

CULTIVATING A HEALTHY EUROPE



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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CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION

#EUAgripromo

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



CUTE HEALTHY BEARS FRUIT



The project "**CuTE Healthy - Growing a Healthy Europe with Fruit and Vegetables from EUROPE**" (co-funded by the European Union) was born with the aim of raising awareness among European citizens about the specific methods of agricultural production of fruit and vegetables and the great characteristics of these foods (variety, quality and taste) in strategic markets such as **Belgium, Germany, France or Spain**. And in this task, all the efforts of the campaign have been aimed at raising awareness of the healthiest challenge in Europe: the **#LongLifeChallenge**.

Through this plan, the aim is to make people aware of the need to eat at least **5 pieces of fruit and vegetables a day** and to incorporate physical activity into their lives.



The **#LongLifeChallenge** consolidates a change of perception among European citizens about fruit and vegetable consumption habits.

In fact, during the last three years of the program, the campaign has far exceeded all expectations in reaching the public, achieving

157,7
million press
impacts

98,7 million
in the first year

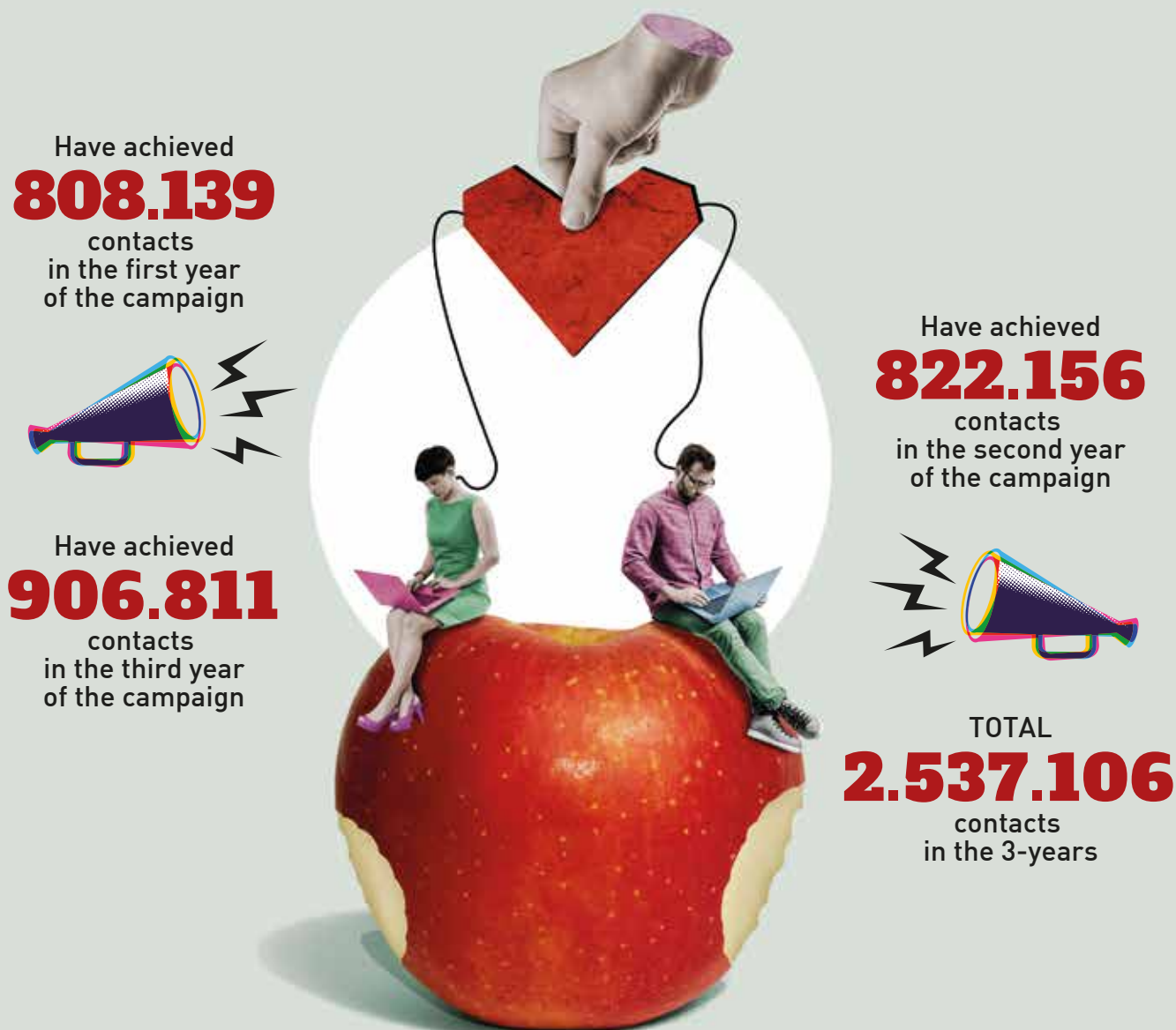
29,5 million
in the second

29,4 million
in the third



In addition, recognized *influencers* - above all, European Olympic athletes and content creators (micro-influencers) - have achieved 808,139 contacts among the public with European fruit and vegetable messages in the first year of the campaign, 822,156 in the second year and 906,811 in the third year. In total, 2,537,106 impacts have been obtained thanks to the example of these prescribers and the rapprochement with their public.

Within the #LongLifeChallenge website, 100,069 user visits have been detected in the first year of the campaign, 115,526 visits in the second year and 129,540 in the third year, total 345,135 contacts to this site in the three years.



Have achieved
808.139
contacts
in the first year
of the campaign



Have achieved
906.811
contacts
in the third year
of the campaign

Have achieved
822.156
contacts
in the second year
of the campaign



TOTAL
2.537.106
contacts
in the 3-years

Another of the program's successes has been based on the advertising campaign carried out on digital television, which has had an impact on the audience of 12.05 million visits in the markets where it has been present (France, Germany, Belgium and Spain), registering 12.1 million contacts in 2021, 12.1 million in 2022 and 11.9 million in 2023. In total, the number of visits on digital television amounted to 36.05 million and around 211 million on radio.

Overall, the fact that all the benefits of fruit and vegetables of European origin have been advertised on all platforms and in all media is expected to reach 535,297,000 impacts throughout the campaign.

ACTIVITIES TO RAISE AWARENESS ON FRUIT AND VEGETABLE CONSUMPTION

In order to illustrate to the population, the benefits of eating these foods, the message of consuming 5 portions of fruit or vegetables has been emphasized in every communication that is disseminated. And, in addition:

- Health and wellbeing have been highlighted in the face of rising food prices.
- Proposals have been disseminated to adapt fruit and vegetables to daily activities, whether for breakfast, during a break from work, when exercising, reading, as a healthy snack, or included in some recipes or dishes around a table.
- Consumption has been encouraged in those people who do not consume fruits and vegetables. It has also been proposed to integrate the consumption of fruit and vegetables into daily routines.
- Traditional recipe ideas made with fruits and vegetables added in the program have been illustrated.



In this great challenge, a selection of European fruit and vegetables has been offered with which, together with some recommendations, the aim has been to improve the lifestyle of European citizens. The following products have received strategic promotional support in the framework of this European project:

Oranges and mandarins from Spain



Strawberries from France



Blueberries from Poland

Broccoli from Spain



Apples from Poland



Green asparagus from Spain





The focus has been on communicating the nutritional benefits of **fruit and vegetables** in accordance with **European standards**, emphasizing their nutritional values and promoting their consumption based on a healthy and balanced diet. All these **nutritional messages** have been accompanied by another no less important one: the increase in physical activity that allows **European citizens** to achieve a much healthier lifestyle.



ACTIONS:

One of the spectacular actions carried out as part of the campaign has been the creation of several press releases which in the second year alone generated **98,799,242 hits** and promoted messages about fruit and vegetables throughout Europe.



- A major digital campaign was also organized, with the collaboration of more than 30 international *influencers*. They helped spread the campaign messages on social media, reaching more than **111.000 fans on Social Media** in three years.
- Five Olympians with the **#LongLifeChallenge**: **5 Olympians** from the different target countries presented their secrets to a more active life and a healthier diet. From tips on how to include fruit and vegetables in your daily routine in an easy and fun way, to tips related to sport and rest.

THE FOLLOWING ELITE ATHLETES WERE THE PRESCRIBERS OF THE CAMPAIGN AND HAVE ALREADY JOINED THE **#LONGLIFECHALLENGE**

The 5 athletes represent the **European values** that the campaign stands for; they gave us a "**training life**", because no one knows better than them the importance of a healthy and balanced diet. At the same time, they have told us different concrete guidelines on how to train to get us going, and compete in the most important objective: to achieve a better life.

Athletes have shown 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.

The key messages and actions of this program have been developed based on transparency, truthful and objective information in order to assure all European citizens of the benefits of consuming locally grown **European fruit and vegetables** in a healthy and balanced diet on a daily basis.

In order to have an impact on thousands of **European consumers**, appropriate public relations strategies have been implemented through key influencers such as editors, opinion leaders and **social media influencers**, which have brought the end target closer to the **program's purpose** and helped to increase the consumption of European fruit and vegetables on a daily basis.



ONA CARBONELL
OLYMPIC MEDALIST

SEBASTIAN BRENDEL
OLYMPIC MEDALIST

LYDIA VALENTÍN
OLYMPIC MEDALIST

FLORENT MANAUDOU
OLYMPIC MEDALIST

MAJA WŁOSZCZOWSKA
OLYMPIC MEDALIST

SMALL CHALLENGES FOR A BIG CHALLENGE:

#LONGLIFECHALLENGE...

The #LongLifeChallenge is the great challenge to consume 5 portions of fruit and vegetables a day through achievable challenges that help to change some consumption habits in an easy and enjoyable way.

#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.

It is advisable to eat 5 pieces of fruit and vegetables every day. For this reason, a series of simple, attractive, and versatile recipes have also been created to make it easy to include them and achieve the consumption target.



THUS, 4 CATEGORIES OF RECIPES HAVE BEEN CREATED IN WHICH THE DIFFERENT FRUITS AND VEGETABLES OF THE CAMPAIGN HAVE BEEN INCLUDED:



Breakfasts: 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. For this reason, we included the first piece of fruit and vegetables to get the #longlifechallenge on track. We included recipes mainly with fruit, although we also added novel ideas for introducing vegetables into this meal.



Smoothies: A breath of fresh air in our diet. We suggest fruits and vegetables in liquid form in a smoothie to help people achieve their daily goal.



Snacks: Snacking between meals becomes one of the healthiest moments in 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 gaps between meals are perfect to have either a piece of fruit (such as an apple or a mandarin) or one of the novel snacks that are 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. We proposed dishes characterized by freshness in which we discovered mixtures and pairings that we had not thought possible until then. Fruits and vegetables were the protagonists of these dishes and provided us with the necessary amount of energy to carry on with our daily duties.

On the campaign's official website, all these delicious and original proposals can be found in the recipe section (<https://longlifechallenge.eu/recetas/>).

The campaign gave greater priority to and placed great value on the health and wellbeing offered by fruit and vegetables. It should be stressed that they are highly valued by consumers because they are essential for covering their nutritional requirements, caring for their bodies and maintaining healthy lifestyles. In fact, organizations such as the **WHO**, the **FAO**, etc., as well as countless organizations of doctors, dieticians and nutritionists and the fruit and vegetable sector itself, recommend always increasing the consumption of **fruit and vegetables**.

The fact is that taking care of the body through nutrition is becoming increasingly important nowadays. According to the **World Health Organization (WHO)**, fruit and vegetables are important components of a **healthy diet**. A low consumption of fruit and vegetables is associated with poor health and an increased risk of non-communicable diseases.

In this context, scientific evidence suggests that when these foods are consumed as part of a healthy diet low in fat, sugars and salt (or sodium), they may also help prevent weight gain or reduce the risk of obesity.

ACTIVATING CONSUMPTION IN PEOPLE WHO DO NOT EAT FRUIT AND VEGETABLES

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

- **Fruit 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 meal plans that cut out foods considered more appealing.

Moreover, the **WHO** warns that more than a quarter of the world's adult population, 1.4 billion adults, do not achieve a sufficient level of physical activity. This problem is even more pronounced in the younger population. Globally, 81% of adolescents aged 11-17 years do not achieve a sufficient level of physical activity.



Faced with this problem, the program aims to raise awareness that the benefit of a healthier lifestyle is far greater than the little sacrifice required to achieve it. Therefore, the campaign boosted consumption in those people who do not consume fruit and vegetables.

To this end:

- Fun and easy ideas were proposed to adapt the consumption of **fruit and vegetables** to daily routines.

- Plans and recipes were created with these foods for **healthier lifestyle practices**.

Because to lead a healthier and more balanced life, you don't need to make an **Olympic effort**, or even be an elite athlete. It is enough with small everyday gestures, such as, for example, including fruit and vegetables in the dishes that form part of our daily diet.

In this sense, a bold and visible campaign was launched with a new focus on the idea of "5 a day". A proposal that recognizes the value of **European fruit and vegetables** in a new and bold way, raising consumer awareness of the benefits, but also the attractiveness, of eating five portions (or more) of fruit and vegetables a day. All accompanied by physical activity.



Reduce the risk of some diseases

Fruit and vegetables are characterized 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 Organization (WHO)**, the incorporation of fruit and vegetables into the daily diet can reduce the **risk of certain diseases**.

There is also scientific evidence that consumption of these foods as part of a **healthy diet low in fat, sugars and salt (or sodium)** helps prevent weight gain and reduce the risk of obesity.



They are a rich source of vitamins and minerals, **dietary fiber** and a range of **beneficial substances** such as **phytosterols, flavonoids** and other **antioxidants**.

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



NUTRITIONAL RECOMMENDATIONS

The European Food Safety Authority (EFSA) provides a series of food-based dietary guidelines (FBDG) which have been described as science-based recommendations for healthy eating and are very useful information for the consumer in each country:

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

SPAIN

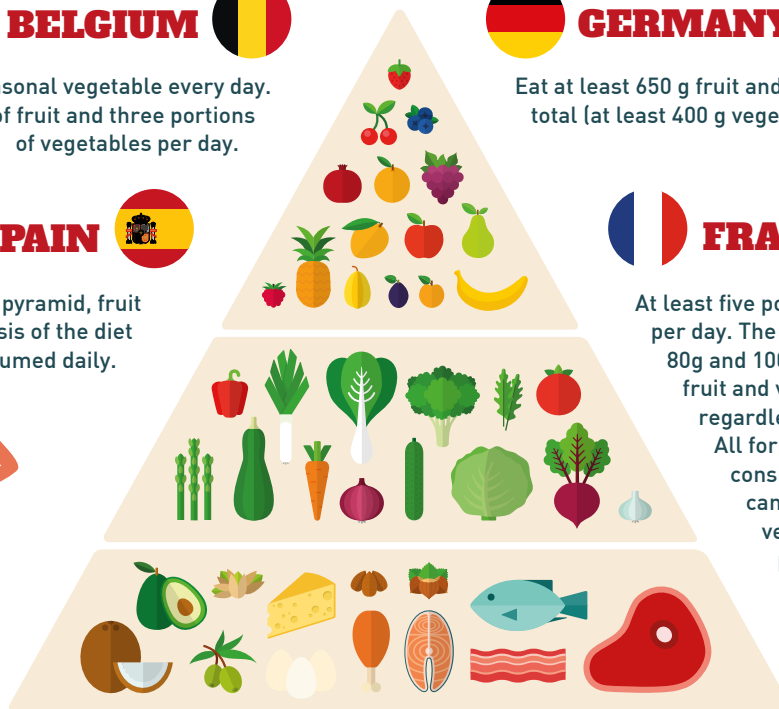


Five portions. In the NAOS pyramid, fruit and vegetables are the basis of the diet and should be consumed daily.



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. Favor fruit and vegetables grown according to production methods that reduce exposure to pesticides (precautionary principle).



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

- 🍓 It makes it easier for us to meet our nutrient needs without obsessing over each individual nutrient. Thus, if we make a point of eating vegetables several times a day, we ensure that we meet our needs for **fiber, minerals and vitamins**.
- 🍓 It encourages free choice and variety throughout the year, allowing us, for example, to choose our **favorite vegetables**, or those that are in season.



SEASONAL PRODUCE THROUGHOUT THE YEAR: 7 FRUITS AND VEGETABLES OF EUROPEAN ORIGIN

One of the main characteristics of fruit and vegetables of European origin is their freshness. For this reason, the seasonal nature of the fruit and vegetables chosen for the campaign has been key to finding out how to make the most of them. Each of the 7 types of fruit and vegetables that are part of the campaign has its own season, which has helped 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

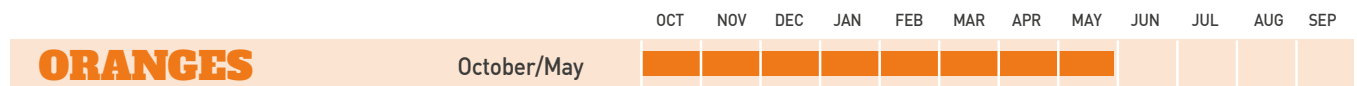
Blueberry
From July to September

Broccoli
All year round

French strawberry:
From March to October



In addition to knowing when to eat these **fruits and vegetables**, we have made all their properties and benefits known. For this reason, throughout the campaign, the public has been made aware of all their advantages and the characteristics of each of the **7 fruits and vegetables** that form part of the #longlifechallenge have been explained in detail:



Oranges present different minerals and vitamins in a balanced way, however, what has been highlighted 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** has also been shown to contribute to the normal functioning of the nervous system, while helping to reduce tiredness and fatigue.

Furthermore, it has been explained that oranges are also a source of folates, which, among many other beneficial properties, contribute to the correct functioning of the immune system. With the most rigorous protocols and quality standards, European oranges are a true natural jewel.

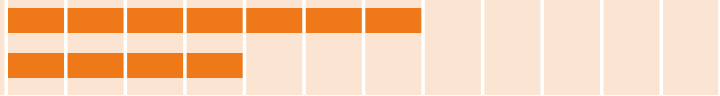
With a perfect combination of sweetness and acidity that gives them a unique flavor, together with their large amount of refreshing juice, oranges are a very versatile fruit that can be enjoyed in countless ways, both fresh and in delicious juices. In addition, the European origin of oranges makes them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



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 content of **vitamin C**, 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 fiber.

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 acidic, 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.



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 has been recommended during the campaign to consume strawberries as fresh as possible. The fruit also contains iron, vitamin A for immune defenses and **vitamin B9**, a vitamin that is very beneficial for pregnancy.

Information has also been provided on their possibilities: **fresh, in confectionery, in salads, infused in water, in smoothies... etc.** Their small size, which makes them very portable, together with their bright and attractive red color 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, without doubt, 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 fiber (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.

We have offered the different ways of cooking this vegetable: boiled, roasted, fried, raw in salads, in creams... because there is no doubt that broccoli is very versatile and can be prepared in many ways, perfect for any light and succulent meal.



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 fiber, which favors the correct functioning of intestinal transit.

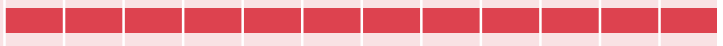
The great difference in temperature between day and night in the Vegas de Granada in Spain (where we include the province of Granada, mainly with a greater production, but also Malaga, Seville, Cadiz, Jaen, Cordoba, Guadalajara and Extremadura) makes the organoleptic characteristics of green asparagus 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 fiber**, 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. 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 color, and their **delicate, crisp flesh gives apples a flavor 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 to lower blood pressure. Moreover, blueberries also contain polyphenols, i.e. **antioxidants that help reduce the risk of cardiovascular disease**, and fiber, a substance that facilitates digestion.



Blueberries are, without a doubt, the perfect healthy snack. Not only are they delicious, but their **great portability and aromatic flavors** make them one of the most popular fruits you can find. We have presented blueberries as a **quick, healthier snack and a versatile product** that is perfect for inclusion in smoothies, baked goods or even salads.

EUROPEAN QUALITY



We have not only highlighted the quantity of these foods, but also their quality. European origin means 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. It is therefore equally important to highlight the European origin of the 7 fruit and vegetables in this program, as this quality is maintained throughout the wide range of products on offer in the European Union.



ENJOY
IT'S FROM
EUROPE



WHO ARE THE PARTNERS INVOLVED IN THIS CAMPAIGN?



EUROPEAN FRUIT AND VEGETABLES 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

CITRUS MANAGEMENT COMMITTEE (CGC)



The Citrus Management Committee 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 Citrus Management Committee (CGC).

STRAWBERRIES FROM FRANCE (ASSOCIATION D'ORGANISATIONS DE PRODUCTEURS NATIONALE FRAISES DE FRANCE - AOPN FDF)



Created in 2008, the AOPn Fraises de France, the national association of strawberry producers' organization's 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 flavors and quality, but also to finance agronomic and scientific research.

MÁSBROCÓLI (ASSOCIATION FOR THE PROMOTION OF BROCCOLI CONSUMPTION).



The Association for the Promotion of Broccoli Consumption (+ BROCCOLI) was founded in 2010 as a non-profit organization, 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 SPANISH GREEN ASPARAGUS ASSOCIATION



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" organization's, 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 of Fruit and Vegetable Producer Groups was established as the first nationwide trade association organized by producer groups. The Association is, on the one hand, a political lobby organization, but its main tasks are to support the groups and organizations in their daily work. KZGPOiW is also a forum for getting to know each other and establishing economic contacts between groups and organizations.



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