

LIFE IS BETTER

with Fruit & Vegetables

SAVE THE DATE!

PREPARATIONS ARE UNDERWAY FOR THE SECOND LIFE IS BETTER WITH FRUIT AND VEGETABLES ANNUAL EVENT – 25 MAY 2023.

Preparations for the second press conference of the Life is Better with Fruit and Vegetables campaign are in full swing. The event is scheduled to take place on 25 May 2023 in Brussels, following the successful opening press conference of the project. The venue and programme of the event will be announced soon.



The event's first edition saw the participation of more than 100 representatives and journalists from the agricultural sector, with market analyses and testimonials from Millennial influencers regarding the eating habits of European Millennials. The 2023 event will focus on the challenges of the agricultural sector to keep fruit and vegetables accessible to consumers, starting from the results of Year 1 of the campaign. You can expect all of this and many more surprises in 2023 – stay tuned for all the developments!

In the meantime, all the material of the project is available on the [website of Life is Better with Fruit and Vegetables](#), with a dedicated webpage for each of the target countries of the campaign (France and Ireland, in addition to Germany, Italy, Poland, and Spain).

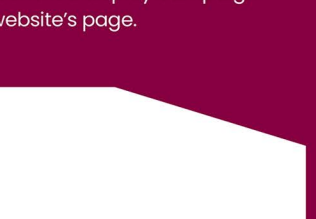
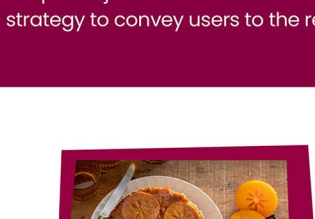
OUR PARTNERS

INTERFEL



Cooking Workshop With Influencers

On 1 December 2022 at Mademoiselle M in Paris, Top Chef's TV show celebrity Justine Piluso shared a cheerful moment with 10 Millennials food and lifestyle influencers. They prepared a simple and festive menu with fresh fruits and vegetables. Participants left with a lovely present: a basket full of fresh fruits and vegs to amaze their relatives and friends with their recent cooking skills.



The aim was to minimize food waste by using parts of fruits and vegetables that are usually thrown away (such as the stems of fresh herbs, carrot scraps, offcuts of sandwiches, and the skin of tangerines).

The participants shared the friendly moment on their social networks; 36 contents have been published, resulting in a reach of over 650K and more than a 3% engagement rate on Instagram.



Creation of Website, PR, and Social Media Content

Photo shootings were made focusing on Millennials' lifestyles and recipes to create content for the programme's social media account, website, and press relations.



Push emails were sent with simple, tasty, and attractive no-waste recipes to journalists. The same recipes benefit a display campaign strategy to convey users to the recipes website's page.



Upside-down cake with spices



Green leek velouté, eggs and nuts



Coral lentils and curry pancakes



Cheesecake with figs



AIB



Partnerships With Social Influencers

For bananas, the communication on social media continued intensely during autumn and winter, focusing on the program's key messages (convenience, taste, well-being, and no-waste) and consumption occasions (snacking, breakfast, sport). This was achieved thanks to posts on the [banana account on Instagram](#) and influencer partnerships. Influencers with various profiles were asked to create content and relay it to their different communities, including lifestyle, food, humour, parents, and sport.

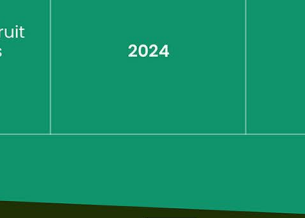


"Magic Banana" Event In Sports Clubs

Including bananas in the daily life of Millennials when they play sports: this was the objective of the event organized by the AIB on January 23rd. This event, called "Magic Banana" took place all over France in 20 Magic Form network. The event entailed coaching sessions and discussions on the nutritional benefits of bananas in the context of sports practice. From 15:00 to 21:00, Millennials interacted with "banana coaches", who welcomed the members of the clubs, and gave them a "banana pass" and lots of useful tips on how to integrate bananas into a successful sports session.



BORD BIA



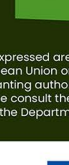
As part of the autumn/winter promotion, Bord Bia's four campaign ambassadors – Kwanghi Chan, Rachel Hornbrook, Gastro Gays, and Eoin Sheehan – focused on creating cold-weather warming recipes using seasonal fruit and vegetables.

Ahead of Chinese New Year, Irish TV Chef Kwanghi Chan created seasonal veggie spring rolls symbolising wealth and good fortune, and a healthy take on a traditional Chinese spice bag on vegetables and chicken. This recipe will run on the [JOE.ie website](#) and across their [Facebook](#) and [Twitter](#) social accounts in January.

Foodie and lifestyle blogger [Rachel Hornbrook's](#) created an autumnal winter breakfast recipe "Apple Pie Baked Oats" using Irish grown Bramley apples. As part of our campaign Christmas dinner promotion, Rachel also focused on creating a twist "Parmesan Crusted Brussels Sprouts".

Limerick Instagram influencer and TV chef [Eoin Sheehan](#) developed a delicious recipe "Buffalo Cauliflower Wings" and a classic winter warming "Mushroom soup" using Irish grown mushrooms and showed how quick and easy it is to make homemade soup.

Drogheda-based Instagram foodie duo and food writers [Gastro Gays](#) created a multi-colored vegetable "Ratatouille" which was the perfect dish for late summer which included ripe tomatoes, aubergines and courgettes in a tomato, pepper and herb sauce.



UPCOMING ACTIVITIES

ACTIVITY	DATE	LOCATION
Life is Better with Fruit and Vegetables Press Event	25th May 2023	Brussels
Life is Better with Fruit and Vegetables Press Event	2024	TBC

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