

# ENJOY IT'S FROM EUROPE



TerraOrti



meridia



CO-FUNDED BY THE  
EUROPEAN UNION

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!



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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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# 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/>



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# 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



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# Canto, Manchester 2022



## Caldesi, London 2023 , Workshop





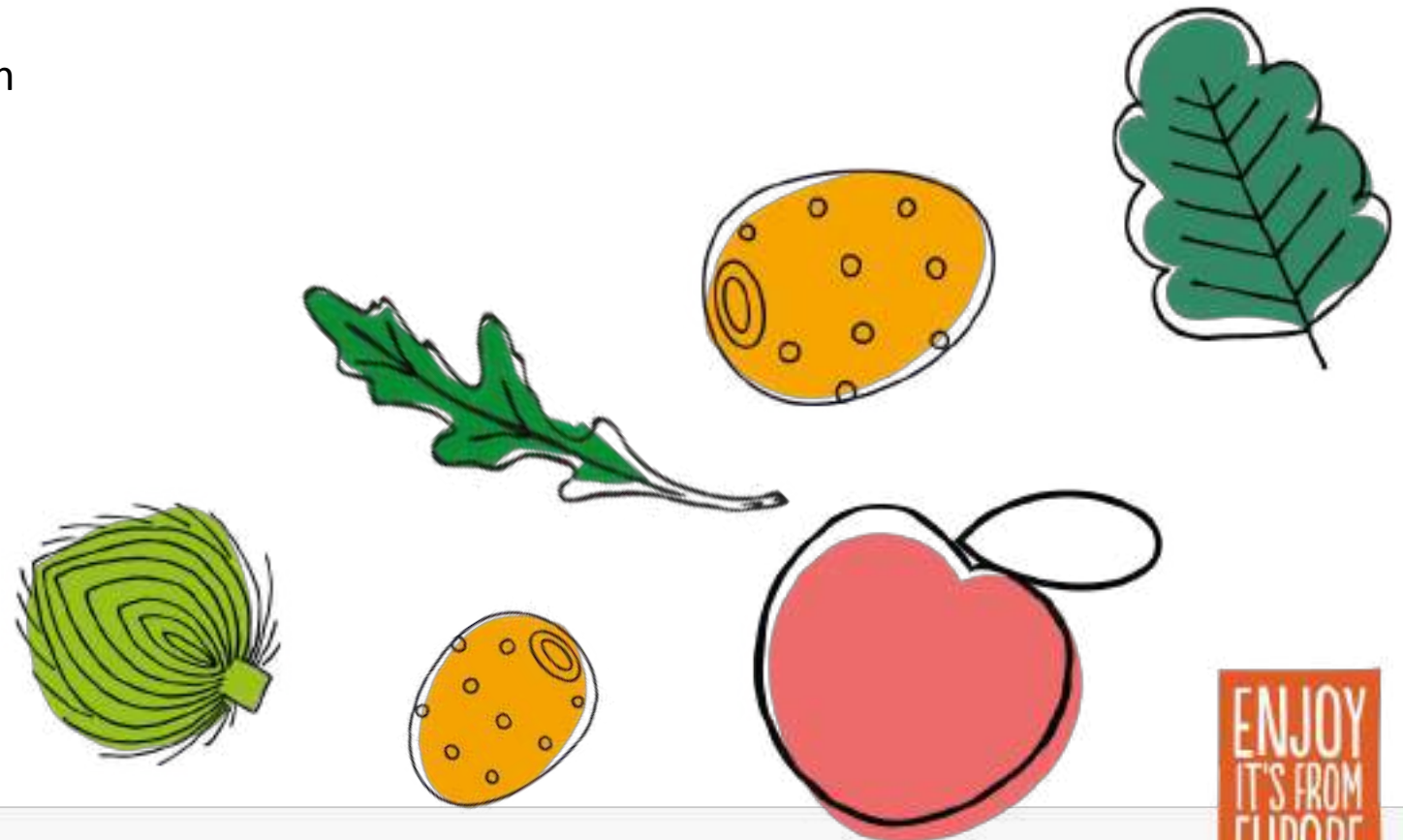
## Caldesi, London 2023, Workshop



## 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**



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# Press Release



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# Press Release

[Here](#) all the Press Release



**"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 2021** – "I Love Fruit & Veg from Europe" is celebrating an autumn journey of nutrient-packed, mood-boosting and flavour-rich produce in an October campaign spotlighting vibrant, tasty, root vegetables and seasonal squashes. Co-funded by the European Union and entered by five leading major agricultural organisations, the programme promotes the quality, environmental sustainability, safety and health benefits of produce sourced from Italy and Europe.

Autumn's produce showcases a rich and varied visual palette that evokes the very essence of the season, from deep purples and vibrant reds to vibrant oranges and earthy 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 nitrate compound helps blood flow. Packed with tryptophan, pumpkin seeds contribute to serotonin production, commonly associated with positive moods.

Taking fruit and vegetables is amongst the best decisions we can make for our health and taste preferences' said Emily Ferraro of the I Love Fruit & Veg from Europe programme. 'A diet rich in these foods not only boosts our well-being but also plays a significant role in preventing many health issues. Our initiative endorses the quality and sustainability of Italian and European produce.'




For more information on the I Love Fruit & Veg from Europe campaign, please visit [www.lovefruitandveg.eu](http://www.lovefruitandveg.eu) or contact us at [info@lovefruitandveg.eu](mailto:info@lovefruitandveg.eu). The campaign is supported by the European Union and the Italian Government. It is part of the 'I Love Fruit & Veg from Europe' programme, which aims to promote the quality and sustainability of Italian and European produce.



**I Love Fruit & Veg from Europe Shows Delicious Fall Tips for Seasonally Freshening Recipes**

Big harvest is coming and get your autumn recipes with European fruits and vegetables.

**LONDON, 17 August 2021** – As autumn gets set to open, the "I Love Fruit & Veg from Europe" programme presents a delicious celebration of the changing season, promoting the art of gifting with European produce.



"Nothing says autumn or winter like a plate of fresh produce that's bursting with delicious, healthy meals using European vegetables and fruits, whether in another season of harvest and nutritious 'pick-me-up' food made from I Love Fruit & Veg from Europe. That's what 2021 means: rich food to get those that love and discover the pleasure in healthy eating. Share the benefits of gifting with seasonal produce by giving a basket of seasonally-sourced produce that was sustainably cultivated in Europe."




For more information on the I Love Fruit & Veg from Europe campaign, please visit [www.lovefruitandveg.eu](http://www.lovefruitandveg.eu) or contact us at [info@lovefruitandveg.eu](mailto:info@lovefruitandveg.eu). The campaign is supported by the European Union and the Italian Government. It is part of the 'I Love Fruit & Veg from Europe' programme, which aims to promote the quality and sustainability of Italian and European produce.



**It's not a secret**

When the weather is set for to cook, or even for to eat, most people agree: "Salads are refreshing" is a big bowl of fresh vegetables (of all seasons: root, seasonal) combined with healthy and tasty dressing. The performance level, taste, energy and nutrition you don't need to be a nutritionist to know. You just need to be a fan of good food which is for you. You already know that eating plenty of different fresh and vegetables, fresh and you're so fresh already. The vitamins, minerals, and antioxidants that your body needs you with the "big" water content keep you hydrated.

**Salads are also extremely useful** as they're cheap, easy, as they're easy, in addition to the vegetables and fruits, you can also use them to make your own salad. You can also use them to make your own salad. You can also use them to make your own salad.



With a quick online purchase you can get it all, we have more recipes and helpful tips to get you started. You can also get more tips and ideas, ready for your salad bowl, using them both here.




For more information on the I Love Fruit & Veg from Europe campaign, please visit [www.lovefruitandveg.eu](http://www.lovefruitandveg.eu) or contact us at [info@lovefruitandveg.eu](mailto:info@lovefruitandveg.eu). The campaign is supported by the European Union and the Italian Government. It is part of the 'I Love Fruit & Veg from Europe' programme, which aims to promote the quality and sustainability of Italian and European produce.



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# 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'**  
07 Feb 2014 09:00 GMT

On this healthy-lovers' menu explore what, seasoned with brook, roots and pecans and flavoured with lemon dill.

LONDON, Feb 18, 2014 (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 elegant can be a delicious alternative.

The campaign, organized by the Italian producers' organizations Agritalia, A.O.A., La Delizia, Meridia and Sema Orla, and endorsed by the European Commission, aims to promote the collective 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 2013 09:34 GMT

Keep loved ones refreshed and happily satiated with salads.

LONDON, June 20, 2013 (PRNewswire) – The 'I Love Fruit & Veg from Europe' campaign annually reintroduces the summer's endless appeal and refined taste of European seasonal fruits and vegetables to inspire it to encourage healthier lifestyles and elevate culinary experiences – on hot 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'**  
22 Aug 2013 09:00 GMT

So, forecast is summer and grill up summer flavors with European fruits and vegetables.

LONDON, Aug 22, 2013 (PRNewswire) – As summer gives way to autumn, the 'I Love Fruit & Veg from Europe' programme presents a delectable celebration of the changing seasons, increasing 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"**  
20 Oct. 2023, 10:45 (CET)

From the National Health Service to the World Health Organisation, public health advisers recommend consuming at least five portions of fruits and vegetables per day.

LONDON, Oct. 10, 2023 (PRNewswire) – "I Love Fruit & Veg from Europe" is championing an autumnal variety of nutrient-packed, mood-boosting and disease-rich produce in an October campaign spotlighting orchard fruits, root vegetables and seasonal squashes. Co-funded by the European Union and steered by five leading Italian agricultural organisations, the programme promotes the quality, environmental sustainability, safety and health benefits of produce sourced from Italy and Europe.

For more details:



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



NEWS PROVIDED BY:  
**"I Love Fruit & Veg from Europe"**  
20 Dec. 2023, 10:00 (CET)

ROME, Dec. 21, 2023 (PRNewswire) – "What's new is celebratory with oranges, pomegranates, clementines, clementines 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, ADOA, La Difesa, Meridia, TerraOrti and Tere 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**



NEWS PROVIDED BY:  
**"I Love Fruit & Veg from Europe"**  
20 Nov. 2023, 09:00 (CET)

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

ROME, Dec. 21, 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", sponsored by the producer organisations Agritalia, ADOA, La Difesa, Meridia, and Terra Orti, and co-financed 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 Giuseppe Cirio. It is the perfect contribution to a Christmas meal featuring fruits from our holiday meals – **oranges, lemons, and mandarin**.





# SOCIAL MEDIA

Follow us on our social media:

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[Facebook](#)

[You Tube](#)

Hashtag:

#ILoveFruitAndVegFromEurope

#EnjoyItsFromEurope

#ILoveFruitAndVeg



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