



Millions of Europeans are already familiar with the #longlifechallenge, and thousands have already joined the healthiest challenge: To increase their physical activity and eat five portions of fruit and vegetables a day

The launch spot has already reached more than 25 million people, while almost 10,000 people have joined the #longlifechallenge on social media.

According to the WHO, more than a quarter of the world's population does not achieve a sufficient level of physical activity, and only 14.3% of Europeans get five pieces of fruit and vegetables a day, leading to increased health risks.

5 Olympic medallists are the face of this campaign and participate with tips and recipes that will give tips to the European population on how to improve their lifestyles.

Madrid, March 2021. Europe's healthiest challenge is now up and running, and never better. With only 3 months since its launch, nearly 10,000 followers have joined the challenge on social media. It is the new European promotion programme "**CuTE Healthy - Cultivating a Healthy Europe with Fruit and vegetables from EUROPE (2021-2023)**", launched by **FruitVegetablesEUROPE**, whose objective is to increase the consumption of fruit and vegetables in the context of good food practices and to generate a social and consumption movement of at least five portions per day, as recommended by experts.

In addition to the thousands of users who have joined the #Longlifechallenge, **the campaign spot has reached 25 million people, and more than 115,000 have visited the website <https://longlifechallenge.eu/>** where tips and recipes for successfully overcoming this healthy challenge are shown.

According to the World Health Organisation (WHO), **only 14.3% of European consumers eat five or more pieces of fruit and vegetables a day**, warning that low consumption of these foods increases the risk of diseases. In addition, more than a quarter of the world's population does not get enough physical activity. Two health problems that the #Longlifechallenge aims to tackle.

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LAS CAMPAÑAS QUE PROMUEVEN
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Over the next 3 years, in the 4 target countries (Spain, France, Germany and Belgium), a TV, outdoor and point-of-sale advertising campaign will be developed. Different challenges will also be launched on social networks and public relations actions. All with the aim of raising awareness of the need to consume 5 portions of fruit and vegetables a day in order to achieve a longer and healthier life.

The campaign runs under the slogan "**COMPETE FOR A BETTER LIFE by eating at least 5 fruits and vegetables a day ... Join the #longlifechallenge of Europe**". The different contents published will also compete to provide us with a better life. Thus, the season of the fruit and vegetables chosen for the campaign will be the key to knowing how to get the best out of them. **Each of the 7 types of fruit and vegetables that form part of the campaign has its own season:**

- **Orange:** Between October and May
- **Clementine:** From October to January
- **Mandarin:** Between October and April
- **Broccoli:** All year round
- **Green asparagus:** From February to June
- **Polish apple:** Available all year round
- **Blueberry:** From July to September
- **French strawberry:** From March to October

Olympic support for the entire campaign

During the 3 years of the **#longlifechallenge**, the 5 Olympic medallists who have sponsored the project will help with their advice and support to reach all European households. In particular, we will see the figures of Olympic athletes such as **Ona Carbonell** (the woman with the most medals in the history of the World Swimming Championships); **Lydia Valentín** (Olympic champion at London 2012); **Florent Manaudou** (silver medalist in the 50m freestyle at the Tokyo 2020 Olympic Games; **Sebastian Brendel** (bronze medallist in still water at Tokyo 2020) and Polish cyclist **Maja Włoszczowska** (silver medallist at Rio de Janeiro 2016 in cross-country). All of them are supporting the promotional campaign as prescribers.

The initiative is promoted by the '**CuTE Healthy**' consortium, made up of **FruitVegetablesEUROPE and national fruit and vegetable associations from Spain, France and Poland** (Comité de Gestión de Cítricos - CGC, AOPn Fraises de France - French National Association of Strawberry Producers- , Más Brócoli, Polish Association Fruit and Vegetables Producer Groups - KZGPOiW and Interprofesional del Espárrago

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Verde de España). Actions will focus on four target countries: Belgium, Germany, France and Spain.

About FruitVegetablesEUROPE

Founded 60 years ago, FruitVegetablesEUROPE is the European Fruit and Vegetable Association that defends, represents and promotes European fruit and vegetables. Based in Brussels, FruitVegetablesEUROPE acts as a liaison between sectoral stakeholders and policy makers in the European institutions, giving a voice to the European fruit and vegetable sector. The members of FruitVegetablesEUROPE are national and regional federations/associations (mainly producer organisations and associations) and companies from the main fruit and vegetable producing countries of the EU (France, Germany, Greece, Italy, Poland, Portugal and Spain).

www.eucofel.eu

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