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CAMPAIGNS THAT PROMOTE A WIDE
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i



Fruit & Veg from Europe

I CHOOSE FRESH & FAIR!



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I LOVE FRUIT & VEG FROM EUROPE

The **I LOVE FRUIT & VEG FROM EUROPE** campaign has been designed to promote and encourage the seasonal purchase and consumption of European fruit and vegetable products, namely fresh fruit and vegetables and organic, PGI and PDO quality-labelled produce.

The I Love Fruit & Veg from Europe campaign is led by five organisations based in Italy - **A.O.A., Asso Fruit Italia, La Deliziosa, Meridia and Terra Orti.**

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

FRESHNESS – SUSTAINABILITY – QUALITY



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I LOVE FRUIT & VEG FROM EUROPE

I Love Fruit and Veg from Europe' is designed to promote and encourage the purchase and consumption of European fruit and vegetables, namely fresh fruit and vegetables, and organic, including certified quality labels (PDO / PGI) already recognised in the UK, and the benefits these bring, in terms of freshness, sustainability and quality – and of course variety and versatility.

The website has a wealth of information about the different fruit and vegetables Europe produces, and their nutritional and health benefits, plus further information on the positive environmental impact of the EU's agricultural policy, and tasty recipes to inspire choice.

The campaign comes at a time when UK food businesses and consumers alike are worried about possible supply disruptions as a result of the war in Ukraine and rising fuel and energy prices, and their impact on food prices in the shops. To assure consumers and businesses alike of a high level of food safety and safeguard the agri food sector from recurrent crises, the EU has adopted the farm to fork strategy along the entire food chain, with an integrated control system.

In 2021, total imports of fruit and vegetables to the UK amounted to 5.6 million tons, a slight decrease compared to 2020. With 50.2% of these imports coming from the EU – as well as imports from non-EU countries including 7.6% from South Africa, 5.0% from Morocco, 4.1 % from Peru, 2.8 from Egypt, 2.7% from Chile and, subsequently, from Brazil, Turkey and United States. Within the UK it is expected that the trend towards EU imports for both fruit and vegetables will increase again to more than €4 billion by 2022 and in the following years (2023-2025).



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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.



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FRESHNESS ABOVE ALL

A diet including fresh fruit and vegetables has numerous health benefits, with produce providing a rich source of vitamins, minerals, fibre, and antioxidants. Choosing seasonal fruit and vegetables from Italy and other EU countries, means choosing the very highest European standards of freshness, food safety, quality, and respect for the environment.

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!

An easy, good way to get a wide array of antioxidants from fruits and vegetables is to simply eat the rainbow: include different colours of vegetables every day, or at least 3-4 times a week. Each colour corresponds to particular micronutrients and protective substances such as vitamins C, A, E, minerals such as zinc, selenium and many others.



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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 screenshot shows the 'I Love Fruit & Veg' website interface. At the top, there is a navigation bar with the logo 'i love Fruit&Veg' and menu items: 'I LOVE FRUIT&VEG', 'FRESH ON YOUR TABLE', 'RECIPES', 'PLAY WITH US', 'PRESS&DIGITAL PR', 'PO', and 'UR'. Below the navigation bar is a 'FILTER BY' section with a list of categories and sub-categories, each with a checkbox and a count in parentheses. The categories include: APPETIZERS (2), STARTER (20), FIRST COURSES (16), MAIN COURSES (15), SIDE DISHS (19), DESSERTS (16), UNIQUE DISHS (17), SUGGEST BY US (79), SUGGESTED BY CHEF (2), ALESSANDRO FRASSICA, SUGGESTED BY CHEF ANDREA MIO (1), SUGGESTED BY CHEF MARCO SCARALLO (1), SUGGESTED BY CHEFS (18), SUGGESTED BY SARAH BUA (4), VIDEO RECIPES (4), APPLES (11), and APRICOTS (11). To the right of the filters is a grid of recipe cards. Each card features a photo of the dish, a title, and a brief description of the recipe, including preparation and cooking times and the number of servings. The recipes shown are: ARTICHOKE, TUNA & OLIVE PASTA; ARTICHOKE WITH HONEY & MUSTARD VINAIGRETTE; BACON & CHILLI BREAKFAST SCONES; BRAISED LETTUCE WITH PANCETTA & PEAS; CABBAGE, PANCETTA & BEAN SOUP; and CHICREN AND ASPARAGUS PICCATA.



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HI-RES IMAGES AND RECIPES



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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**

Upcoming events:

15-Nov 2022: Private dinner event hosting media and influencers at **Ciao Roma, Edinburgh**

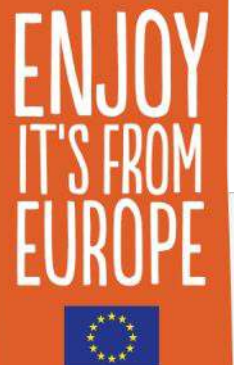
17-Nov 2022: Private dinner event hosting media and influencers at **Salvis Deansgate Square, Manchester**

January/February 2023: Private event hosting media and influencers at an Italian Cookery School



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SPECIALITY & FINE FOOD FAIR, 5-6 SEPTEMBER



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EATALY LONDON, 6 SEPTEMBER



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