

# LIFE IS BETTER

with Fruit & Vegetables

## SAVE THE DATE!

**THE SECOND LIFE IS BETTER WITH FRUIT AND VEGETABLES ANNUAL EVENT WILL TAKE PLACE IN BRUSSELS ON 25 MAY 2023.**

Following the successful opening press conference of the Life is Better with Fruit and Vegetables campaign, on 18 May 2022 in Brussels, we are now delighted to reveal that the Belgian capital will also host the campaign's second annual event, which is scheduled to take place on 25 May 2023. See you all there!

EUROPE



The first event saw the participation of more than 100 representatives and journalists from the agricultural sector, with market analyses and testimonials from millennial influencers regarding the eating habits of European millennials. The 2023 event will focus on the challenges of the agricultural sector to keep fruit and vegetables accessible to consumers, starting with an overview of the results from Year 1 of the campaign. You can expect all of this and many more surprises in 2023 – stay tuned for all the developments!

In the meantime, information and updates on the project are available on the Life is Better with Fruit and Vegetables website, with a dedicated webpage for each of the target countries (France, Ireland, Germany, Italy, Poland, and Spain).

## OUR PARTNERS

FRANCE



Interfel and AIB attended during the very popular French music festival Rock en Seine from the 25th to the 30th of August at the Domaine de St Cloud. The Life is Better with Fruit and Vegetables stand included:

A "chill out zone" for visitors, with deckchairs and campaign branded background decorations.

A market stall to promote fruits and vegetables as a healthy snack alternative to be eaten during a festival. The stall was composed of a diversity of colourful seasonal products: bananas, apples, pears, plums, grapes, peaches, nectarines, radishes, carrots, and cherry tomatoes.

80% of the stand's area held 6 non-electric bikes, where festival goers could compete in a cycling competition to blend 3 smoothie recipes, created especially for the event.

## SMOOTHIE RECIPES

### Rock'n Banana:

banana, apple, lemon, cinnamon

### Born to be Fruit:

peach, strawberries, orange juice

### Des Légumes et du Volume:

tomatoes, onion, basil, olive oil, salt

Sun, sport, fruits, and vegetables with a music background were a healthy, sustainable and, most of all fun way to communicate with the 5000 millennial concert revellers.

One of Interfel's dietician employees, 13 influencers, and 6 staff members promoted the campaign actions to the visitors, while providing them with tips on fruits and vegetables and how to include them in a healthy and sustainable daily diet.

Many digital actions on the web, in the press, for sponsorship, and in social media were made by influencers and Benjamin Verrechia, ambassador of the programme, as well as from each partner to promote the event before, during, and after.



Find out more here:



## INTERFEL

Sketch Videos

Three humorous videos and related reels have been published through the partnership with Topito a famous social media influencer in France, and shared on Interfel's lesfruitsetlegumesfrais Instagram account. More than 4.2 million views are expected on these publications.



What you think when you go to the market place

Ce que tu penses au marché

When you eat more than 5 fruit and vegetables a day

Quand t'as mangé plus de 5 fruits et légumes



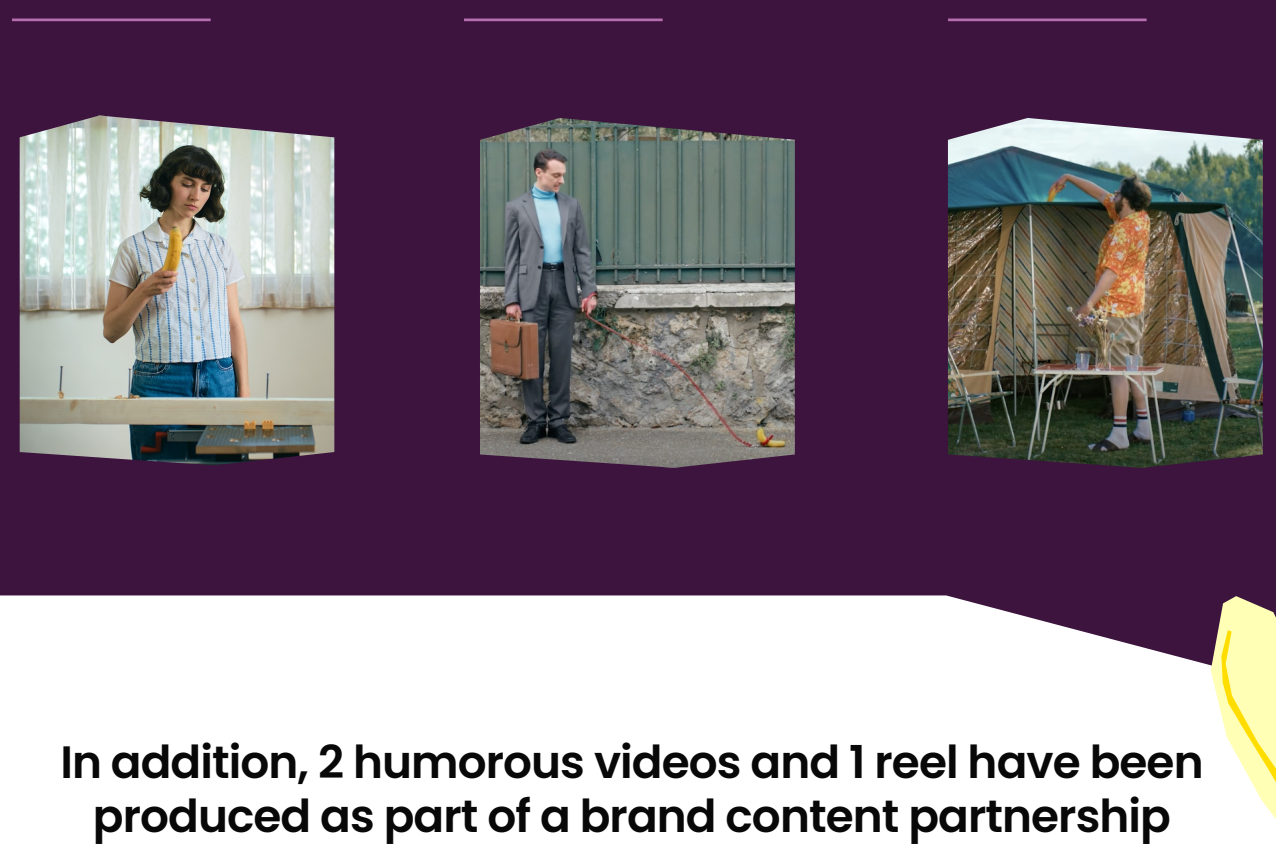
The new start-up companies

Enquete: Les Nouvelles Start-Up

## AIB

Influencer Partnerships

Autumn is a key period for promoting bananas. Partnerships with 10 influencers have either already been made or are in progress. A campaign with 3 short films based on absurd humour is now available (check it out on Catch-up TV, YouTube, Instagram and websites!):



### The Nail

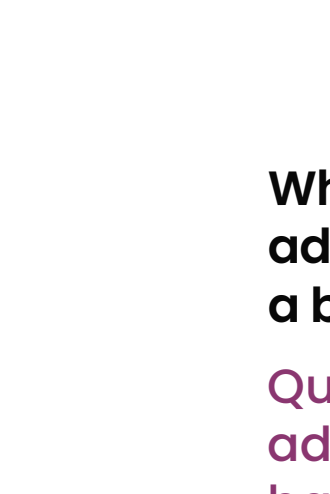
"Le clou"

### The Pet

"L'animal de compagnie"

### The Vacuum

"L'aspirateur"



In addition, 2 humorous videos and 1 reel have been produced as part of a brand content partnership with Topito:



Your brother who has too much energy

Ce pote qui a beaucoup trop d'énergie

When you adopted a banana

Quand t'as adopté une banane



## BORD BIA

Content

IRELAND



The Life is Better with Fruit and Vegetables campaign aims to promote the dietary benefits and sustainability of fresh, locally grown, in-season produce to millennials in Ireland. Since launch Bord Bia – the Irish Food Board, created a campaign website.

The website was created to fill 'gaps knowledge' of millennials preventing them from increasing their consumption of fresh fruit and vegetables. The website is packed with fun and exciting information, as well as educational/health information, with a major focus on recipe inspiration. Bord Bia created a vivid and colourful e-cookbook from the seasonal recipes produced for the campaign – outlining four 'repertoire' meals per season, using delicious fruit and vegetables.

You can download their e-cookbook from the campaign website – <https://fruitnveg.ie/recipes/>

## UPCOMING EVENTS

ACTIVITY	DATE	LOCATION
Cooking workshop with 15 influencers lead by Top TV Chef, Justine Piluso to target millennials! 	1st December 2022	Chez Mademoiselle, Paris 
Life is Better with Fruit and Vegetables Press Event	2023	Brussels 
Life is Better with Fruit and Vegetables Press Event	2024	TBC

