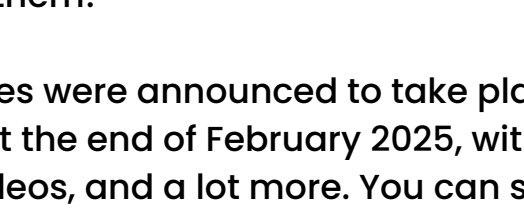


LIFE IS BETTER

with Fruit & Vegetables

LIFE IS BETTER WITH FRUIT AND VEGETABLES: CHECK OUT WHAT OUR CAMPAIGN HAS IN STORE IN ITS FINAL MONTHS!



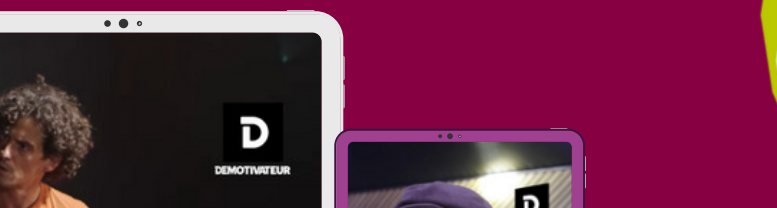
The third and final year of the Life is Better with Fruit and Vegetables campaign was officially launched during the Annual Event that took place on 16 May 2024 in Paris. The campaign is now entering its few final months, and it's making the most out of them!

Plenty of activities were announced to take place by the end of the campaign at the end of February 2025, with events, social media posts, videos, and a lot more. You can see a preview of the current and upcoming projects in this newsletter!

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

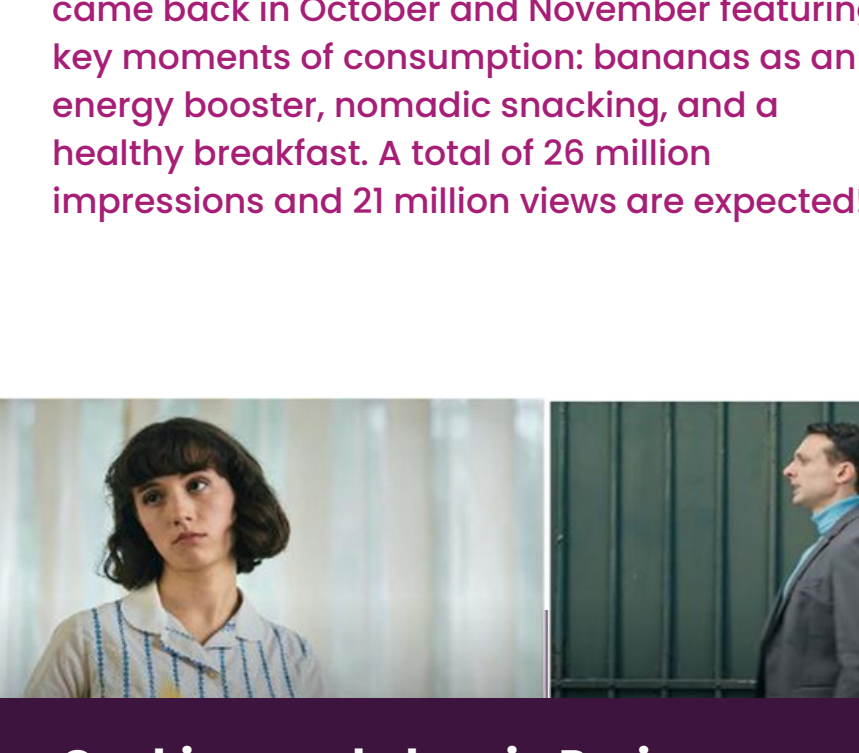


Rock en Seine musical festival

For the third year running, our European campaign returned to the Rock en Seine festival on 22, 23, 24 and 25 August 2024. The colourful stand featured smoothie bikes, fruit and vegetables to enjoy during the concerts, and quizzes to win goodies!

Partnership with Démotivateur

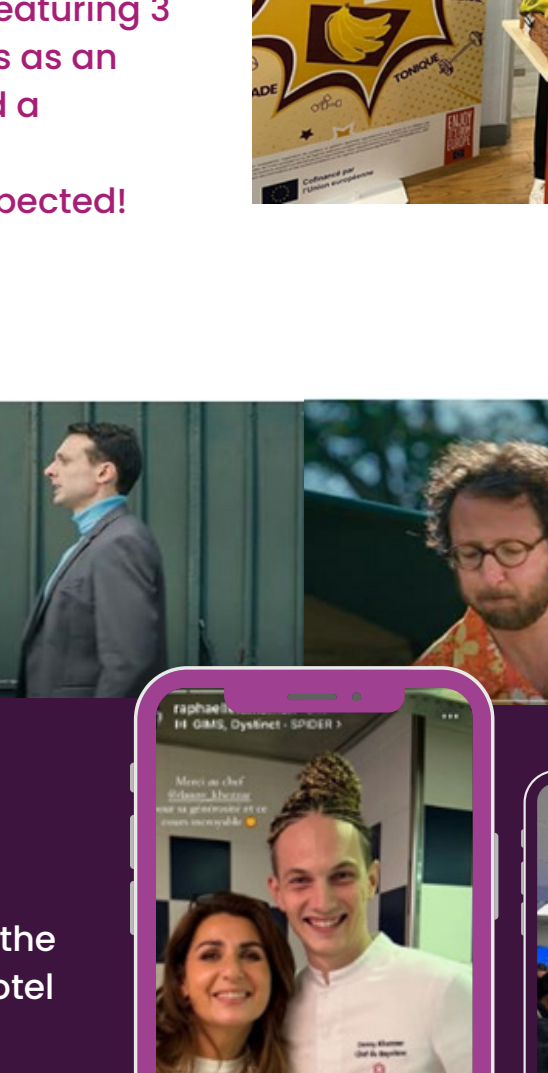
In partnership with Démotivateur, the campaign released 3 videos including one with Year 3 Ambassador Louissette. These videos were shared across TikTok, YouTube, Instagram, and Facebook, generating 4 million views—950,000 more than the initial target!



[MORE ABOUT INTERFEL >](#)

Life is better with bananas in sport halls

For the third year in a row, the "Magic Banana" event took place on October in 20 sport halls of the "Magic Form" network, in Paris and different regions. The event featured information and tips on bananas, distribution of a "banana pass", and broadcasting of a video in the halls!



Banana's VOL campaign

Building on the success of the first two years of the campaign, the Banana's VOL campaign came back in October and November featuring 3 key moments of consumption: bananas as an energy booster, nomadic snacking, and a healthy breakfast. A total of 26 million impressions and 21 million views are expected!



Cooking workshop in Paris

The campaign organised a cooking workshop at the Ritz with Chef Danny Khezzar. It took place on October 15 in the kitchens of the famous Ritz, a luxury hotel located on Vendôme Place in Paris.

This event aimed to improve the consumption of fruits and vegetables and show Millennials how to include them in their diets every day. Led by Danny Khezzar, this workshop highlighted a "smokescreen" recipe. In a in the run-up to Halloween, the Chef cooked pumpkin-shaped gnocchi, using pumpkin seeds as decoration, an anti-waste tip. 43 content have been published on Instagram, reaching over 2.4 million people!



In addition, the social media campaign achieved 11 million contacts on Instagram, tripling the initial target. It also generated 1.15 million interactions, driven by the impact of videos and influencers.

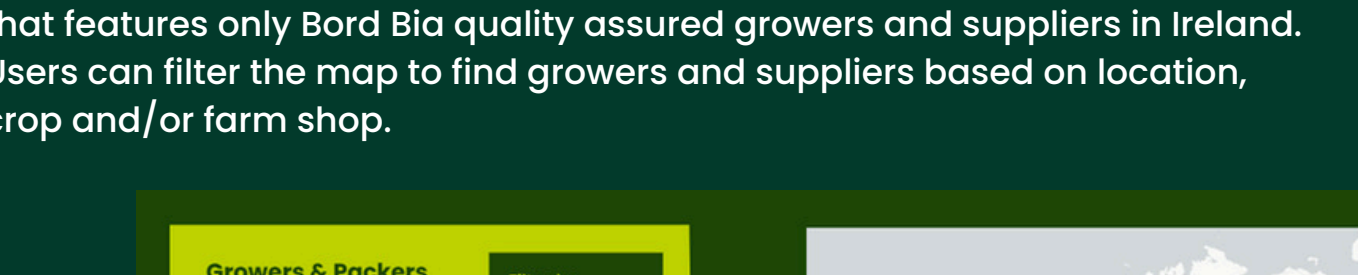
[MORE ABOUT AIB >](#)

BORD BIA

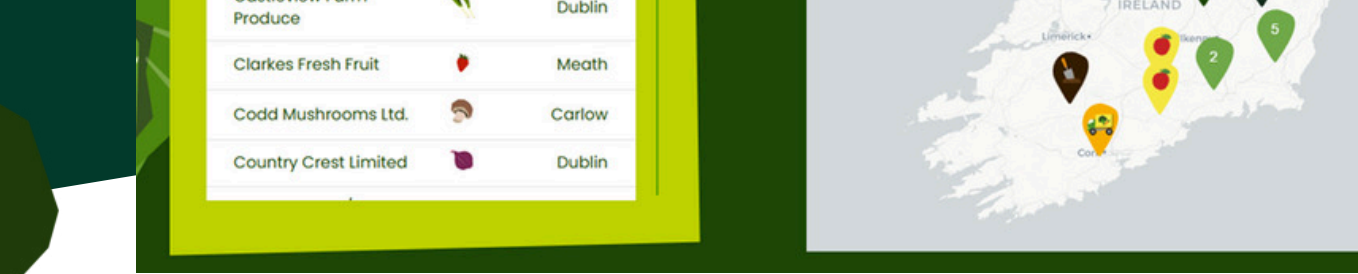


Social Media Posts

The ongoing social media activity across the campaign's accounts on Facebook and Instagram keep promoting fresh, local and in season produce. This involves least 2-4 posts per week, including our monthly 'What's in Season' post.



Social media (Instagram and Facebook) posts this autumn have included recipe video posts, our 'Vegetable of the Month' posts and posts from our 'Out of the Ground' grower video series.



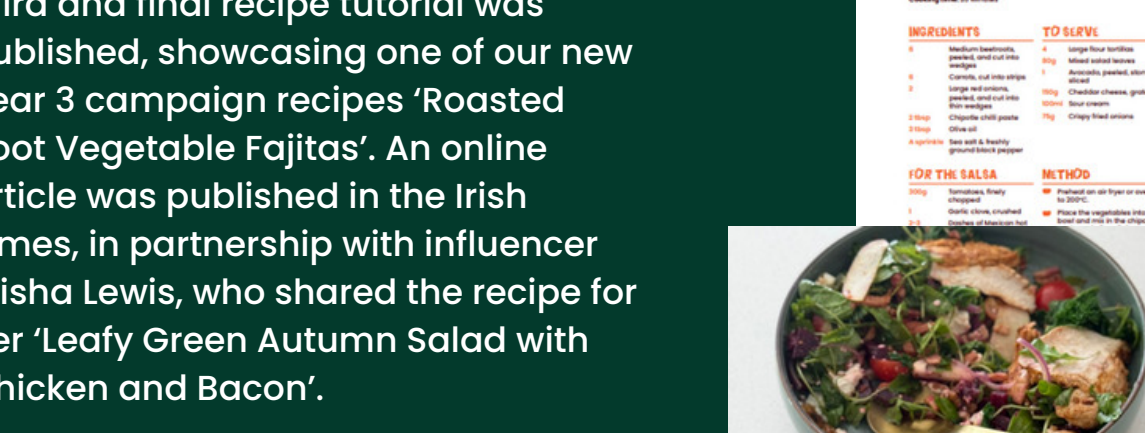
Growers and Packers Map

The 'Local Growers and Packers' section of www.fruitnveg.ie was developed featuring an interactive 'local growers and suppliers' map, to hero local growers, suppliers, and their crops. This page includes an interactive map that features only Bord Bia quality assured growers and suppliers in Ireland. Users can filter the map to find growers and suppliers based on location, crop and/or farm shop.

Name	Crop	Location
Borovalley Fruit Farm		Westford
Brookridge Farm		Dublin
Brophy Produce Ltd		Kildare
Castletar Potatoes		Carik
Castleview Farm Produce		Dublin
Clarks Fresh Fruit		Meath
Codd Mushrooms Ltd.		Carlow
Country Crest Limited		Dublin



6 additional grower videos were filmed in September will be added to our 'Out of the Ground' grower series where there are already 12 existing grower videos. The crops filmed this autumn were: spinach, herbs, raspberries, cucumbers, brussels sprouts and eating apples. The first video, focusing on red eating apples, went live on social media in October to coincide with Halloween celebrations in Ireland.



[MORE ABOUT BORD BIA >](#)

Advertising – Irish Times Media Partnership

In 2024, three weekend print articles have been published in the Irish Times Weekend magazine. In October, our third and final recipe tutorial was published, showcasing one of our new Year 3 campaign recipes 'Roasted Root Vegetable Fajitas'. An online article was published in the Irish Times, in partnership with influencer Trisha Lewis, who shared the recipe for her 'Leafy Green Autumn Salad with Chicken and Bacon'.

