

"EUROPEAN FRUIT AND VEGETABLES: YOUR FRESH AND SUSTAINABLE CHOICE OVERSEAS"













I LOVE FRUIT & VEG FROM EUROPE

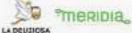
The "I Love Fruit & Veg from Europe" program aims to encourage the purchase and consumption of seasonal European horticultural products, including organic and quality-labeled produce.

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













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.

























Explore the crops and products <u>here</u>

Products



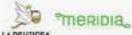


















Recipes

Creative, tasty, and easy-to-make recipes using fresh, seasonal produce. Follow the recipes suggested by us and our chefs! <u>Click here</u> to view them all









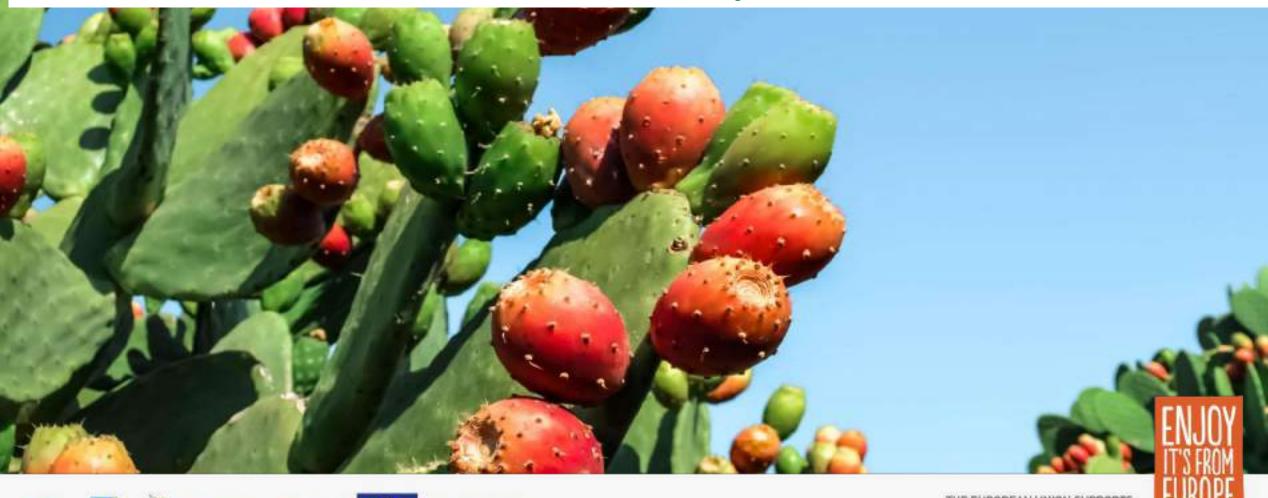








Video Recipes













Video Recipes

Scallops with Artichoke Cream and Aromatic Herbs

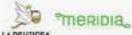
Scallops 4 *Artichoke hearts 150 g* Water 250 g Potatoes (yellow) 250 g Fine salt to taste Extra virgin olive oil to taste Black pepper to taste *Marjoram to taste* Wild fennel to taste Mint to taste Fresh chilli pepper 3 Salt flakes to taste Mixed peppercorns (to be ground freshly) to taste

















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



Method <u>here</u>





Black pepper to taste









Website

The website <u>ilovefruitandvegfromeurope.ca</u> 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















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 fluits in summer. Not only are they delicious but they are also pasked with ritanins A and C and mineral

But there is so much more to discover about this versatile and much-loved fruit, beyond its use in delicioussmoothies, fresh fruit skewers, salads and ice loilles. "I love fruit & veg from Europe", the campaign aimed it promoting the consumption of fresh and sessonal fruit and vegetables in several countries, including Canada, is co-frunced by the European Union. It is managed by a group of Italian agricultural producers. Agritula, A.O.A., Le Deliziose, Mericle and Tema Crit, who were to help you find out more.



Melons have a king history and are believed to have first been cultivated around 4,000 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 owentness and auciness.

There are several fasonating tales connected with melons. It is said that in ancient times, in some cultures, the melon was considered a symbol of foreity and prosperty and used in afferings to the gods. In present-day Japan, melons are carefully cultivated to obtain perfect thurs, which are glien as gifts on important occasions such as weddings and birthslays, and sometimes sold for aetronomical prices as they are considered wal qustronomic 'treasures'.

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





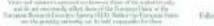






THE EUROPEAN SMOOTSUPPORTS CAMENDING THAT PROMETE A WISS VARRETS OF AGRICULTURAL PRODUCTS.













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

71MCONSUMERS REACHED

Press Releases

here



















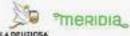
Events

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.













15 – 17 May 2024 - MontrealParticipation in SIAL CANADA2024



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/UCHxfYgTzPeWbose7uSyEQ5w

#ilovefruitandvegfromeurope
#freshandfair #enjoyitsfromeurope
#AOA #Agritalia #LaDeliziosa #Meridia #TerraOrti #eatclean #veggie #eathealthy
#foodlover #eatwell #foodismedicine #nourishyourbody #eatrealfood #healthyeating
#eatyourveggies #cleaneating #healthychoices #eatplants #bodymindandspirit
#functionalmedicine #eatright #healthyliving #eatwellbewell #lifestylemedicine
#eatgoodfeelgood #eatmoreplants













