocktail at Fiorellino, Montreal.



CO-FUNDED BY THE
EUROPEAN UNION

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



**15 – 17 May 2024 - Montreal
Participation in SIAL CANADA
2024**



15 - 17 May 2024 - Montreal: Participation in SIAL Canada 2024



Press Event



May 16, 2024: Media Event and Tasting Cocktail at Fiorellino, Montreal.



Social Media

Facebook

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

Instagram

<https://www.instagram.com/ilovefruitandvegfromeuropeca/>

Youtube

<https://www.youtube.com/channel/UCHxfYgTzPeWbose7uSyEQ5>

W

#ilovefruitandvegfromeurope

#freshandfair #enjoyitsfromeurope

#AOA #Agritalia #LaDeliziosa #Meridia #TerraOrti #eatclean #veggie #eathealthy

#foodlover #eatwell #foodismedicine #nourishyourbody #eatrealfood #healthyating

#eatyourveggies #cleaneating #healthychoices #eatplants #bodymindandspirit

#functionalmedicine #eatright #healthyiving #eatwellbewell #lifestylemedicine

#eatgoodfeelgood #eatmoreplants





Fruit & Veg from Europe

I CHOOSE FRESH & FAIR!