



The easiest fruit celebrates its 'Apple Day'

The most convenient fruit to eat and carry - it can be eaten unpeeled and at any time of day - is celebrating its big day today, 'Apple Day'.

The apple of European origin (from Poland) is the perfect snack and the one chosen to achieve the [#LongLifeChallenge](#) of Europe, which consists of eating five pieces of fruit a day and living a healthier life.

Madrid, 21 October, 2023 – We can eat apples all year round, but it is now, with the arrival of autumn, that the apple season kicks off. What's more, today, **21 October**, it celebrates its big day: "**Apple Day**", a day that puts the spotlight on this fruit that is so appreciated for its flavour, freshness on the palate and nutritional properties. But it also stands out for its popularity and ease of carrying and eating it at any time.

The purpose of celebrating "**Apple Day**" is to show the great presence of Polish apples in our lives, because they help us to have healthier routines. In fact, it is the fruit of choice for the [#LongLifeChallenge](#) campaign's challenge **to eat five pieces of fruit a day**.

Eating fresh Polish apples is quick and easy; just wash them well, throw them in your bag and eat them unpeeled to become the best snack at any time of the day. They can also be used to make delicious and healthy dishes by mixing them with different foods. They are ideal for combining with salads, smoothies, smoothies, sauces for stews or traditionally roasted in desserts.

Here are some ideas that allow us to integrate apples into our routines:

BREAKFAST:

- **APPLE WITH VEGAN PUDDING AND CINNAMON.** Special flavors such as maple syrup, cinnamon and lemon flavor and enhance the taste of this fruit even more. [| Cute Healthy \(longlifechallenge.eu\)](#)

LUNCH:

- - **SALAD OF TENDER SPROUTS, APPLE, POMEGRANATE, BLUE CHEESE AND DILL.** This fresh and natural salad provides all the vitamins and flavors you need at lunchtime. [| Cute Healthy \(longlifechallenge.eu\)](#)

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AFTERNOON SNACK:

- **APPLE, ALMOND AND CINNAMON PROTEIN SHAKE.** This smoothie with almond drink, red apples and ice can be refreshing mid-afternoon, on a work break or at any time of the day. [Apple, almond and cinnamon protein shake | Cute Healthy \(longlifechallenge.eu\)](#)

DINNER:

- **APPLE CHIPS.** As an idea to accompany a light dinner, we suggest these apple chips that will surprise everyone. [Apple chips | Cute Healthy \(longlifechallenge.eu\)](#)

The healthiest snack

Apples are one of the foods with the most beneficial properties for the body: they are good for digestion, cardiovascular health and have a great anti-inflammatory effect. In fact, thanks to their properties, apples have earned a reputation for being 'healthy' throughout history, and this is recorded in traditional sayings such as: "**an apple a day keeps the doctor away**", which comes from another 19th century saying that "**eating an apple when going to bed will prevent the doctor from coming tomorrow**".

These are some of the reasons that have made it the most popular and widely consumed fruit over the years:

- **Taste.** Polish apples have a pleasant bite. There are many different types of apples that differ in color and have different characteristics and taste. Choosing each of them is also easy. They belong to the Rosaceae family and their skin can be green, yellow or reddish, and their flesh is delicate and crisp. Their flavor varies from sour to sweet. Depending on personal taste and the moment, we can choose one or the other.
- **Improves the immune system.** The skin and the part just under the peel has a flavonol called quercetin, a substance that helps regulate the immune system. So if you do not have a strictly digestive diet and do not have any contraindications (or if you do not like it) it is always recommended to eat the apple with its skin.
- It also **helps to prevent cardiovascular problems**, inflammatory diseases such as arthritis, asthma and muscle contractions.
- **Low calorie intake.** On average, an apple can weigh around 150 grams, and contains only 75 kcal - 85% of which is water. In addition, it contains around 25 grams of carbohydrates and 4 grams of fiber, which allows us to feel full without the danger of putting on weight. These properties are perfect for today's fast-paced lifestyle.

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- **Easy digestion.** Apples provide carbohydrates, mainly in the form of sugars such as fructose, glucose and sucrose, and contain significant amounts of fiber, both soluble and insoluble, which helps the digestive system to function properly, allowing us to better digest the fats we consume. This is why it is advisable to eat this fruit as a dessert after a large meal.
- **It is very nutritious.** They are rich in minerals such as phosphorus, potassium and calcium.
- **Good for teeth.** Regulates the pH of the mouth and helps to maintain teeth and gums.

In addition to a balanced diet, the most important thing for a healthy life is to integrate physical exercise into our daily agenda. **FruitVegetablesEUROPE** is using various Olympic athletes to promote the values of the **#LongLifeChallenge**. For example, Polish cyclist **Maja Włoszczowska** is in charge of representing Polish apples and explains how "**apples help in any training session, are easy to carry and provide the nutrients necessary to continue pedalling and recover after a hard day's training**".

Maja Włoszczowska won two silver medals at the **Olympic Games in Beijing 2008** and Rio 2016, bronze at the European Games in Baku 2015, 8 medals at the World Mountain Bike Championships and 7 medals at the European Championships.

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).

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