

A HEALTHY MESSAGE FROM EUROPE

LIFE IS BETTER

Press Release
Brussels,
18th May 2022

with Fruit & Vegetables
& Bananas

The survey that tells us all about the consumption of fruit, vegetables and bananas by European Millennials!

Interfel (Interprofessional Association for Fresh Fruit and Vegetables), AIB (Association Interprofessionnelle de la Banane), Bord Bia (Irish Food Board) and Freshfel (European Fresh Produce Association) present the key figures of a survey* carried out by Potloc among 1,000 European Millennials between 25 and 34 years of age (500 French and 500 Irish) in order to learn more about their eating habits.

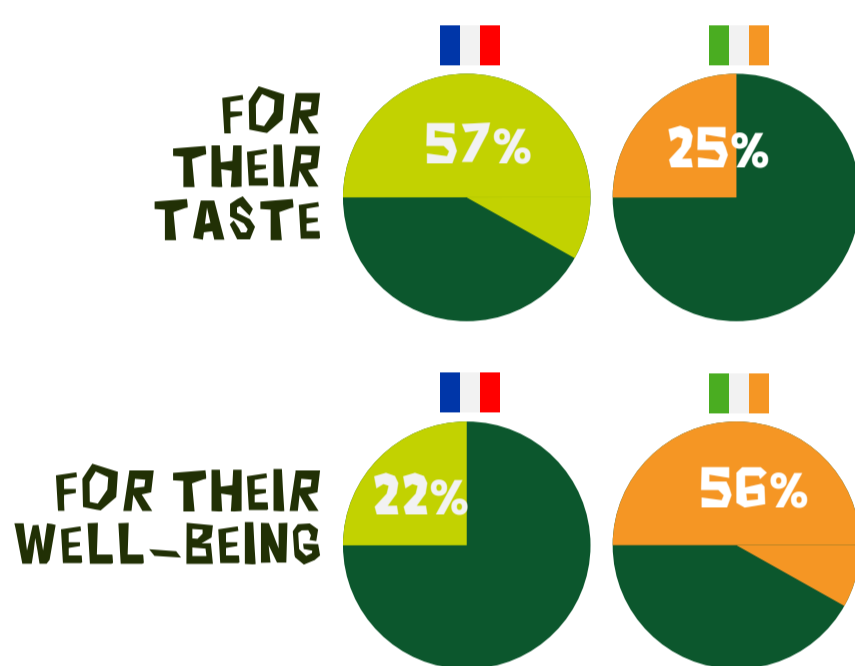
* Multiple choice questionnaire. Only one answer possible

WHY DO MILLENNIALS EAT FRUIT AND VEGETABLES?

According to millennials, vegetables are tasty. The vast majority of young French and Irish people eat fruit and vegetables for their good taste (41%) as well as their health benefits (39%).

However, the main reason for consuming them differs between France and Ireland:

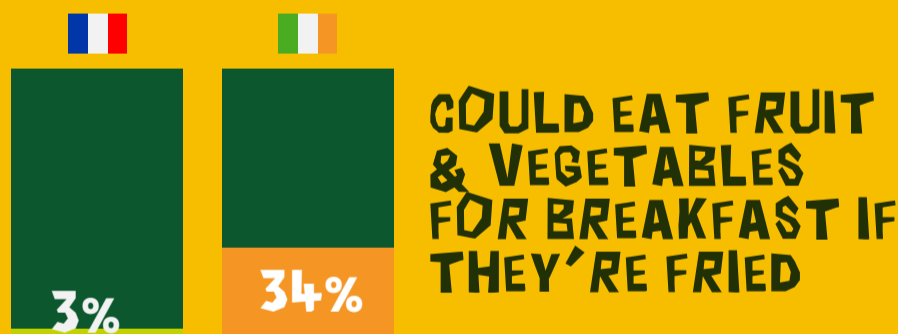
While 57% of French Millennials appreciate fresh fruit and vegetables for their taste, only 25% of the Irish give priority to this aspect. For them, wellbeing is the most important factor in encouraging them to eat fruit and vegetables.



EATING VEGETABLES FOR BREAKFAST: WHAT DO MILLENNIALS THINK?

Eating vegetables for breakfast? For 40% of millennials, it's a no! Young French people are not very enthusiastic about this idea: 52% of them find it absurd, compared to only 27% of Irish people. On the other hand, 42% of young people said that they are open to the idea of consuming them full stop after occasion. It seems that the Irish Millennials are more willing than the French to try this.

Indeed, 34% of them say that they could eat vegetables for breakfast if they were fried for example, compared to only 3% of French young people. Studies show that breakfast options that are low in carbohydrates and rich in fiber - which is found in large quantities in vegetables - foster the feeling of saturation and give energy to start the day well.

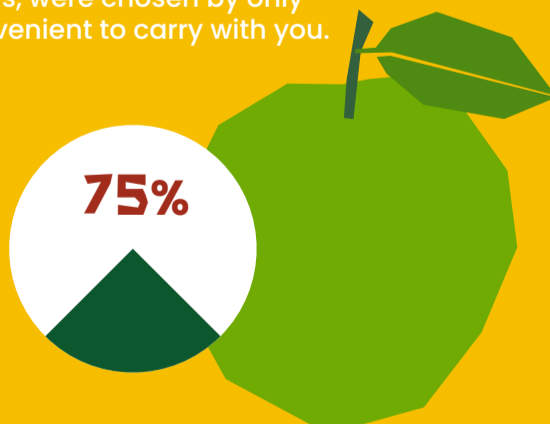


WHAT ARE MILLENNIALS' FAVOURITE QUICK SNACK?

For 75% of the surveyed young people, the most popular snack is undeniably the apple! It is delicious, easy to carry around and very filling thanks to its high pectin content, a soluble fibre that guarantees long-lasting satiety. Moreover, its different varieties allow you to multiply the pleasures: green, yellow or red, sweet or sweet & sour - there is something for everyone!

Red fruits, a family that is very popular within millennials, were chosen by only 19% of respondents: they are delicious but not very convenient to carry with you.

FOR 75% OF THE SURVEYED YOUNG PEOPLE, THE MOST POPULAR SNACK IS UNDENIABLY THE APPLE!



The Millennials interviewed as part of our study remain open to alternatives in consuming more fresh fruit and vegetables and are sensitive to sustainable development, particularly through non-waste.

Media Contacts AIB
Agence VFCRP - Linda Amsellem
lamsellem@vfcrrp.fr - 06 09 09 13 85

Media Contacts
Agence TMA - Marina Vitale
marina.v@tmarkoagency.com - 06 99 22 25 76

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