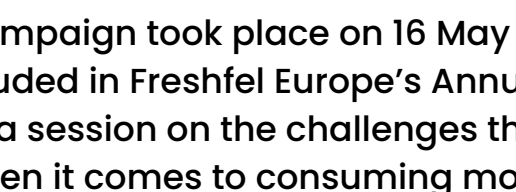


# LIFE IS BETTER

with Fruit & Vegetables

## THANK YOU FOR JOINING THE THIRD LIFE IS BETTER WITH FRUIT AND VEGETABLES ANNUAL EVENT!



The third and final annual event of the Life is Better with Fruit and Vegetables campaign took place on 16 May 2024 in Paris. The event was included in Freshfel Europe's Annual General Meeting as part of a session on the challenges that young Europeans face when it comes to consuming more fruit and vegetables.

The audience, which included almost 90 participants between sector representatives and journalists, was informed about the key achievements of the campaign so far and its upcoming activities. Although this was the final event, the project will run for several more months - stay tuned! In the meantime, all the material of the project is available on the website of Life is Better with Fruit and Vegetables.

## OUR PARTNERS

### INTERFEL & AIB



#### Cooking workshop with influencers

INTERFEL organized a cooking workshop on May 16 at Chefsquare in Paris, with Top chef's 2021 winner Mohamed Cheikh as a host. A group of 12 Millennial-oriented influencers was invited to participate to the conception of gourmet appetizers. The main goal was to show them that fruit and vegetable-based meal are easy and fun to cook. Furthermore, it can be done without waste!

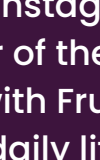
The workshop was a success for the programme: 12 influencers joined, more than 33 social media contents were posted, for a potential reach of 594.800 people!



#### The menu

- Sesame cherry tomatoes
- Spring rolls with celery, lettuce, shrimp and pomelo
- Maki with cucumber, smoked salmon, fresh herb and goat fresh cheese
- Summer salad with strawberries, watermelon and feta cheese
- Banana pancake with avocado guacamole, olives and bell pepper

MORE ABOUT INTERFEL >



#### Louissette is the new ambassador of the Life is Better with Fruit and Vegetables campaign in France!

French influencer Louissette (115K followers on Instagram and more than 7% engagement rate) is the new ambassador of the French partners Interfel and AIB for Year 3 of the Life is Better with Fruit and Vegetables campaign. In her videos, she talks about her daily life with humour. She's also an accomplished artist, composing and singing! For the campaign, she will create funny and inspiring social media content to show Millennials how easy, tasty, and convenient it is to integrate fruits, vegetables, and bananas in their lifestyle.



Louissette will attend to the main events of the programme planned this year, just like she did for the last cooking workshop in Paris on May 16. She'll join the Rock en Seine Music Festival in August and the sport event for bananas in October!

MORE ABOUT AIB >



## BORD BIA



#### Schools Outreach Programme

The 'Life is Better' campaign sponsored our school's outreach programme 'Incredible Edibles' in partnership with Agri Aware, where campaign ambassador Eoin Sheehan undertook a smoothie demonstration for two primary school classes to conclude the 'Incredible Edibles' Programme for 2023/24. New season Irish strawberries were prepared to make a morning smoothie recipe.

#### WellFest Health and Wellness Event

Bord Bia brought the campaign to WellFest, a Millennial health and wellness festival hosted in Royal Hospital Kilmainham, Dublin, which took place on the 11th and 12th of May 2024.

Bord Bia through 'Life is Better' sponsored the 'EatWell' food marquee at WellFest, where 12 influencer cooking demonstrations took place over the weekend. The food marquee was decorated with campaign signage, bunting, flags and QR codes linking to the e-cookbook were presented.

Bord Bia interviewed several influencers and are developing a selection of video content with these influencers to promote the campaign.

Bord Bia sampled over 850 strawberry samples across the weekend to the audience who were watching the cooking demonstrations on the 'EatWell' stage.

To announce the campaigns sponsorship at WellFest, we launched an online Instagram competition in April, giving entrants the chance to win a pair of Weekend Tickets to WellFest. The competition was promoted on Instagram, with over 400 competition entries recorded.

#### Air fryer competition

During the festival, we advertised an air fryer giveaway competition, where one lucky winner had the chance to win an air fryer. The competition was advertised on the TV screens in front of the stage, where entrants needed to scan the presented QR code and fill out a form to enter. The competition received over 200 entrants.



MORE ABOUT BORD BIA >

## UPCOMING ACTIVITIES

WHAT

WHEN

WHERE

Rock en Seine Music Festival

21-25 August 2024

Paris



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