

“CuTE: Cultivating the Taste of Europe”

2019–2020-2021



« Forecast Working Group on TOMATOES »

CIVIL DIALOGUE GROUP ON HORTICULTURE, OLIVES AND SPIRITS

17th June 2019, Brussels

“CuTE: Cultivating the Taste of Europe”



EUCOFEL
FruitVegetablesEUROPE



APROA

ASOCIACIÓN DE ORGANIZACIONES DE PRODUCTORES
DE FRUTAS Y HORTALIZAS DE ANDALUCÍA



Krajowy Związek Grup
Producentów Owoców i Warzyw



proexport
Hortalizas y Frutas de Murcia, España



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- A little introduction to CuTE: video





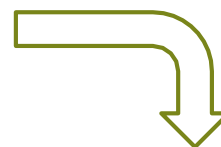
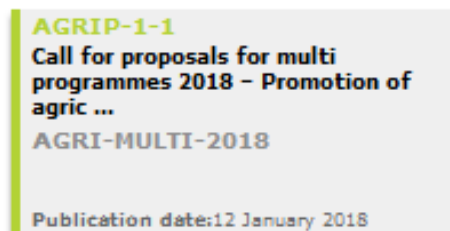
I. The Call



The call 2018



Background information:



Topic:	MULTI-C-2018: Support for multi programmes – Union quality schemes OR merits of Union agricultural products			Open
Publication date:	12 January 2018			
Types of action:	AGRI-MULTI-IM AGRI-MULTI-INTERNAL MARKET			
Deadline Model:	single-stage	Deadline:	12 April 2018 17:00:00	
Opening date:	16 January 2018	Time Zone : (Brussels time)		

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



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



The Consortium



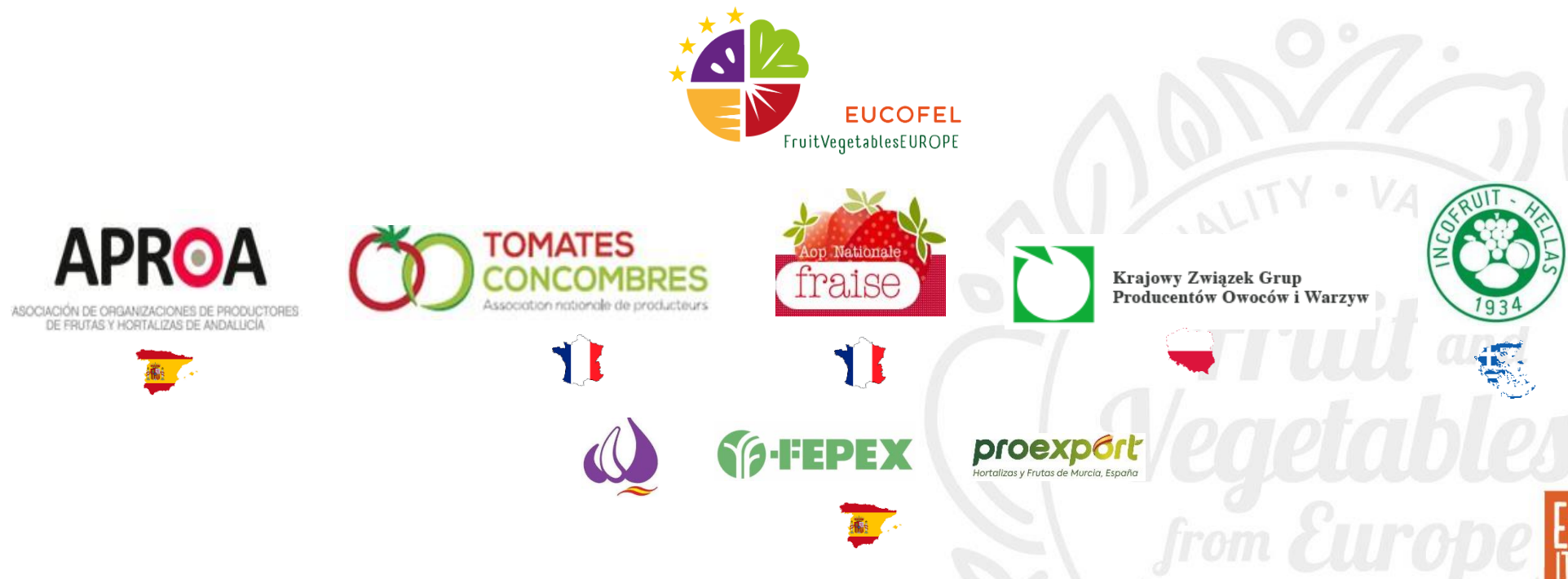
The Consortium



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.



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

ENJOY
IT'S FROM
EUROPE





The objective of the programme



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.





Target countries



Target countries





The Target Audience



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





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

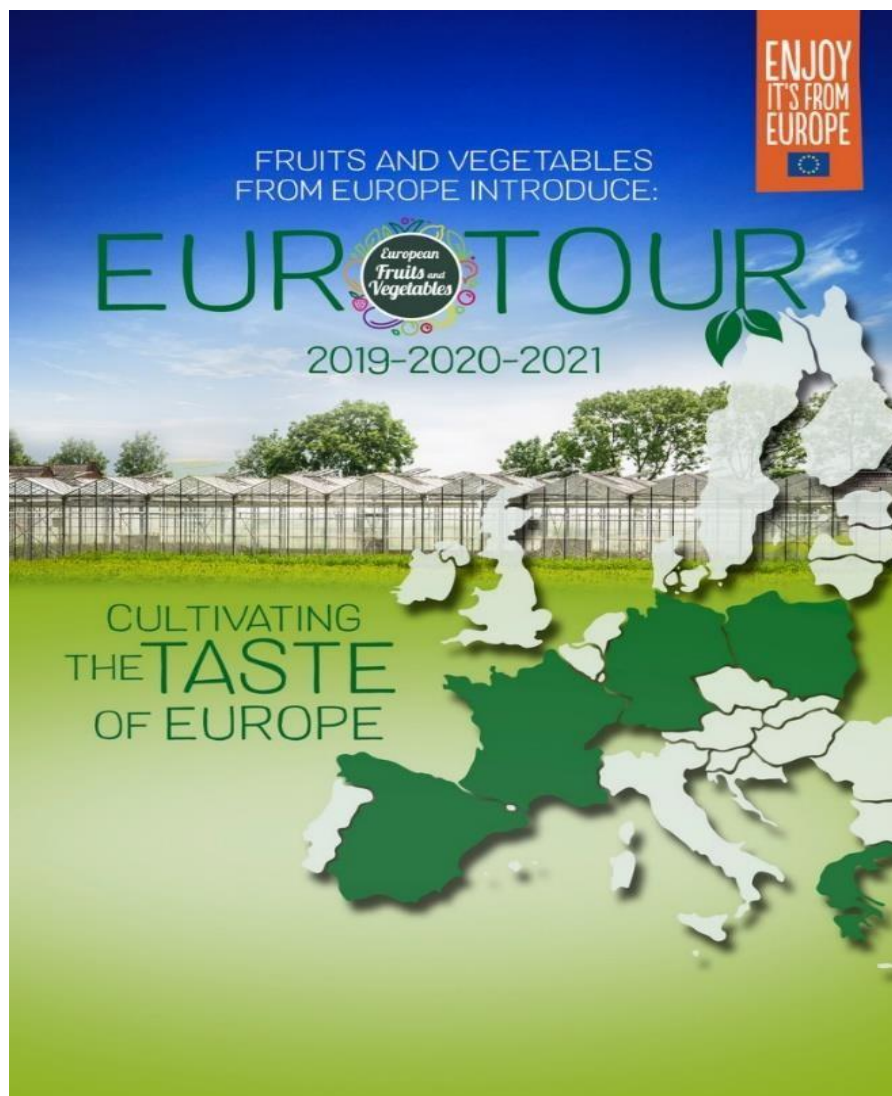


CuTE: Programme strategy



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



CuTE Program Logo



EUROTOUR Logo



Specific Target Audience Graphics



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

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

Fruit and Vegetables from Europe
QUALITY • VARIETY
FRESHNESS • SAFETY

fruitvegetableseurope.eu

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

The campaign is a promotional campaign for the promotion of the cultivation and production of high quality agricultural products. The European Commission and the Commission, Health, Agriculture and Food Policies Agency (DG AGRI) do not accept any responsibility for any use, including the use of trademarks and logos.

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CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE HIGH QUALITY AGRICULTURAL PRODUCTS

EUROPEAN COMMISSION
EUROPEAN UNION

APROA

TOMATES CONCOMBRES

Ministry of Agriculture and Rural Development



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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

Tomate	JANV	FÉV	MARS	AVRIL	MAI	JUN	JUL	AOÛT	SEPT	OCT	NOV	DÉC

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



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

Qualité de notre campagne de promotion est garantie par le label de l'Union européenne. Les tomates et concombres de France sont produits en France. Les tomates et concombres de France sont produits en France. Les tomates et concombres de France sont produits en France.



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 au 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.

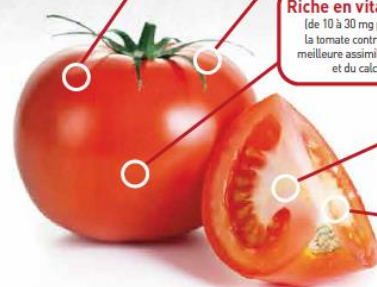
Riche en vitamine C:

(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 sélénium. La chlorine permet de mieux filtrer les déchets de l'organisme et le sélénium 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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AGRICULTURAL PRODUCTS.



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Specific Target Audience Graphics



CuTE-CULTIVANDO EL SABOR DE EUROPA

¡Calidad, variedad y frescura 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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LA UNIÓN EUROPEA RESPALDA LAS GOBIERNOS QUE PROMUEVEN LA CALIDAD DE LOS PRODUCTOS AGRÍCOLAS.

APROA

CAMPAÑA FINANCIADA CON LA AYUDA DE LA UNIÓN EUROPEA

CuTE-CULTIVANDO EL SABOR DE EUROPA

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

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APROA

CAMPAÑA FINANCIADA CON LA AYUDA DE LA UNIÓN EUROPEA

Specific Target Audience Graphics



CuTE - KULTYWOWANIE SMAKU EUROPY

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

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O TWOJE LEPSZE ŻYCIE**

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Nie ponosi żadnej odpowiedzialności za potencjalne skutki zdrowotne zawartej treści i jej interpretacji.

ENJOY IT'S FROM EUROPE

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

KRAJOWY ZWIĄZEK GRUP PRODUKTÓW OWOCÓW I WARZYW

CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION



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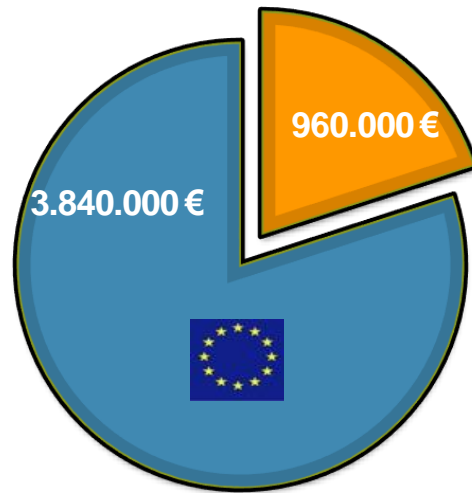
The budget



The Budget

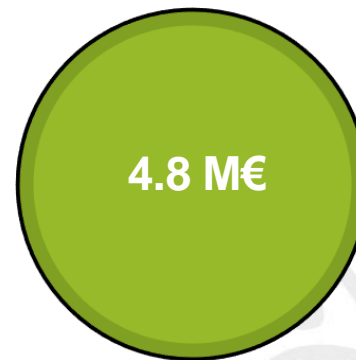


3 year programme



Partners (beneficiaries)

Total budget: EC and beneficiaries



■ Beniferiaries ■ European Commission



FruitVegetablesEUROPE (EUROFEL) 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:



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.

Save the date!!!

11th September 2019, Brussels

Launch event at the European Parliament



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"!!



The activities



A little introduction to CuTE!!!



“CuTE - Cultivating the Taste of Europe

2019 - 2020 - 2021



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