

# LIFE IS BETTER

with Fruit & Vegetables

## SEE YOU ON 25 MAY 2023

### FOR THE SECOND LIFE IS BETTER WITH FRUIT AND VEGETABLES ANNUAL EVENT!



Everything is ready for the second annual event of the Life is Better with Fruit and Vegetables campaign. Find out what the project has achieved so far on 25 May 2023 at the Residence Palace in Brussels. On the same day, a cooking workshop for Millennials will put the project's goals into practice!

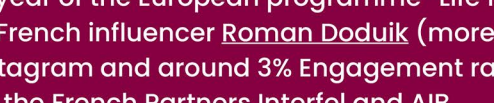
The event will start at 13:00, as part of the public session of Freshfel Europe's Annual Meeting. About 100 participants are expected to take part and discover the key moments and results of Year 1 of the campaign.

In the afternoon, Millennial influencers and young EU professionals will take part in a cooking workshop where they will learn fun and practical recipes to incorporate fruit and vegetables into their diets.

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 & AIB



For the second year of the European programme "Life is Better with Fruit & Vegetables", French influencer Roman Doduik (more than 340K followers on Instagram and around 3% Engagement rate) is the ambassador of the French Partners Interfel and AIB.

He will carry out the messages of the campaign (such as fruit and vegetables being handy, tasty, versatile, and sustainable) by creating funny social media content to convince Millennials to consume more fresh fruits, vegetables and bananas in their daily life.

He has already published some content on his Instagram account, on which he challenges himself and the audience to eat more fruits and vegetables at any time of the day. Specifically for the banana, he published a reel entitled "you take, or you double", a humorous and feel-good content, like bananas!

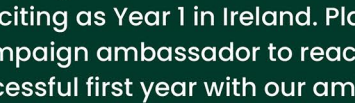


Roman will bring his enthusiasm to the main events of the programme planned this year, such as the upcoming cooking workshop in Brussels, hosted by the French Top Chef 2022 finalist Arnaud Delvenne (on May, 25th) and the Rock en Seine Music Festival (in August), during which INTERFEL and AIB will demonstrate that fruit, vegetables and bananas can be consumed anywhere, even outside with music and friends!

[MORE ABOUT AIB >](#)

[MORE ABOUT INTERFEL >](#)

## BORD BIA



Year 2 of the European programme "Life is Better with Fruit & Vegetables" is planned to be as exciting as Year 1 in Ireland. Plans are in progress to add an additional campaign ambassador to reach our Millennial audience. After a successful first year with our ambassador influencer team that included Rachel Hornibrook, Kwanghi Chan and Eoin Sheehan. We are confident that our year 2 team will have a combined Millennial reach again in the millions.

All our campaign ambassadors will continue to create content and share our key campaign messages around healthy eating through the consumption of fresh, local, in season fruit and vegetables. They will always direct Millennials to the ever evolving campaign website [www.fruitnveg.ie](http://www.fruitnveg.ie) and campaign social media accounts on Instagram and Facebook.

Our ambassadors will keep posting new recipes as part of the social media campaign, such as Kwanghi Chan's recipes to celebrate Chinese New Year, Rachel Hornibrook's and Eoin Sheehan's.



Irish food blogger and food journalist Dee Laffan, who has been fervent supporter of our campaign since its launch in 2022 is due to attend the upcoming campaign cooking workshop in Brussels, hosted by Freshfel and organised in co-operation with our French partners.



In alignment with our planned campaign, Bord Bia organised our Year 2 recipe photoshoot, creating another 16 delicious fruit and vegetable recipes to add to our existing bank of recipes (and e-cookbook) on the campaign website. These exciting new recipes were drawn up to appeal to Millennials and are shared on our social platforms and as part of our PR promotional activity.

Bord Bia are currently planning an exciting activation at Body and Soul Millennial Music Festival in mid-June, where once again we plan to explain the dietary benefits of consuming fruit and vegetables to a largely Millennial crowd.

BODY & SOUL



[MORE ABOUT BORD BIA >](#)

## UPCOMING ACTIVITIES

WHAT	WHEN	WHERE
Body & Soul Festival	16-18 June 2023	Ballinlough Castle
Rock en Seine Music Festival	23-25-26-27 August 2023	Saint Cloud
Life is Better with Fruit and Vegetables Annual Event	TBC 2024	Paris

BORD BIA IRISH FOOD BOARD

aib

Les fruits et légumes frais

