

LIFE IS BETTER

with Fruit & Vegetables

THE LIFE IS BETTER WITH FRUIT AND VEGETABLES PROJECT CONTINUES!



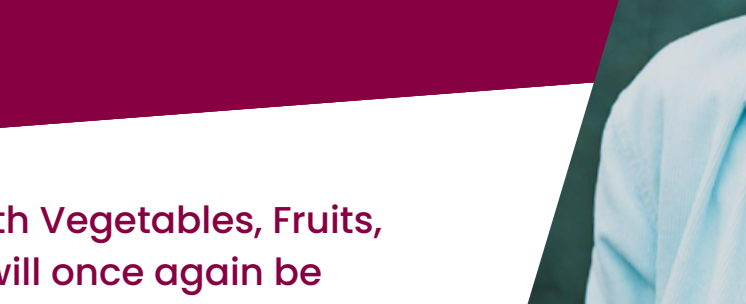
The Life is Better with Fruit and Vegetables campaign continues to help Millennials increase their level of knowledge regarding the nutritional benefits, versatility, sustainability, and practicality of fruit and vegetables. Young Europeans aged 25 to 35 represent a key demographics of consumers, as they are still shaping their purchasing and eating habits.

The campaign, which kicked off in March 2022 and will run until February 2025, is taking place in France and Ireland, in addition to having a pan-European dimension. It is a joint effort between Interfel (Association Interprofessionnelle des Fruits et Legumes Frais) and AIB (Association Interprofessionnelle de la Banane) in France, Bord Bia in Ireland, and Freshfel Europe, the European Fresh Produce Association.

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).

OUR PARTNERS

INTERFEL & AIB



After a successful influencer event last May in Brussels, which saw the presence of Top Chef season 14 finalist Arnaud Delvenne and around ten influencers, the participation of the French partners (Interfel & AIB) in the Rock en Seine musical event in August will set the tone and launch many other actions throughout the second half of the year:

- More culinary content and articles on the French website!
- More press releases!
- More AIB videos about bananas!

The collaboration with Demotivatuer is in full swing - 3 videos featuring the French programme ambassador [Roman Doduick](#) will be published on social networks!



“Life is Better with Vegetables, Fruits, and Bananas” will once again be present in France at the Rock en Seine music festival on August 23, 25, 26 and 27 to convince the attendees that fruits and vegetables can be enjoyed anywhere and at any time, even during a festival.

At the stand, smoothie bikes will challenge the festival-goers to make their own healthy smoothies. Interfel dieticians will conduct quiz games to challenge the knowledge of Millennials about fresh fruit and vegetables and will be joined by Roman and several other influencers!

MORE ABOUT AIB >

MORE ABOUT INTERFEL >



BORD BIA



Year 2 of the European programme “Life is Better with Fruit & Vegetables” is currently underway in Ireland and an exciting campaign ambassador ‘Cliona O’Connor’ has been added for Year 2 to reach the Millennial audience. The campaign ambassadors Cliona O’Connor, Kwanghi Chan, Rachel Hornibrook and Eoin Sheehan will create more delicious fruit and vegetable recipes throughout the year.

For the second year in a row, Bord Bia and Body & Soul welcomed the Life is Better Campaign ambassadors and Instagram influencers Kwanghi Chan and Eoin Sheehan to create more recipes and content to inspire millennials. Bord Bia sampled two smoothies – one focused on strawberries and the other focused on spinach and apples, the smoothies were produced by smoothie bikes were participates could race each other to generate the smoothie the fastest.



At the stand, samples of locally produced in-season strawberries were given out from local County Meath based strawberry grower Pat Clarke. At the stall, based in the Walled Garden area of the festival, the influencers and Bord Bia staff promoted the [campaign website](#), and provided key tips on how to eat healthier and more sustainably.

To educate millennials on the beneficial nutritional and sustainable value of fresh, local, and in-season produce, Bord Bia added 16 more recipes to their [online cookbook](#) – check out its seasonal delicious fruit and vegetable recipes!



MORE ABOUT BORD BIA >

UPCOMING ACTIVITIES

WHAT

WHEN

WHERE

Life is Better with Fruit and Vegetables Annual Event

TBC 2024

Paris

