

# “CuTE: Cultivating the Taste of Europe” 2019–2020-2021



## « Forecast Working Group on TOMATOES » CIVIL DIALOGUE GROUP ON HORTICULTURE, OLIVES AND SPIRITS

17<sup>th</sup> June 2019, Brussels

# “CuTE: Cultivating the Taste of Europe”



**EUROPEAN UNION**  
EUROPEAN COMMISSION  
**EUCOFEL**  
FruitVegetablesEUROPE



**TOMATES**  
**CONCOMBRES**  
Association nationale de producteurs



Aop Nationale  
**fraise**

**APROA**

ASOCIACIÓN DE ORGANIZACIONES DE PRODUCTORES  
DE FRUTAS Y HORTALIZAS DE ANDALUCÍA



**Krajowy Związek Grup  
Producentów Owoców i Warzyw**



**INCOFRUIT - HELIAS**  
1934



**FEPEX**

**proexport**  
Hortalizas y Frutas de Murcia, España



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- A little introduction to CuTE: video





## I. The Call



CAMPAIGN FINANCED  
WITH AID FROM  
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THE EUROPEAN UNION SUPPORTS  
CAMPAIGNS THAT PROMOTE HIGH QUALITY  
AGRICULTURAL PRODUCTS.



# The call 2018



## Background information:

**CALLS FOR PROPOSALS**  
PROMOTION OF AGRICULTURAL PRODUCTS

Start at the Research & Innovation Participant Portal >>



**AGRIP-1-1**  
Call for proposals for multi programmes 2018 - Promotion of agric ...  
AGRI-MULTI-2018

Publication date: 12 January 2018



**Topic:** MULTI-C-2018: Support for multi programmes – Union quality schemes OR merits of Union agricultural products [Open](#)

**Publication date:** 12 January 2018

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**Types of action:** AGRI-MULTI-IM AGRI-MULTI-INTERNAL MARKET

**DeadlineModel:** single-stage

**Opening date:** 16 January 2018

**Deadline:** 12 April 2018 17:00:00

Time Zone : (Brussels time)



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# The call 2018 (2)



## Actions under thematic priority 3: Multi programmes in the internal market

### Topic C: Support for multi programmes – Union quality schemes OR merits of Union agricultural products

#### *The objective*

*To highlight at least one of the specific features of agricultural production methods in the Union, particularly in terms of:*

- food safety,
- traceability,
- authenticity,
- labelling,
- nutritional and health aspects,
- respect for the environment and sustainability ,  
and
- the characteristics of agricultural and food products:
  - ✓ **quality,**
  - ✓ **taste,**
  - ✓ **diversity**
  - ✓ **traditions.**

#### *Expected impacts*

The expected impacts are **to increase the awareness of the merits of Union agricultural products** by the consumers and to enhance the competitiveness and consumption of the concerned Union agri-food products, raise their profile and increase their market share.

**Budget available**  
**EUR 30 .000,000**



## II. The Project: at a glance



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# The Project: European Dimension



## Promoting fruit and vegetables from EUROPE in the internal market

### 6 target countries



Duration:  
3 years  
(01/01/2019 – 31/12/2021)

Budget  
20% EU Consortium: 960.000€  
80% financed by the EU: 3.840.000€  
Total EUR: 4.800.000€

### Targeted products

Through deep market analysis we have identified **11 specific fruit and vegetables** to be in need of strategic promotional support in the context of this campaign :

**Strawberry, apple, watermelon, melon, table grape, kiwi, tomato, cucumber, sweet pepper, aubergine and courgette.**

Fruits	Vegetables
<b>Strawberry</b> (CN code 0810 10 00)	<b>Tomato</b> (CN code 0702 00 00)
<b>Apple</b> (CN code 080810)	<b>Cucumber</b> (CN code 0707 00 05)
<b>Watermelon</b> (CN code 080711 00 and <b>Melon</b> (CN code 0807)	<b>Sweet pepper</b> (CN code 0709 60 10)
<b>Table grape</b> (seedless) (CN code 0806 10 10)	<b>Aubergine</b> (CN code 0709 30 00)
<b>Kiwifruit</b> (CN code 0810 50 00)	<b>Courgette</b> (CN code 0709 93 10)



## The Consortium



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# The Consortium



This programme, **CuTE - Cultivating the Taste of Europe**, brings together a strong consortium made up of an **EU Association**, and **8 fruit and vegetables national Associations from France, Greece, Poland & Spain**.

All partners share common interests and common global challenges.

The defence and promotion of the European fruit and vegetables are a common mission for all the partners.



Krajowy Związek Grup  
Producentów Owoców i Warzyw



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## The objective of the programme



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# The objective



The ***CuTE - Cultivating the Taste of Europe*** promotion programme aims at increasing awareness of:

- the specific features of EU Fruit and Vegetables agricultural production methods:
  - **Greenhouse**
  - **Open air**
  - the characteristics of EU Fruit and Vegetables:
  - **Varieties, quality, taste.**
- in the EU internal market.



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## Target countries



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# Target countries



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## The Target Audience



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# Target audiences



## Potential audience:

To ensure the most pronounced impact within available resources, our programme will prioritise groups particularly in need of, or receptive to, messages concerning **high quality produce, respect for the environment and sustainability, food safety, the characteristics of agricultural and food products** (quality, taste, diversity and traditions), including:



- **Parents of young families;**
- **Infants, children and teenagers;**
- **Opinion leaders, especially journalists and food writers.**



## Results expected



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## Results expected

It is expected to achieve a change in the perception and awareness on:

- the EU production methods and the specific product characteristics of our selected EU target population.



- among 2.5% and 3.5%, at the end of the three years of the programme.



# CuTE Strategy

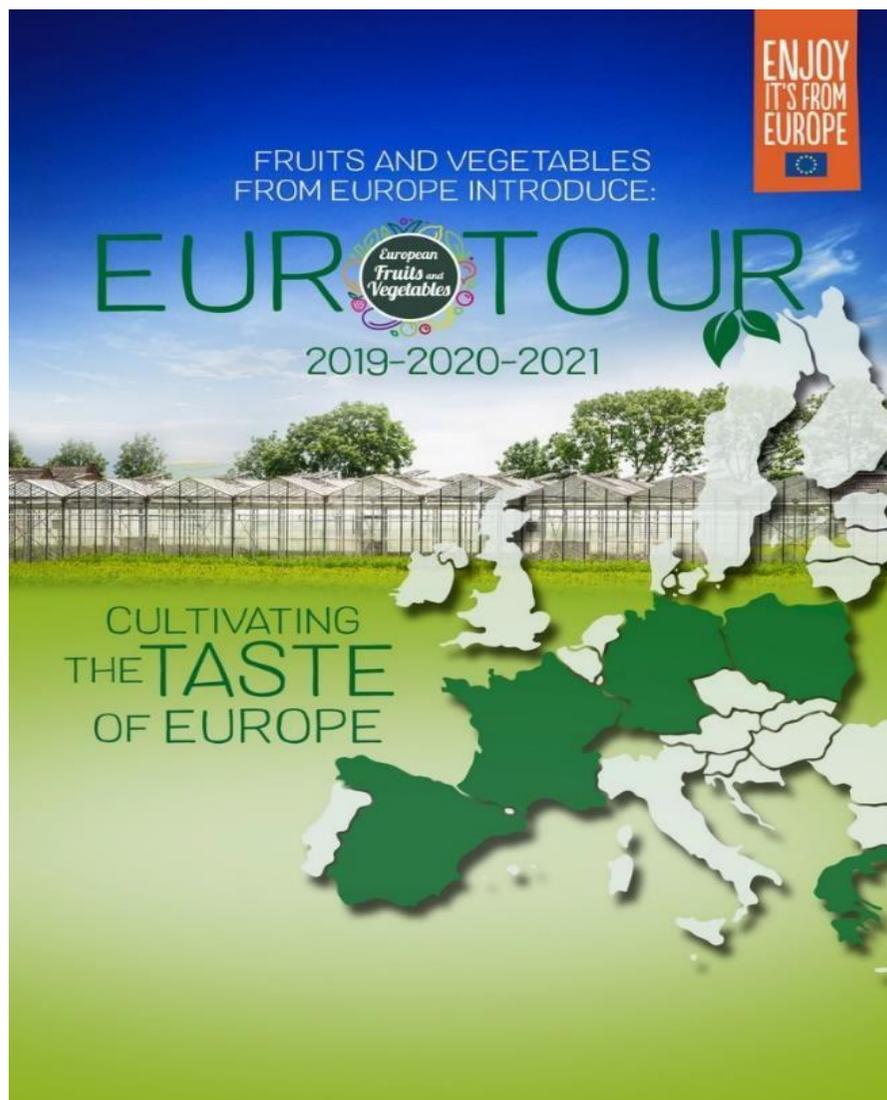


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# CuTE: Programme strategy



CuTE has:

- A global programme strategy: very social, smart and close to the people, with a real interaction between our target audience and the different production methods, products and varieties.
- A digital first approach: encompassing a website; social media channels; digital and radio advertising; public outreach events and media relations action.



## The Campaign Creative



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# CuTE Program Logo



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# EUROTOUR Logo



# EUR TOUR



EUCOFEL  
FruitVegetablesEUROPE



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QUALITY • VARIETY  
*Fruit and  
Vegetables  
from Europe*

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EUROPE



Specific Target Audience Graphics



Quality, variety and freshness  
with fruit and vegetables from **Europe**

# CuTE-Cultivating the taste of **Europe!**

fruitvegetableseurope.eu  

CULTIVATING A BETTER LIFE  
WITH **FRUIT AND VEGETABLES FROM EUROPE**

The campaign is a promotional campaign for agricultural products of the sector and is a public activity supported by the European Commission and the Consumers, Health, Agriculture and Food Executive Agency (CHAFEA) in accordance with the responsibility for any use that might arise of trademarks or logos.

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APROA



TOMATES  
CONCOMBRES

Nowy Związek Grup  
Producers' Group



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# Specific Target Audience Graphics



## Chairs fondantes



Les COEURS Les CÔTELÉES Les ZÉBRÉES



## Chairs épaisses et peu juteuses



Les CORNUES Les LATINES Les ALLONGÉES



## LE CALENDRIER DE PRODUCTION



## TABLE NUTRITIONNELLE

Macronutriments pour 100 g partie comestible	Énergie (Kcal)	Protéines (g)	Hydrates de carbone (g)	Fibre (g)	Lipides (g)
Tomate	18	1	3,5	1,4	0,11



fruitvegetableurope.eu  
CULTIVONS UN MONDE MEILLEUR AVEC LES TOMATES ET CONCOMBRES DE FRANCE

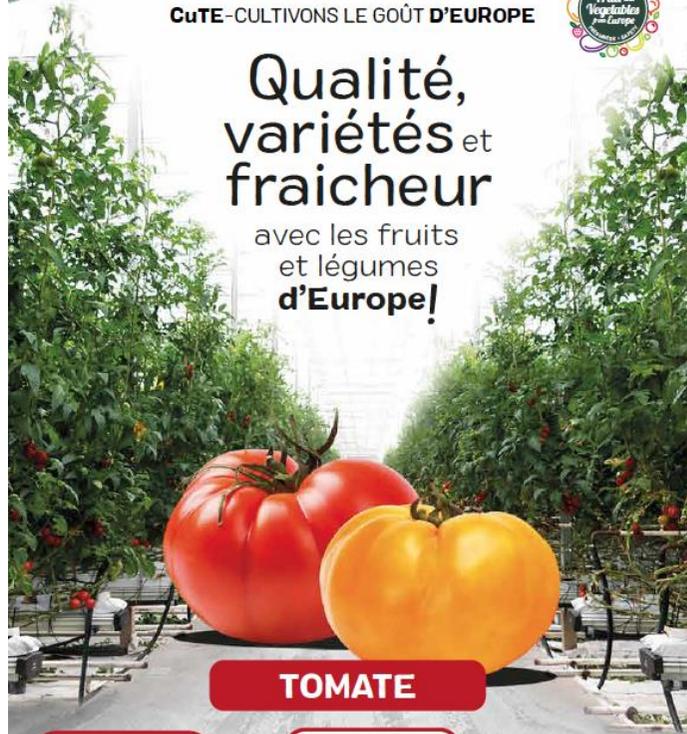
Qualité de chair épaisse et peu juteuse, adaptée à la cuisson au four et à la salade. Convient à la consommation crue et cuite. Convient à la consommation crue et cuite. Convient à la consommation crue et cuite. Convient à la consommation crue et cuite.



CUTE-CULTIVONS LE GOÛT D'EUROPE



# Qualité, variétés et fraîcheur avec les fruits et légumes d'Europe!



## TOMATE

- Antioxydant:** La tomate doit sa couleur rouge au lycopène qui protège les cellules des attaques radicalaires et du bêta carotène qui est un antioxydant majeur jouant un rôle dans la prévention de certaines maladies.
- Peu calorique:** (15 kcal/100g), la tomate ne contient que de faibles quantités de glucides (3%), protéines (1%) et lipides (traces). Elle participe donc à une alimentation légère et peu calorique.
- Riche en vitamine C:** (de 10 à 30 mg par 100 g), la tomate contribue à une meilleure assimilation du fer et du calcium.
- Excellente pour le foie:** La tomate contient des traces d'éléments antioxydants appelés chlorine et sulfure. Le chlorine permet de mieux filtrer les déchets de l'organisme et le sulfure protège le foie contre certains engorgements. La tomate est excellente pour dissoudre les mauvaises graisses et les éliminer plus facilement.
- La tomate contribue à la réduction de l'hypertension grâce à sa richesse en potassium.**



Constituée à 94% d'eau, la tomate contribue à l'hydratation de l'organisme et favorise l'élimination des toxines.

Astuce nutrition: consommée en début de repas, la tomate calme la faim. **Riche en fibres**, avec une saveur acidulée, elle stimule les sécrétions digestives et favorise l'assimilation des repas.

**Un teint éclatant** grâce aux graines de tomate: très riche en vitamine B, la tomate est idéale pour tonifier et affiner un épiderme fatigué.

La tomate **active le bronzage**, améliore l'hydratation de la peau et retarde l'apparition des rides grâce au lycopène qu'elle contient.

Aide à lutter contre les problèmes de peau.

La tomate a des propriétés **assainissantes et purifiantes**, elle est efficace pour traiter les peaux grasses.

## A CHAQUE PLAT, SES TOMATES!

### Chairs fermes



Les GRAPPES Les RONDES Les CHARNUES



### Chairs juteuses et croquantes



Les CERISES RONDES et ALLONGÉES Les COCKTAILS



from Europe

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# Specific Target Audience Graphics



**CUTE-CULTIVANDO EL SABOR DE EUROPA**

**¡Calidad, variedad y fresca**  
con las frutas y hortalizas **de Europa!**

MELÓN CANTALOUPE  
MELÓN PIEL DE SAPO  
SANDÍA NEGRA SIN PEPITAS  
SANDÍA BLANCA

CULTIVANDO UNA VIDA MEJOR  
CON LAS FRUTAS DE LOS  
INVERNADEROS DE ESPAÑA

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EUROFEL APROA

CAMPAÑA FINANCIADA CON LA AYUDA DE LA UNIÓN EUROPEA

LA UNIÓN EUROPEA RESPONDE LAS GARANTÍAS QUE PROMUEVEN LA CALIDAD DE LOS PRODUCTOS AGROALIMENTARIOS

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# Specific Target Audience Graphics



**CuTE - KULTYWOWANIE SMAKU EUROPY**

**Jakość,  
różnorodność  
i świeżość**  
z owocami  
i warzywami  
z **Europą!**

fruitvegetableseurope.eu

**POLSKIE JABŁKA DBAJĄ  
O TWOJE LEPSZE ŻYCIE**

Trafił na niego i kampanii promocyjnej została podjęta inicjatywa (z autorem za którego ponosi odpowiedzialność:  
Komisja Europejska i jej grupa. Wskazanie na nią, kierowanie do: Europejski, Europejski i Europejski).  
Nie ponosi żadnej odpowiedzialności za porażkę w celu osiągnięcia zamierzonego rezultatu.

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## The budget



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# The Budget



## 3 year programme



Partners (beneficiaries)

Total budget: EC and beneficiaries



■ Beniferiaries   ■ European Commission



# Save the date!!!

## 11<sup>th</sup> September 2019, Brussels

### Launch event at the European Parliament



FruitVegetablesEUROPE (EUOCFEL) is pleased to invite you to the launch event of the EU Promotion Programme "CuTE: Cultivating the taste of Europe", and the presentation of its:

## EUR TOUR



A unique and unrepeatable opportunity to visit and discover our "mobile greenhouse" that will travel across Europe. Starting in Brussels, and going through different cities of France, Germany and Spain to show students and public in general the European production model, and bring them all the quality, variety and freshness of our EU fruit and vegetables.



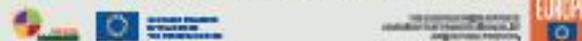
REGISTER NOW

### Programme 11/09/19

- 10h30: Press conference (EP, press room)
- 12h30: Launch event (MEP's Salon, ASP Floor D)
- 13h30: Cocktail
- 14h30: Mobile Greenhouse official inauguration

(Agora Simone Weil, Esplanade Solidarność 1980)

**"Mobile Greenhouse visit" (8h30 - 17h00)**



### See you soon to discover "CuTE - Cultivating the Taste of Europe"!!!



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## The activities



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# A little introduction to CuTE!!!



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from Europe

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# “CuTE - Cultivating the Taste of Europe

2019 - 2020 - 2021



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[www.eucofel.eu](http://www.eucofel.eu)

