

CULTIVATING A HEALTHY EUROPE



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JOIN THE CHALLENGE OF EATING **5** FRUITS AND VEGETABLES A DAY

COMPETE FOR A BETTER LIFE.
JOIN THE **#LONGLIFECHALLENGE** OF EUROPE

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#EUAgripromo

THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE HIGH QUALITY AGRICULTURAL PRODUCTS.



WHAT IS CUTE-HEALTHY?

"CuTE Healthy - Growing a Healthy Europe with Fruit and Vegetables from EUROPE" is a three-year European promotion programme that aims to improve the physical and consumption patterns of European citizens with the biggest **healthy challenge**. Its main focus will be the **#LongLifeChallenge**, a challenge to get people to eat at least **5 pieces of fruit and vegetables a day** combined with increased physical activity. In order to achieve this challenge, a strategic selection of **European fruit and vegetables** will be included which, together with different tips and recipes, will be used to try to achieve this **improvement in the lifestyle of European citizens**. The following products will receive strategic promotional support in the framework of this initiative:



The pillar of this European plan is to **communicate the nutritional benefits of fruit and vegetables according to European standards**, with special attention to **nutritional values**, and to promote their consumption on the basis of a **healthy and balanced diet**. All this is accompanied by an increase in **physical activity** to enable **European citizens to achieve a much healthier lifestyle**.

WHAT ARE THE OBJECTIVES OF THIS INITIATIVE?

To generate a social and consumer movement around these foods, which are the basis of a **healthy and balanced diet**, recommending the **consumption of five portions of fruit and vegetables a day**. This campaign aims to communicate and highlight the **benefits of European fruit and vegetables**, with special emphasis on their **healthy nature**, in a different and visible way.

It also aims to **show tips, alternatives and recipes** so that the average European consumer discovers the best way to include these **5 portions of vegetables** in their daily diet, understanding it not as an obligation, but as a routine that is easy to achieve and very **beneficial for their health**.



WHAT IS THE #LONGLIFECHALLENGE?

The #LongLifeChallenge could be defined as a big challenge to **consume 5 portions of fruit and vegetables a day**, made up of **small challenges** that will help to change small consumption habits in a friendly way: A **healthy snack between meals**, a **fresh orange** before starting the day, a **fruit smoothie** after training... These are just a few examples of all that this **healthier lifestyle** entails.



BECAUSE THE

#LONGLIFECHALLENGE...

**#IT'S EATING A PIECE OF FRUIT
ON THE WAY TO WORK**

**#IT'S MAKING GREAT
AND SURPRISINGLY GOOD SALADS
WITH BROCCOLI AND ASPARAGUS**

**#IT'S ALWAYS ADDING FRUIT
AND VEG TO YOUR SHOPPING BASKET**

**#IT'S HAVING A PIECE
OF FRUIT FOR BREAKFAST EVERY DAY**

**#IT'S ASKING FOR A HEALTHY
SNACK IN THE CAFETERIA**

**#IT'S MAKING
AMAZING SALADS**

**#IT'S HAVING A 5-STAR
BREAKFAST, EVERY DAY**

**#IT'S HAVING A HEALTHY
MID-MORNING SNACK**

**#IT'S HAVING A FRESH, HEALTHY
SMOOTHIE WHEN YOU LEAVE THE GYM**



WHERE WILL THE **ACTIONS** TAKE PLACE?



Over the next **three years (2021-2023)**, the actions will take place in four EU target countries: **Belgium, Germany, France and Spain**, which together account for around **208.4 million EU consumers**. The programme targets the entire **EU population**, challenging all Europeans to compete for a better life, and to **join the healthier Europe challenge**.

To achieve this, the campaign will be supported by a series of actions including out-of-home actions such as **signage on trams and buses** in the main target cities, powerful public relations actions in the **media**, as well as the development of a **digital TV campaign and social media profiles** adapted to each of the languages.

All of these are key actions to create a social movement around these foods, pillars of a **healthy and balanced diet**.





DO WE REALLY HAVE AN **ACTIVE** LIFESTYLE?

The **WHO** warns of physical problems affecting a large part of the world's population. More than a quarter of the world's adult population, **1.4 billion adults**, do not achieve a sufficient level of physical activity. A problem that is accentuated when we look at the younger population.

**GLOBALLY, 81% OF ADOLESCENTS AGED 11-17 YEARS
DO NOT ACHIEVE A SUFFICIENT LEVEL OF PHYSICAL ACTIVITY**

These figures are unacceptable for a society increasingly aware of the **importance of health**, even more so in the pandemic times we have been living through, so this programme aims to raise awareness that the **benefit of a healthier lifestyle is far greater than the little sacrifice required to achieve it.**



OLYMPIC MEDALLISTS, THE PERFECT PRESCRIBERS FOR THE #LONGLIFECHALLENGE

To communicate the importance of an **active lifestyle**, the campaign will feature **5 Olympic athletes** from the **different target countries** who represent the **European values that the campaign stands for**. The Olympic athletes will give us a "**training life**", because no one knows better than them the importance of a **healthy and balanced diet**.

Athletes will give us **concrete guidelines in the form of training to get us going**. At the same time, this concept is a call to action to the population, as the real competitors invite us all to compete at our level, to set ourselves the most important goal of all: **to have a better life**.

The following elite athletes are the prescribers of the campaign and have already joined the **#LongLifeChallenge**:



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Athletes will show their **most human and personal side** so that the majority of Europeans feel represented and see a role model. **It is about seeing the person behind the athlete**, as elite sport is only available to a few, but a healthier life can be achieved by anyone. **That is why the #LongLifeChallenge is suitable for the whole population.**

EATING 5 PORTIONS A DAY MAY SEEM LIKE AN OBLIGATION...

When something is good, really good for everyone, we have an obligation to disseminate and popularise it. If something improves our lives, we must give it the importance and relevance it deserves. **Eating fruit and vegetables is important for our present and future life, and for our children.** But when it is framed as just another recommendation, it can go unnoticed. We don't want to sound insistent or like a broken record when we say: **"Eat 5 portions of fruit and vegetables a day"**. We want to promote this campaign in a participatory and experiential way. We want to launch a challenge. **The most altruistic and healthy challenge in the world.** A friendly way of consuming fruit and vegetables. The consumer chooses **where, how, when, where** and with whom to enjoy the fruit and vegetables from Europe that they like the most.



We will **"challenge"** them to eat at least 5 pieces of fruit and vegetables a day, and to see the benefits they bring even in the short term, thanks to their contribution of vitamins, minerals and fibre: weight loss, regulation of intestinal transit, etc. We will **"challenge"** them to learn about the food pyramid and the nutritional properties and benefits through the colours of fruit and vegetables, thus generating a healthy lifestyle habit.

To help European consumers achieve this **"challenge"**, a variety of simple recipes will be proposed divided into 4 categories: **Breakfast, Smoothies, Snacks and Salads.** These recipes include the campaign's products as basic ingredients, and give ideas on how to achieve the challenge of eating **5 pieces of fruit and vegetables a day.**



WHY SHOULD WE EAT AT LEAST 5 PORTIONS OF FRUIT AND VEGETABLES A DAY?

According to the **World Health Organisation (WHO)**, fruits and vegetables are important components of a **healthy diet.** Low consumption of fruit and vegetables is associated with **poor health and an increased risk of non-communicable diseases.**

In this context, scientific evidence indicates that when consumed as part of a healthy diet low in fat, sugars and salt (or sodium), **fruits and vegetables can also help prevent weight gain or reduce the risk of obesity.**

WHAT ARE SCIENCE-BASED QUANTITATIVE RECOMMENDATIONS IN THE FORM OF HEALTH GUIDELINES?

According to the **European Food Safety Authority (EFSA)**, food-based dietary guidelines (GDA) have been described as science-based recommendations in the form of guidelines for **healthy eating**. They are primarily intended for consumer information and, as such, should be **regionally or nationally appropriate, culturally acceptable and practical to implement**.

BELGIUM



Eat a different seasonal vegetable every day. **Two portions of fruit and three portions of vegetables per day.**



GERMANY

Eat at least **650 g of fruit and vegetables per day** in total (at least 400 g of vegetables, 250 g of fruit).

SPAIN

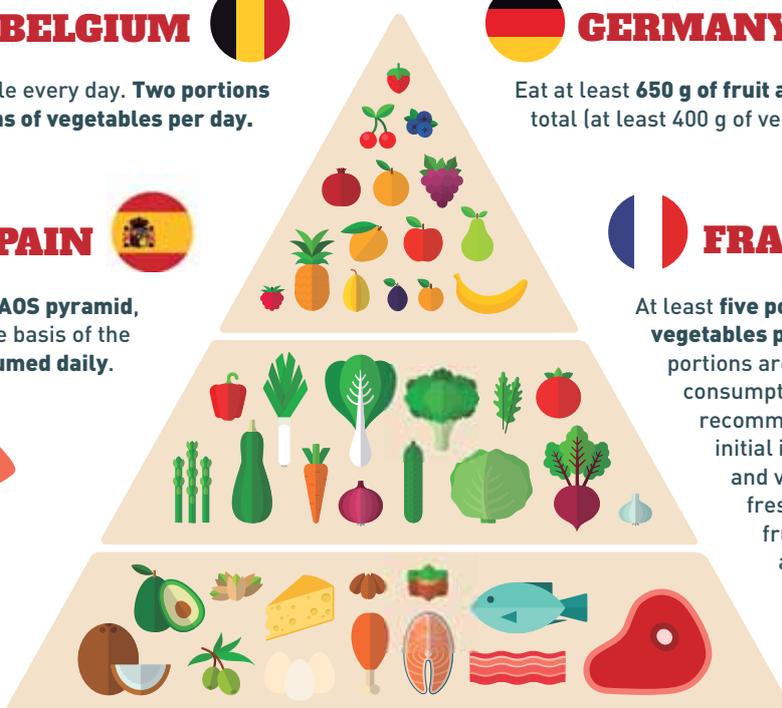


Five portions. In the **NAOS pyramid**, fruit and vegetables are the basis of the diet and **should be consumed daily**.



FRANCE

At least **five portions of fruit and vegetables per day**. The recommended portions are 80g and 100g. Increased consumption of fruit and vegetables is recommended, regardless of the initial intake level. All forms of fruit and vegetables are considered: fresh, frozen or canned. Favour fruit and vegetables grown according to production methods that **reduce exposure to pesticides** (precautionary principle).



Nutritional recommendations, although developed with the body's nutrient requirements in mind, are made with reference only to the **food groups or types of food that should be part of the diet, for two reasons**:

- 🍓 It makes it easier for us to meet our nutrient needs without obsessing over every single nutrient. Thus, if we take care to **eat vegetables several times a day, we ensure that we meet our needs for fibre, minerals and vitamins**.
- 🍓 It encourages free choice and variety throughout the year, allowing us, for example, to choose our favourite vegetables, or those that are in season.



CAN INCORPORATING THESE FOODS INTO THE DAILY DIET REDUCE THE RISK OF SOME DISEASES?

Fruit and vegetables are characterised by their adaptability to all types of diets and to people with different nutritional needs, allowing them to meet the needs of different consumption targets. According to the **World Health Organisation (WHO)**, incorporating **fruit and vegetables** into the daily diet can reduce the risk of some diseases.

There is also scientific evidence that, when these foods are consumed as part of a **healthy diet low in fat, sugars and salt** (or sodium), **fruit and vegetables** can also help **prevent weight gain and reduce the risk of obesity**.

Fruits and vegetables are a rich source of vitamins and minerals, dietary fibre and a range of beneficial substances such as phytosterols, flavonoids and other antioxidants.

Consuming a variety of **fruits and vegetables** helps to ensure adequate intake of many of these essential nutrients, according to the consensus of the **medical and scientific community**.



THERE IS A LOT OF FAKE NEWS AND MISCONCEPTIONS CIRCULATING ABOUT FRUIT AND VEGETABLES AMONG CONSUMERS...



These rumours are more the **result of collective ignorance** than of over-information. The campaign will therefore help to ensure that citizens **receive transparent, truthful and objective information about fresh fruit and vegetables**, as opposed to the ignorance or fake news that stems from some popular misconceptions, such as the **claim that these foods can be nutritionally substituted by concentrated products, desserts, compotes or vitamin-enriched drinks**.

We **encourage Europeans** to adopt a **healthy lifestyle** based on food that is beneficial to all consumers, harvested with the highest guarantees (state-of-the-art European production model), together with **regular physical exercise and a varied and balanced diet**. **Sport, nutrition and health are the communication levers inextricably linked to an ambitious and socially responsible information campaign.**



WHY DOES THE SECTOR NEED SUCH A CAMPAIGN?

Nutritionists and health agencies agree that there is a positive correlation between **fruit and vegetable intake and good health in the population: a high consumption of fruit and vegetables is beneficial for people's quality of life.**

Currently, only **14.3% of consumers eat 5 or more portions per day, which is the EU recommended intake.** This lack of consumption is due to many factors:

Fruits and vegetables have almost **no promotion** compared to other processed foods.

They are often perceived as **old-fashioned, difficult to eat** and less tasty than other products.

Fruits, and especially vegetables, are associated with **restrictive diets** and eating plans that cut back on foods considered **more appealing.**

And it is not only quantity that matters, but also quality. **European origin is synonymous with quality and consumers know it.** The latest "Eurobarometer on European consumers' perception and knowledge of EU fruit and vegetable production methods", carried out by **FruitVegetablesEUROPE**, shows that **73% of European consumers value the origin of the fruit and vegetables** they buy as a determining factor in their choice. Therefore, it is equally important to highlight **the European origin of the 7 fruit and vegetables in this programme because this quality** is maintained throughout the wide range of products on offer in the **European Union.**



The sector therefore needs a **bold and visible campaign** with a new approach to the **"5 a day"** idea. A proposal that highlights the **value of European fruit and vegetables** in a new and bold way, making consumers think about the benefits, but also the **attractiveness, of eating five portions (or more) of fruit and vegetables a day.**



WHO ARE THE PARTNERS INVOLVED IN THIS CAMPAIGN?



EUROPEAN FRUIT AND VEGETABLE ASSOCIATION (FRUITVEGETABLESEUROPE)



Founded **more than 60 years ago**, **FruitVegetablesEUROPE (EUCOFEL)** is the European association representing **EU fruit and vegetable production and trade at European level**. Based in **Brussels**, **FruitVegetablesEUROPE** acts as a liaison between sectoral and regional stakeholders and policy makers in the European institutions, giving a voice to **European fruit and vegetable** production and trade.

FruitVegetablesEUROPE's mission is to represent, defend and promote fruit and vegetables produced in the EU.

COMITÉ DE GESTIÓN DE CÍTRICOS (CGC)



The **Comité de Gestión de Cítricos** is a professional association that brings together the **Spanish private citrus sector**, from production to marketing. Around **3/4 of the volume of Spanish citrus fruit marketed fresh** (packed) is **harvested, handled, packed and exported** by the private exporters and **POs** that make up its production, represented by the **Comité de Gestión de Cítricos (CGC)**.

STRAWBERRIES OF FRANCE (ASSOCIATION OF NATIONAL ORGANISATIONS OF STRAWBERRY PRODUCERS - AOPN FDF)



Created in 2008, the **AOPn Fraises de France**, the national association of strawberry producers' organisations in France, **brings together more than 300 French producers, and federates 45% of the national strawberry production.**

The Association's objectives: to **perpetuate and develop French strawberry production by offering consumers varieties of flavour and quality**, but also to **finance agronomic and scientific research.**

MÁSBROCCOLI (ASSOCIATION FOR THE PROMOTION OF BROCCOLI CONSUMPTION)



The **Association for the Promotion of Broccoli Consumption (+BROCCOLI)** was **founded in 2010** as a non-profit organisation, with the main objective of increasing **broccoli consumption**. It brings together farmers, marketers, researchers, nutritionists, restaurateurs and all those related entities and people interested in disseminating any product from a crop of this species. **Broccoli, even processed in any of its forms, can provide enormous health benefits, as well as being a delicious food.**

WHO ARE THE PARTNERS INVOLVED IN THIS CAMPAIGN?



INTERPROFESIONAL DEL ESPÁRRAGO VERDE DE ESPAÑA



Interprofesional del Espárrago Verde de España is made up of thousands of **farmers and companies producing green asparagus, of which Spain leads European production**, with more than half of the total produced in the **province of Granada**. An initiative carried out by the **"most representative"** organisations, cooperatives and companies of this crop at national and regional level "with a common commitment: to **defend and improve the competitiveness of green asparagus in the market**".

POLISH NATIONAL ASSOCIATION FRUIT AND VEGETABLES PRODUCER GROUPS (KRAJOWY ZWIĄZEK GRUP PRODUCENTÓW OWOCÓW I WARZYW - KZGPOIW)



The **Polish National Association Fruit and Vegetables Producer Groups** was established as the first nationwide trade association organised by producer groups. The Association is on the one hand a political lobby organisation, but **its main tasks are to support the groups and organisations in their daily work**. **KZGPOiW is also a forum for getting to know each other and establishing economic contacts between groups and organisations**.



SEASONAL PRODUCTS ALL YEAR ROUND. 7 FRUITS AND VEGETABLES OF EUROPEAN ORIGIN

One of the main characteristics of fruit and vegetables of European origin is their freshness. Therefore, the season of the fruit and vegetables chosen for the campaign will be key to knowing how to get the best out of them. Each of the 7 types of fruit and vegetables that are part of the campaign has its own season, which will help Europeans to complete the **#LongLifeChallenge** throughout the year:

Orange:
Between October and May

Green asparagus:
From February to June

Clementine:
From October to January

Polish apple:
Available all year round

Mandarin:
Between October and April

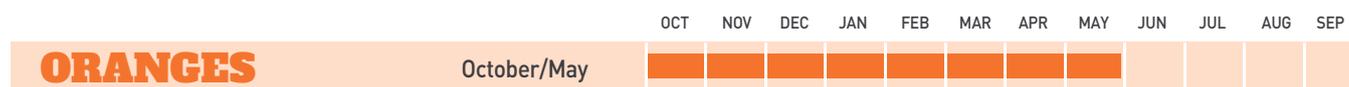
Blueberry:
From July to September

Broccoli:
All year round

French strawberry:
From March to October



In addition to knowing when to eat these fruits and vegetables, we must know all their properties and benefits. For this reason, throughout the campaign, the public will be made aware of all the advantages of these fruits and vegetables of European origin. We take a closer look at the characteristics of each of the 7 fruits and vegetables that are part of the **#LongLifeChallenge**:



Oranges present different **minerals and vitamins in a balanced way**, however, what stands out the most is their high content in **vitamin C**, which makes oranges a naturally antioxidant product, as this vitamin contributes to the protection of cells against **oxidative damage**. At the same time, **vitamin C** also contributes to the **normal functioning of the nervous system, while helping to reduce tiredness and fatigue**.

In addition, oranges are also a source of folates, which among many other beneficial properties, contribute to the proper functioning of the immune system.

With the most rigorous protocols and quality standards, European oranges are a **true natural gem**. With a perfect combination of sweetness and acidity that gives them a **unique flavour**, together with their large amount of refreshing juice, **oranges are a very versatile fruit** that can be enjoyed in countless ways, both **fresh and in delicious juices**. In addition, the European origin of **oranges makes them the freshest on the market**, due to the shorter journey time until they reach our tables.

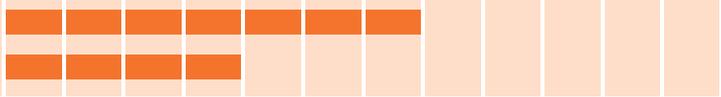


OCT NOV DEC JAN FEB MAR APR MAY JUN JUL AUG SEP

MANDARINS AND CLEMENTINES

October / April

October / Jan



Just like oranges, mandarins contain different minerals and vitamins in a balanced way, as well as a high **vitamin C** content, which gives them a **great antioxidant capacity**. At the same time, mandarins are mainly made up of water, which is why they are so **refreshing and hydrating** for our organism. Finally, mandarins are **also high in fibre**.

Juicy, fruity and delicious, mandarins are one of the most popular fruits among consumers looking for a **quick and healthy snack**. Bigger, smaller, sweeter or more acid, mandarins come in a wide range of varieties to suit different consumer tastes. The size of mandarins and the ease of peeling clementines **make them the perfect snack on the go**.



JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

STRAWBERRIES

March / October



Strawberries are a very low-calorie fruit (90% water) and a good source of **vitamin C**. **An average serving of strawberries, 150 g, contains 81 mg of vitamin C**, far exceeding the recommended daily intake for this vitamin (60 mg), **228 mg of potassium**, which promotes muscle function, **30 mg of calcium**, which strengthens bones and teeth. **Strawberries are one of the fruits with the highest antioxidant capacity**, which is due not only to their anthocyanin content, but also to the presence of **significant amounts of polyphenols and vitamin C**, which contributes to the protection of cells against oxidative damage.

To fully benefit from the **vitamin C** contained in strawberries, it is recommended to consume strawberries as fresh as possible. **This fruit also contains iron, vitamin A for immune defences and vitamin B9, a vitamin that is very beneficial for pregnancy**.

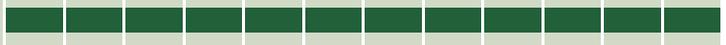
As for how to enjoy them, it is one of the fruits that offers the most possibilities: **fresh, in pastries, in salads, infused in water, in smoothies...** Their small size, which makes them very portable, together with their bright and attractive **red colour and their tasty pulp are undoubtedly an attraction for consumers**.



The Gariguette, the Ciflorette, the Charlotte and the "round varieties" are the main varieties of French strawberries, each with unique shapes and organoleptic characteristics, but all equally delicious.

BROCCOLI

All year round



Considered as a **"super-vegetable"** for all the nutrients it contains, **broccoli is undoubtedly one of the main protagonists in nutritional value, providing a good amount of vitamins, such as vitamin A, beta-carotene B1, B2, B6, E or vitamin C.**

This range of vitamins makes broccoli a natural antioxidant for our organism, mainly thanks to **vitamin C**, a vitamin that contributes to the protection of cells against oxidative damage. **Broccoli is also a source of fat-free fibre (3g per 100g)**, which makes it a satiating but low-calorie food. Finally, **broccoli also provides iron, a mineral that contributes to the normal functioning of the immune system, as well as reducing tiredness and fatigue.**

The ways of cooking this vegetable are many and varied, and it depends a lot on the country where it is consumed: **boiled, roasted, fried, raw in salads, in creams...** there is no doubt that broccoli is a very versatile vegetable that can be prepared in many ways, perfect for any light and succulent meal.



It is important to eat broccoli as **green as possible**, as this is when its properties are fully present. **There is no better place to store it than in the fridge, protected by a perforated film bag, and it should be consumed within 3-5 days of purchase.**



GREEN ASPARAGUS February/June



Despite having a low energy content, **asparagus contains a large amount of nutrients (phosphorus, potassium, folic acid and vitamins C, B and D) and a high antioxidant power**, which makes green asparagus a very complete food from a nutritional point of view. Not only this, but **green asparagus is also a diuretic, perfect for eliminating toxins from our organism**, as well as a **source of fibre, which favours the correct functioning of intestinal transit.**

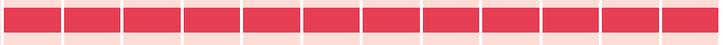
The great difference in temperature between day and night in **the Vegas de Granada in Spain** (where we include the province of Granada, **mainly with a greater production**, but also **Malaga, Seville, Cadiz, Jaen, Cordoba, Guadalajara and Extremadura**) makes the organoleptic characteristics of green asparagus from Spain so special, with a differential flavour that combines sweetness and a slight bitterness, an intense aroma and a fleshy and firm texture.

Grilled, scrambled, boiled... asparagus is a wonderful and versatile product, which is tastier when it remains tender and crunchy!



APPLES

All year round



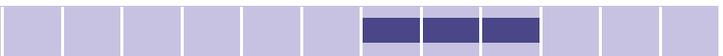
Apples provide carbohydrates, mainly in the form of sugars such as **fructose, glucose and sucrose**, and contain **significant amounts of fibre, both soluble and insoluble, the latter being the most abundant**, which helps the digestive system to function properly. Apples also **provide potassium and vitamin C**, which contribute to the total diet, as well as flavonoids, which are mainly found in the skin of apples. **How can we not be fans!**

Belonging to the Rosaceae family, their skin can be green, yellow or reddish in colour, and their delicate, crisp flesh gives apples a flavour that ranges from tart to sweet. **They are the perfect fruit for snacking between meals**, but also as part of **salads or roasted in desserts**. Polish apples are one of the most appreciated fruits for their taste, freshness and nutritional properties.



BLUEBERRIES

July/September



Blueberries are a great source of vitamin C, a vitamin that protects cells against oxidative damage. Thanks to their anthocyanin content, **blueberries are considered beneficial for our memory and also help reduce blood pressure**. Furthermore, blueberries also **contain polyphenols, i.e. antioxidants that help reduce the risk of cardiovascular disease, and fibre**, a substance that aids digestion.



Blueberries are, without a doubt, the **perfect healthy snack**. Not only are they delicious, but their great portability and aromatic flavour make them one of the most popular fruits available. **Blueberries can be eaten as a quick and healthy snack, but they are a very versatile product, perfect to include in smoothies, pastries or even salads.**

THE MOST SUITABLE RECIPES

One of the aims of the campaign is to make it easier for European consumers to include 5 pieces of fruit and vegetables in their daily diet. For this reason, a series of simple, attractive and versatile recipes have been created to help them achieve this goal more easily than they might think.

Thus, 4 categories of recipes have been created in which the different fruits and vegetables of the campaign are included:

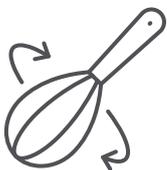


Breakfast: Not only is it one of the most important meals of the day, but it is also the one we eat right at the start of the day. Therefore, **if we include the first piece of fruit and vegetables there, we will be a long way towards overcoming the #longlifechallenge.** Recipes mainly with fruit, although there are also innovative ideas for introducing vegetables into this meal.

Smoothies: A breath of fresh air in our diet. By ingesting fruit and vegetables in liquid form in a smoothie, we continue to **help people achieve their daily goal.**

Snacks: Snacking between meals will become one of the healthiest parts of our daily lives. **To reach the figure of 5 portions of fruit and vegetables a day, it is necessary to do it in stages,** and those moments between meals will be perfect **to have either a piece of fruit (such as an apple or a mandarin) or one of the novel snacks presented on the website.**

Salads: Variety arrives on our plates. It is the perfect time to include different fruits and vegetables in the same portion. With these dishes characterised by their freshness, **we can innovate and discover mixtures and pairings that we had not thought possible until now.** Fruits and vegetables join forces and provide us with the amount of energy we need **to carry on with our daily duties.**



On the campaign's official website you can find all these delicious and original proposals in the recipes section (<https://longlifechallenge.eu/recetas/>).

In addition, these and many more will be published and added to the different social media profiles.



IS THIS NEW PROMOTION SCHEME IN LINE WITH NEW EU-DRIVEN MEASURES TO PROTECT THE HEALTH, SAFETY AND INTERESTS OF CONSUMERS?

The **CuTE-HEALTHY** programme is in line with the support measures taken to date **by the EU to protect the health, safety and interests of European consumers**. In this respect, it should be recalled that fruit and vegetable production methods respond to **a demanding European model capable of guaranteeing high levels of quality and traceability**.

In this respect, consumers have shown in various surveys that their eating habits and purchasing choices are influenced not only by the price factor, but also by origin, food safety, taste and nutritional value. **Values they appreciate and which offer great potential for growth within our sector**. Consumers' interests have never been so close to the offer that our producers can produce.

WHERE WILL THE PROGRAMME TO PROMOTE GOOD FOOD PRACTICES BE SUPPORTED?

CuTE-HEALTHY coordinates and develops a programme **committed to promoting good dietary practices** in line with the European Commission's White Paper and its perspective on **nutrition, overweight and obesity related health issues**. Actions will highlight the benefits and importance of **consuming fresh fruit and vegetables as part of a balanced diet**.

All the messages we will present **are related to promoting the consumption of at least five portions of a variety of fruit and vegetables per day; explaining the place of fruit and vegetables in the food pyramid**, recommending different healthy consumption moments linked to modern and healthy lifestyles and, finally, **communicating the healthy impact of fruit and vegetables in a balanced diet**.



About FruitVegetablesEUROPE

Founded more than 60 years ago, FruitVegetablesEUROPE (EUCOFEL) is the European association representing EU fruit and vegetable production and trade at European level. Based in Brussels, FruitVegetablesEUROPE acts as a liaison between sectoral and regional stakeholders and policy makers in the European institutions, giving a voice to European fruit and vegetable production and trade. FruitVegetablesEUROPE's mission is to represent, defend and promote fruit and vegetables produced in the EU.

FruitVegetablesEUROPE members are national and regional federations/associations (mainly producer organizations and associations) and companies from the main fruit and vegetables producing countries of the EU (France, Germany, Greece, Italy, Poland, Portugal and Spain)

**ENJOY
IT'S FROM
EUROPE**



CULTIVATING A HEALTHY EUROPE



#LOGLIFECHALLENGE

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