

LIFE IS BETTER

with Fruit & Vegetables

THANK YOU FOR JOINING US IN OUR 3-YEAR LIFE IS BETTER WITH FRUIT & VEGETABLES CAMPAIGN!

For the past 3 year, our EU-funded programme has targeted Millennials and aimed at increasing their level of knowledge regarding the nutritional benefits, versatility, sustainability, and practicality of fruit and vegetables. As the campaign comes to an end, let's relive some of our highlights!

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).



12 NEWSLETTERS
156.634 WEBSITE VISITS
3 ANNUAL EVENTS



OUR PARTNERS

INTERFEL & AIB



3 COOKING WORKSHOPS WITH INFLUENCERS
PARTICIPANTS AT FESTIVALS 2.681



60+ SOCIAL MEDIA MILLION IMPRESSIONS



3 BANANA SPORT EVENTS



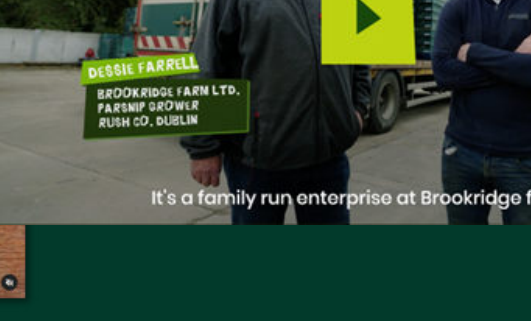
PLENTY OF TASTY EASY RECIPES TO TRY!



[MORE ABOUT INTERFEL >](#)

[MORE ABOUT AIB >](#)

BORD BIA



12+ MILLION AD VIEWS



1.4 MILLION MEDIA IMPRESSIONS

3 DIGITAL COOKBOOKS



12,000+ PARTICIPANTS AT FESTIVALS



[MORE ABOUT BORD BIA >](#)

