

ENJOY IT'S FROM EUROPE



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

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Fruit & Veg
from Europe

I CHOOSE FRESH & FAIR!

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



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I LOVE FRUIT & VEG FROM EUROPE

Le programme **I LOVE FRUIT&VEG FROM EUROPE** vise à encourager l'achat et la consommation saisonnière de produits horticoles européens, y compris les produits biologiques et ceux bénéficiant de marques de qualité.

La campagne, promue par les 5 organisations de producteurs *Agritalia, A.O.A., La Deliziosa, Meridia et Terra Orti* et cofinancée par la Commission européenne, cible les marchés en Canada.



LA FRAÎCHEUR AU PREMIER PLAN

Les fruits et légumes de saison atteignent leur pleine maturité de manière naturelle et sont donc plus riches en vitamines, sels minéraux et phytonutriments. Plus ils sont frais, plus ils conservent leurs propriétés nutritives.

La qualité de notre vie future dépend de la façon dont nous vivons aujourd'hui : la production et la consommation responsables sont la clé.

Les fruits et légumes biologiques européens garantissent :

- l'utilisation responsable de l'énergie et des ressources naturelles
- le maintien de la biodiversité
- la préservation des équilibres écologiques régionaux
- l'amélioration de la fertilité du sol
- le maintien de la qualité de l'eau.



I LOVE FRUIT & VEG FROM EUROPE

La campagne I LOVE FRUIT & VEG FROM EUROPE a été conçue pour promouvoir et encourager l'achat et la consommation saisonnière de produits horticoles européens, en particulier de fruits et légumes frais ainsi que de produits biologiques, IGP et DOP.

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

FRESHNESS – SUSTAINABILITY – QUALITY



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ORGANISATIONS

La campagne I Love Fruit & Veg from Europe est dirigée par cinq organisations basées en Italie - [A.O.A.](#), [Agritalia](#), [La Deliziosa](#), [Meridia](#) e [Terra Orti](#).



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Produits

Découvrez les cultures et les produits
[ICI](#)



Nos recettes

Imaginatives, savoureuses et simples à réaliser avec des produits frais et de saison.
Suivez les recettes suggérées par nous et nos chefs !
[Cliquez ici](#) pour les voir toutes.



Vidéorecettes



Vidéorecettes

Coquilles Saint-Jacques à la crème d'artichauts et herbes aromatiques

Coquilles Saint-Jacques 4

Coeurs d'artichauts 150 g

Eau 250g

Pommes de terre (jaunes) 250 g

Sel au goût

Huile d'olive extra vierge au goût

Poivre noir au goût

Marjolaine au goût

Fenouil sauvage au goût

Menthe au goût

Piment frais 3

Flocons de sel au goût

Mélange de grains de poivre (à moudre) au goût



Préparation [ICI](#)

Vidéorecettes

Baguette au saumon et à la grenade

Baguettes 2

Avocats mûrs 2

Grenade 1

Crème aigre au goût

Beurre salé au goût

Pousses de cresson au goût

POUR LA MARINADE

Filet de saumon 400 g

Aneth au goût

Tabasco 3g

Zeste de citron 1

Sel au goût

Poivre noir au goût



Préparation [ICI](#)

Website

Le site ilovefruitandvegfromeurope.ca regorge d'informations, de données et d'analyses sur les fruits et légumes de saison européens et italiens.

Essayez nos recettes traditionnelles et gastronomiques spécialement créées pour le programme par des chefs célèbres, y compris étoilés. Découvrez nos événements à venir, amusez-vous avec nos jeux et quiz interactifs.



Press&Digital PR



Meridia

TerraOrti



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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 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 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 Deliziosa, Meridia 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.



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



www.italyandthebestofeurope.com

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Follow us on



Activités continues de relations publiques et de service de presse

Le programme « I Love Fruit & Veg from Europe » continue à créer une dynamique, des relations et une sensibilisation au Canada grâce à des activités stratégiques de relations publiques, y compris les relations avec les médias.

Cibler les faiseurs d'opinion

Grâce à la syndication de communiqués de presse et à des relations proactives avec les médias, le programme « I Love Fruit & Veg from Europe » renforce la sensibilisation et l'engagement.

975+

CONTACTS DANS LA
BASE DE DONNÉES
MÉDIA

71M

CONSOMMATEURS
TOUCHÉS

+380

COUVERTURE MÉDIA
ISSUE DE LA
DIFFUSION DES
COMMUNIQUÉS DE
PRESSE ET DES
MÉDIAS GAGNÉS

Communiqué de presse

ICI



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Melon 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 1/2 tsp 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 creamy soup.
3. Add the olive oil, vinegar, salt and pepper, and stir well.
4. Chill the gazpacho for at least an hour before serving.
5. Garnish with fresh mint leaves and serve.

Celebrate the summer with this precious, juicy fruit!

Enjoy it's from Europe!
Discover more recipes at www.deliziosa.com/meridia




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Événements

Montréal - du 15 au 17 mai 2024 : Participation au SIAL Canada 2024 avec des démonstrations de cuisine en direct et des ateliers B2B au stand.

Montréal - 16 mai 2024 : Événement médiatique et cocktail dégustation au Fiorellino, Montréal.



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15 - 17 mai 2024 :
Participation au salon SIAL
2024



15 - 17 mai 2024 : Participation au salon SIAL 2024



événement de
presse



16 mai 2024 : Événement médiatique et cocktail de dégustation, Fiorellino, Montréal



Social Media

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<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





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