

LIFE IS BETTER

with Fruit & Vegetables

WHAT'S NEXT IN THE THIRD YEAR OF THE LIFE IS BETTER WITH FRUIT AND VEGETABLES CAMPAIGN?



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.

Plenty of activities were announced to take place by 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](#).

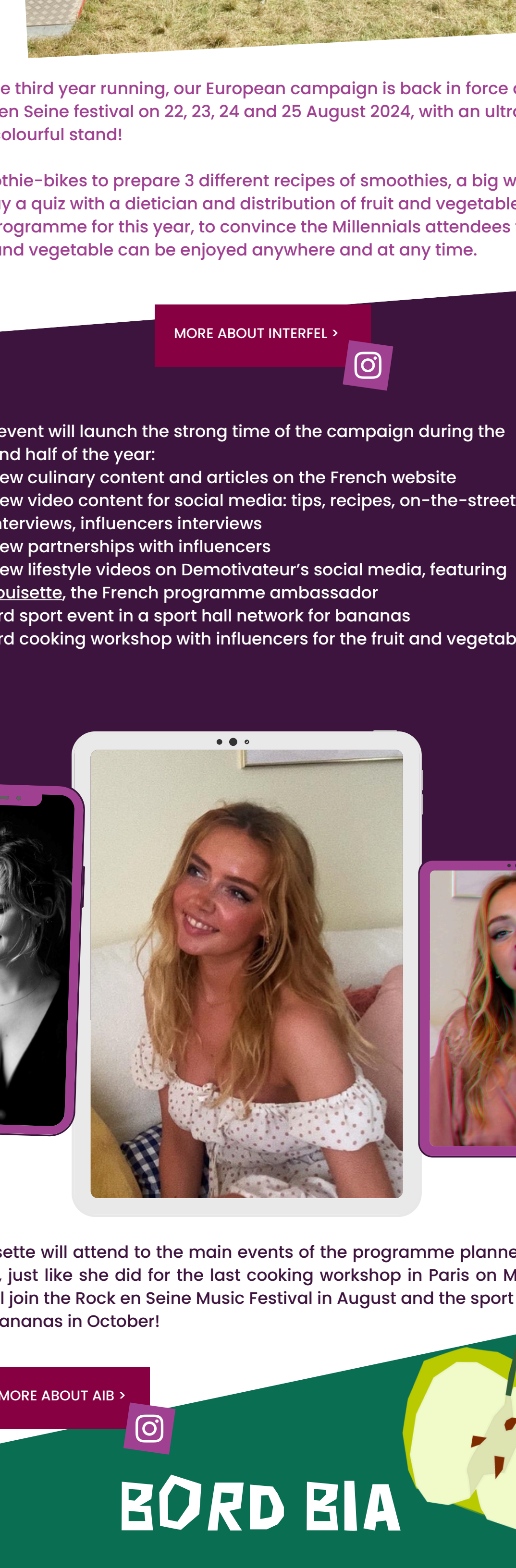
OUR PARTNERS

INTERFEL & AIB



Rock en Seine musical festival

After a successful influencer event last May in Paris, with the famous Top chef 2021 winner Mohamed Cheikh and around 12 influencers, the next main event of the Life is Better with Fruit and Vegetables campaign in France will held at the end of August, at the Rock en Seine musical festival.



For the third year running, our European campaign is back in force at the Rock en Seine festival on 22, 23, 24 and 25 August 2024, with an ultra-fun and colourful stand!

Smoothie-bikes to prepare 3 different recipes of smoothies, a big wheel to play a quiz with a dietician and distribution of fruit and vegetable on the programme for this year, to convince the Millennials attendees that fruit and vegetable can be enjoyed anywhere and at any time.

[MORE ABOUT INTERFEL >](#)



This event will launch the strong time of the campaign during the second half of the year:

- New culinary content and articles on the French website
- New video content for social media: tips, recipes, on-the-street interviews, influencers interviews
- New partnerships with influencers
- New lifestyle videos on Demotivateur's social media, featuring Louissette, the French programme ambassador
- 3rd sport event in a sport hall network for bananas
- 3rd cooking workshop with influencers for the fruit and vegetable

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



Social Media Posts

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



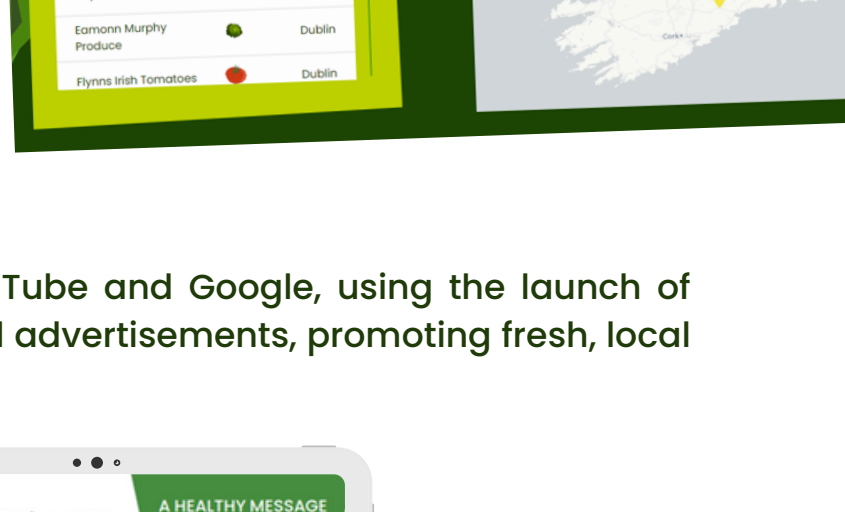
Social media posts across the summer were created in theme with ongoing world sporting events.



Grower Map

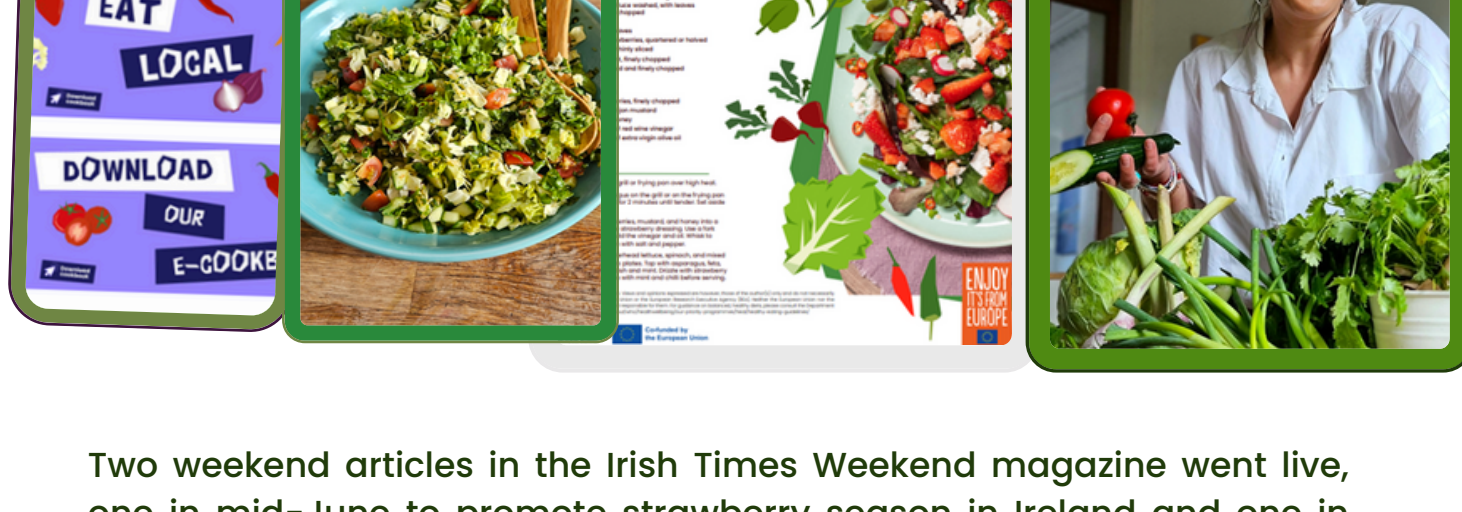
The Local Growers section of [www.fruitveg.ie](#) was developed featuring an [interactive 'local growers and suppliers' map](#), to hero local growers, suppliers, and their crops. This page includes an interactive map that features only Bord Bia quality approved growers and suppliers in Ireland.

Users can filter the map to find growers and suppliers based on location, crop and/or farm shop. The grower map is now live, the supplier (packer) map coming up next!



Advertising

Ongoing advertising across YouTube and Google, using the launch of our spring fruiting and veg seasonal advertisements, promoting fresh, local and in season produce.



Two weekend articles in the Irish Times Weekend magazine went live, one in mid-June to promote strawberry season in Ireland and one in early August, both showcasing one of our new campaign recipes.

[MORE ABOUT BORD BIA >](#)

UPCOMING ACTIVITIES

WHAT

WHEN

WHERE

Rock en Seine Music Festival

21-25 August 2024

Paris

