

# LIFE IS BETTER

with Fruit & Vegetables

& Bananas



## «LIFE IS BETTER WITH FRUIT & VEGETABLES & BANANAS»

The campaign to encourage Millennials to increase fruit and vegetable consumption!

An IFOP\* study carried out in February 2023 for Interfel, reveals that 18–30-year-olds are moving more towards fruit and vegetable consumption, in order to adopt a healthier and more sustainable lifestyle for themselves and the planet alike.

With a view to supporting Millennials, who are sometimes held back by practical constraints, the EU-funded «Life is Better» programme puts the spotlight on fruit, vegetables and bananas!

The result: a dynamic and refreshing campaign to consume more fruit and vegetables in simple and fun ways!

### A EUROPEAN CAMPAIGN FOR MILLENNIALS TO INFORM AND PROMOTE VEGETABLES, FRUIT AND BANANAS

The *Life is Better with Fruit and Vegetables* campaign has a focus on Millennials. Our aim is to share fun, educational, and feel-good information to help them live life better by eating more fruit and vegetables.

This EU-funded, multi-country campaign involves France, Ireland as well as other EU countries and will rely on a combination of digital advertising, influencer engagement, and experiential events to reach our audience.

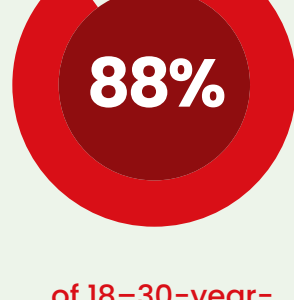
The campaign runs from March 2022 to February 2025 and is implemented by Interfel and AIB in France, Bord Bia – the Irish Food Board in Ireland and Freshfel Europe.

The campaign was launched on 25 May 2022 by **Interfel** – the fresh fruit and vegetable trade association, **AIB** – the Banana Trade Association, **Bord Bia** – the Irish Food Board, and **Freshfel** – the European Fresh Produce Association.

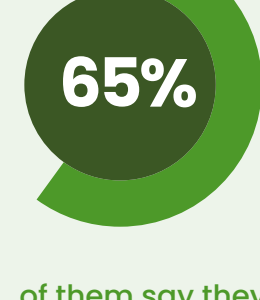
This campaign is co-financed by the European Union and is aimed at 25–35-year olds, over a period of 3 years in France and Ireland. Its aim is to raise awareness amongst Millennials of the pleasure and well-being provided by the consumption of vegetables, fruit and bananas and to show how, on a daily basis and at all times, that life is better with them: more fun, great taste, healthy food, simple cooking and more sustainable for the planet!

🔍 [lifeisbetter.eu/fr](https://lifeisbetter.eu/fr)

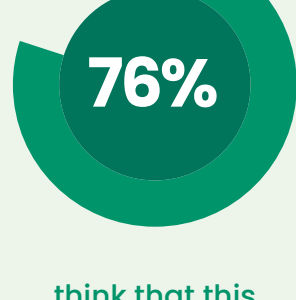
## GENERATION Y, CONCERNED ABOUT ITS FOOD CONSUMPTION AND WELL-BEING, IN A FEW FIGURES\* ...



of 18–30-year-olds say they enjoy eating fruit and vegetables.



of them say they would like to move towards an increasingly plant-based diet.



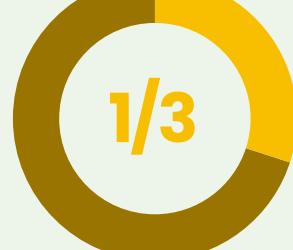
think that this would limit their impact on the environment and the planet.



say they have changed their consumption by eating more fresh fruit and vegetables in the last 12 months.

### YET...

Only 1/3 say they regularly cook fruit and vegetables because, for some, they are inconvenient to eat and difficult to cook!



Only 4/10 say they eat the minimum recommended 5 portions of fruit and vegetables each day!

\*Survey carried out by IFOP (French Institute of Public Opinion) for INTERFEL among a sample of 602 people, representative of the French population aged 18 to 30, from 20 to 26 January 2023.

## HEADING FOR YEAR 2!

Once again, this year, the «Life is Better» campaign is planning fun and impactful activations to convince 25–35-year-olds that it is possible and easy to simply eat vegetables, fruit and bananas, at any time of the day and in many different ways.



### New experiences in France: Get ready!

- «Life is Better» will be present, for the second time, at the **Rock on Seine music festival**, from 23 to 27 August 2023, with its smoothie-bikes animation! Free fruit and vegetables will also be distributed so that everyone can enjoy them while listening to their favourite artists!
- **Cooking workshops** will allow lifestyle influencers to discover easy-to-make chefs' recipes to impress their friends at cocktail hour!
- Next autumn, AIB will orchestrate two major events. Journalists and influencers will be experimenting with the creative «**Healthy Banana Snack**» boxes and for the second year, the banana will be giving sportsmen and women a session full of energy and good humour in the **Magic Form sports clubs!**

### A multitude of content on social networks: Stay tuned!

- A new year means a new **ambassador!** **Roman Doduik**, French influencer and comedian star of the new generation, will propose original and entertaining content throughout the year.
- **Funny videos combining music** (which is also consumed everywhere and all the time), with vegetables, fruits, and bananas will be available from September on the social networks of **Démotivateur**, starring **Roman Doduik!**
- **Simplicity, taste, and humour** will be in the spotlight with **recipes and other content created by a pool of influencers**. The 25–35-year-olds will no longer have any excuses not to eat vegetables, fruit and bananas, no matter the time or place!
- A year 2 full of challenges to encourage Millennials to enjoy vegetables, fruit, and bananas every day!



### New experiences in Ireland: Take a look!

- 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 campaign cooking workshop in Brussels, hosted by Freshfel and organised in co-operation with our French partners.
- **Bord Bia** and the EU supported 'Life is Better' millennial campaign will be attending **Body and Soul music festival** at Ballinlough Castle Co. Westmeath June 16–18th. This festivals core audience is Irish Millennials aged between 25–35 year olds.
- Concert attendees can take a spin on the 'Life is Better' **smoothie bike challenge**, which is the most fun way to enjoy fruit and vegetables in season. Fruit samples will also be given out across the festival weekend.
- In Ireland, our **three ambassadors** will continue to post new recipes as part of the social media campaign, such as **Kwanghi Chan's, Rachel Hornbrook's and Eoin Sheehan's**.
- In alignment with our campaign strategy, Bord Bia has created another **16 delicious fruit and vegetable recipes** to add to our existing bank of 18 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 media channels.

### About Interfel

Created in 1976, Interfel brings together all the trades in the fresh fruit and vegetable sector. All functions are represented: production, cooperation, shipping, importing, exporting, wholesaling, distribution (supermarkets, specialised shops and catering). An organisation under private law and initiative, Interfel is known as a national agricultural interprofessional association under French rural law, as well as by the European Union since 21 November 1996 within the framework of the Single Common Market Organisation (CMO).

[lesfruitsetlegumesfrais.com](https://www.lesfruitsetlegumesfrais.com) [lesfruitsetlegumesfrais](https://www.instagram.com/lesfruitsetlegumesfrais)

### About AIB

The AIB, Association Interprofessionnelle de la Banane, brings together all the trades in the banana sector: producers, importers, ripeners, wholesalers, primeurs and distributors. Created in 2012, the AIB was recognised as an interprofessional agricultural organisation in 2016 by French rural law and by the European Union. The AIB's objective is to promote and defend the sector and its trades, as well as to encourage the consumption of bananas on the metropolitan market.

[labanane.info](https://www.labanane.info) [labanane.info](https://www.instagram.com/labanane.info)

### About Bord Bia

Bord Bia was established in 1994 as Ireland's national food marketing and promotion body, working at home and abroad. The promotion of fresh produce is a core activity of Bord Bia.

[bordbia.ie](https://www.bordbia.ie) [fruitveg.ie](https://www.fruitveg.ie) [lifeisbetter.ie](https://www.lifeisbetter.ie)

### About Freshfel Europe

Freshfel Europe, the European Produce Association, is the forum for the fresh fruit and vegetable supply chain in Europe and beyond and is the leading fresh fruit and vegetable organisation in Europe.

[freshfel.org](https://www.freshfel.org)

### Press Contacts

#### For Interfel

Agency Thomas Marko et Associés  
Mélissa Vitte – [melissa.v@tmarkoagency.com](mailto:melissa.v@tmarkoagency.com) – +33 6 10 33 60 45  
Margaux Le Fall – [margaux.l@tmarkoagency.com](mailto:margaux.l@tmarkoagency.com) – +33 6 72 02 53 65

#### For AIB

Agency VFICP – Linda Amsellem – [lamsellem@vficp.fr](mailto:lamsellem@vficp.fr) – +33 6 09 09 13 85

#### For Bord Bia

Agency Mammoth  
Nadine Keary – [nadine@mammoth.tv](mailto:nadine@mammoth.tv) – +44 7743 451737  
Ben McAleese – [ben.mcaleese@mammoth.tv](mailto:ben.mcaleese@mammoth.tv) – +44 7484 280286

#### For Freshfel

Freshfel – Gil Kaufman – [gkaufman@Freshfel.org](mailto:gkaufman@Freshfel.org) – +32 (02) 777 15 80

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