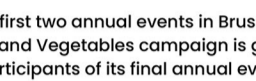


LIFE IS BETTER

with Fruit & Vegetables

PREPARATIONS FOR THE THIRD LIFE IS BETTER WITH FRUIT AND VEGETABLES ANNUAL EVENT ARE IN FULL SWING!

SEE YOU ON 16 MAY 2024 IN PARIS



Preparations for the third annual event of the Life is Better with Fruit and Vegetables are underway. The event will take place in Paris on 16 May 2024 – more information about the programme of the event coming soon!

After hosting its first two annual events in Brussels, the Life is Better with Fruit and Vegetables campaign is getting ready to welcome the participants of its final annual event in the French capital.

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 16 November 2023, INTERFEL organized a cooking workshop at Mademoiselle M in Paris, with Top Chef's Jean Covillault as a host. A group of Millennial-oriented influencers was invited to participate in the preparation of a Christmas-themed meal. The goal was to show that fruit and vegetables-based meals for Christmas are easy and fun to cook, and it can be done without waste! The workshop was a success for the programme: 9 influencers joined, more than 35 contents were posted on social media, for an average engagement rate of 4,14%.



New recipe: The Underwood Log (buckwheat savoury genoise, squash caviar, Gorgonzola cream)

Check out the full recipe on [Interfel's website!](#)

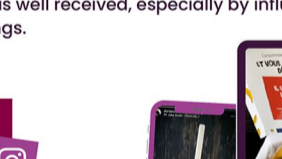
Zero-waste tips: Use the herbs that are starting to wilt a little to make herb chlorophyll for the colour of the genoise of the log. The roasting squash can be eaten with its skin!



MORE ABOUT INTERFEL >



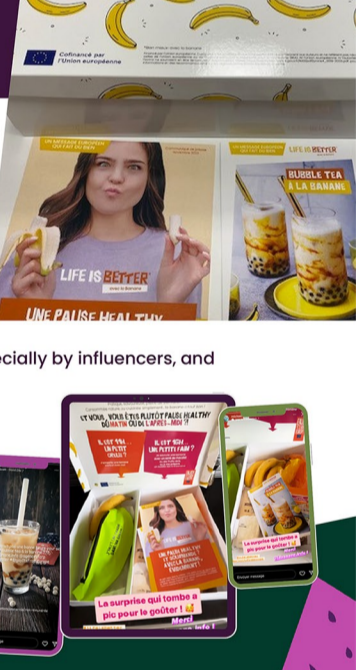
AIB



Media drop

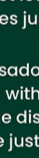
AIB organized a media drop with the theme "Healthy snacks", focusing on Millennial food and lifestyle media and influencer. 30 boxes were produced based on the campaign messages, containing different elements for a healthy break at 2 different moments of the day:

- in the morning, an on-the-go snack with a banana (fruit) and a banana (bag)
- in the afternoon, banana and other healthy ingredients to prepare an easy snack at home: a Banana Bubble Tea!

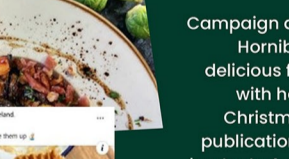


This media drop was well received, especially by influencers, and generated 11 clippings.

MORE ABOUT AIB >



BORD BIA



PR activities

In Ireland, Bord Bia collaborated with Greencastle Media from November 2023 to January 2024, to produce 7 articles featuring our campaign ambassadors Jeeny Maltese, Eoin Sheehan, and Rachel Hornibrook.

Life is Better campaign ambassador chef Jeeny Maltese created a mouth-watering thousand-layer Bramley apple cake which went live on Lovindublin.ie in November. But that's not all – Jeeny's recipe was also featured on the RTE TV Today Show, reaching a massive 350,000 viewers! Last but not least, Jeeny treated us all to her delicious beetroot and carrot cupcakes just in time for Valentines Day!

Campaign ambassador chef Eoin Sheehan cooked up a storm with his tasty Christmas Root Vegetable side dish which hit online publication Lovin.ie just before the Christmas season.

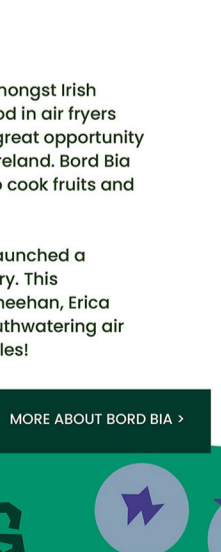


Campaign ambassador Rachel Hornibrook brought some delicious flavours to the table with her delicious Leftover Christmas Pie on the online publication Her.ie, followed by her tasty Apple Almond Muffins on the online publication HerFamily.ie.

Rachel also created a tasty Leek, Ham and Cheese Pancake Bake just in time for Pancake Tuesday on the online publication LovinDublin.ie.

In the early new year, the "Life is Better with Fruit and Vegetable" campaign launched a press release in collaboration with Dee Laffin which featured in both the Irish Country Living Magazine and in the Irish Farmer's Journal.

Titled 'Eat like a European', the article emphasised the importance of incorporating more fresh, locally sourced fruits and vegetables into diets, drawing inspiration on how European diets achieved this. The combined readership of the two press releases reached a total of 663,000 individuals.



Air fryer competition

Air fryer ownership is becoming much more frequent amongst Irish millennials. They are cooking more and more of their food in air fryers seeking convenience and speed of cooking. This offers great opportunity to increase the consumption of fruit and vegetables in Ireland. Bord Bia believe millennials are very curious to find more ways to cook fruits and vegetables using an air fryer.

The 'Life is Better with Fruit and Vegetables' campaign launched a competition to win a Ninja Foodi Dual Air Fryer in February. This competition was a collaboration with influencers Eoin Sheehan, Erica Drum and Ciara Turley who also created a series of mouthwatering air fryer recipes using lots of fresh, local, in season vegetables!

MORE ABOUT BORD BIA >

UPCOMING ACTIVITIES

WHAT

WHEN

WHERE

Life is Better with Fruit and Vegetables Annual Event

16 May 2024

Paris

