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EUROPE



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TO BE HEALTHY!

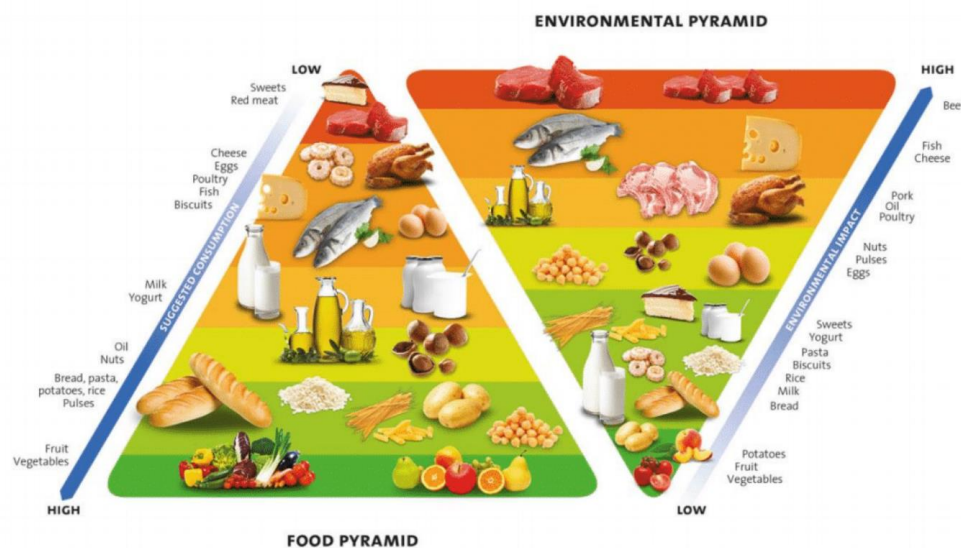


**ARE YOU UP TO THE
#400GCHALLENGE ?**



Background.

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Fruit and vegetables are good for the environment



Fruit and vegetables are good for your health

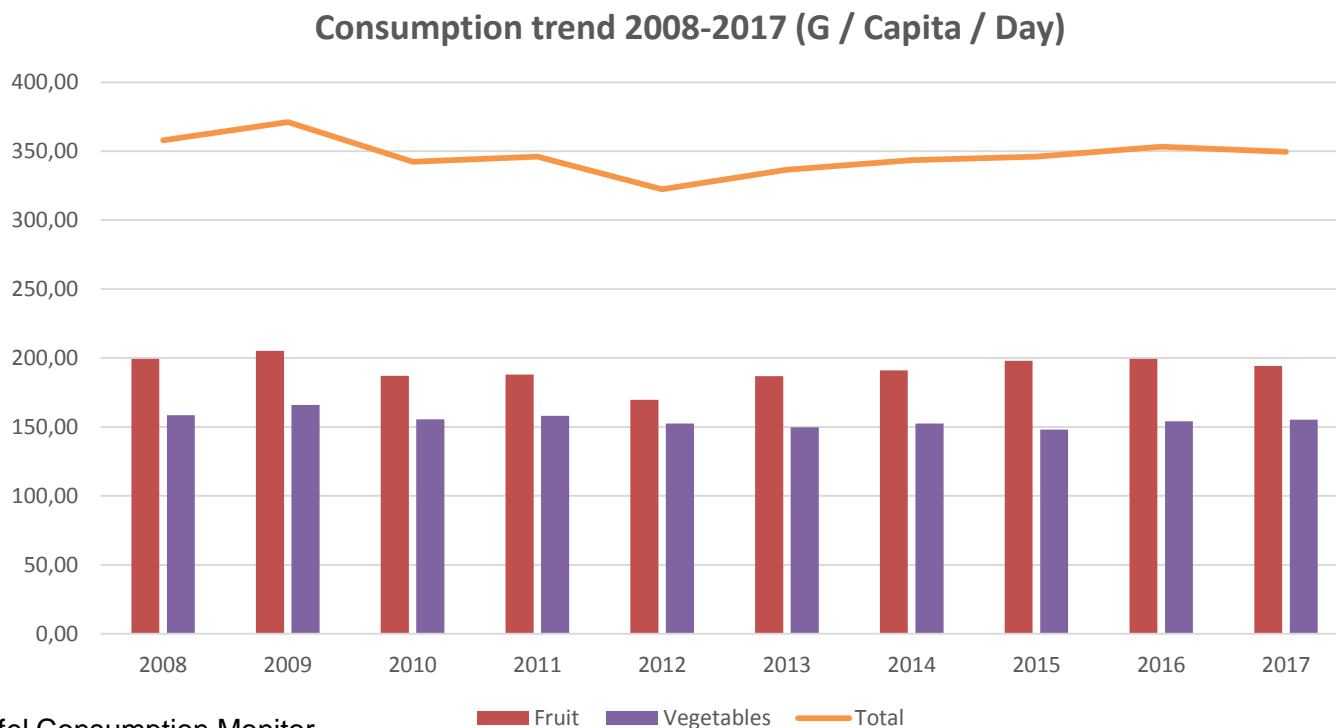


Background.

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Double challenge: European figures show low consumption



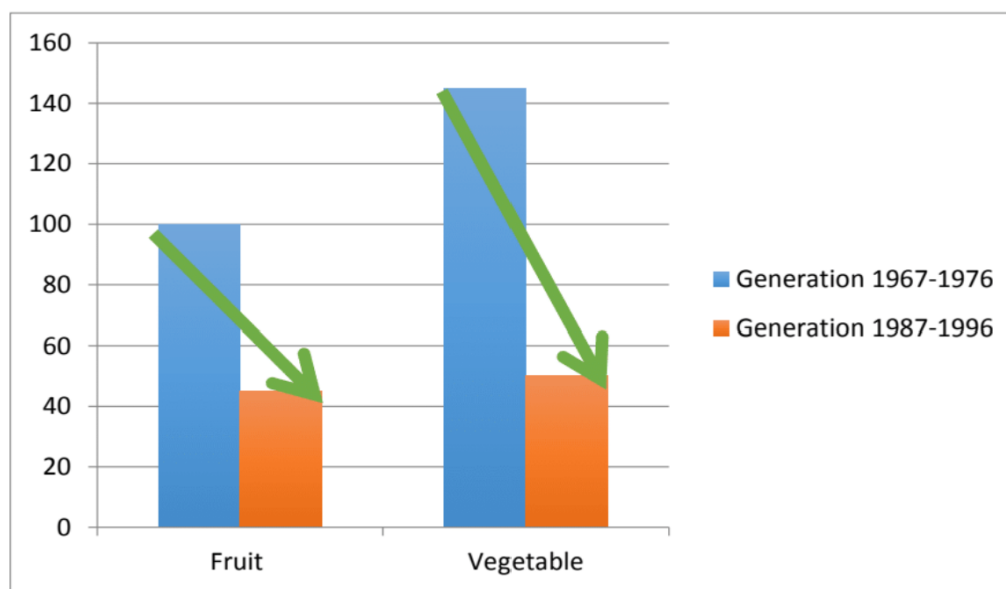
Source: Freshfel Consumption Monitor

Background.

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Double challenge: European millennials are the worst offenders



Source: CREDOC

Chart: Consumption of fruit and vegetable by generation.

Partners.



Freshfel

- European fresh produce association
- Based in Brussels
- Supply chain association
- Forum for dialogue
- Goals a.o.
 - Stimulating consumption of F&V
 - Promote benefits of F&V
 - Share best practices

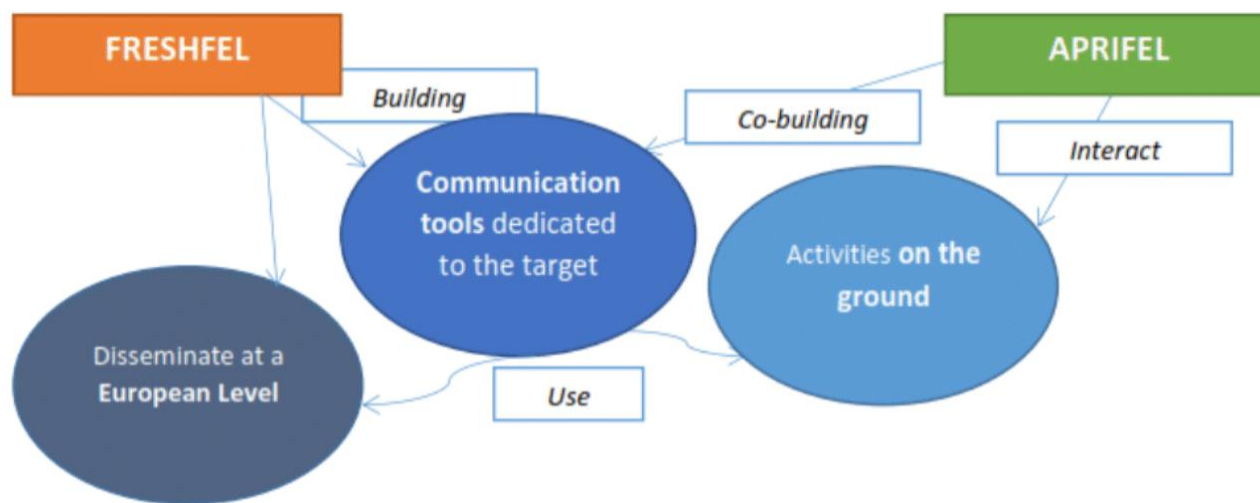
Aprifel

- French agency for research and information about F&V
- Based in Paris
- Associated with Interfel (interbranch association)
- Goal: Dissemination of scientific information about F&V
- Link between science, civil society and business



Partners.

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Goals.



Multi B-2018 on *'Information and promotion about fruits and vegetables in the context of proper dietary practices'*



- The main objective of the proposal is to **increase awareness** of 1.5 million European young adults aged between 18 to 30 years in the European Union over a three-year period of 2019-2021 of the importance of consuming a **diversity of EU fruit and vegetables** in their daily diet to **at least 400g per day**, the minimum recommended by the WHO
- The secondary objectives of the proposal are to
 - a. **Increase the consumption** of EU fruit and vegetables by 18-30-year-old Europeans during the three-year period
 - b. **Enhance the competitiveness** of the EU fresh fruit and vegetables sector over the same period

Outreach strategy.

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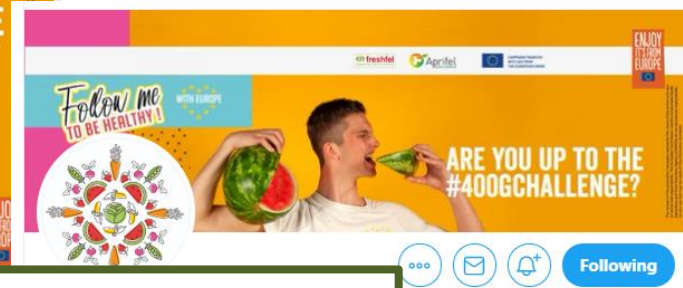
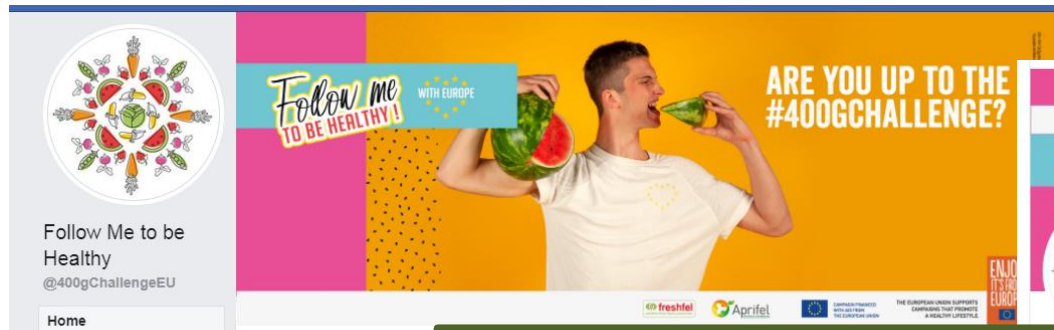


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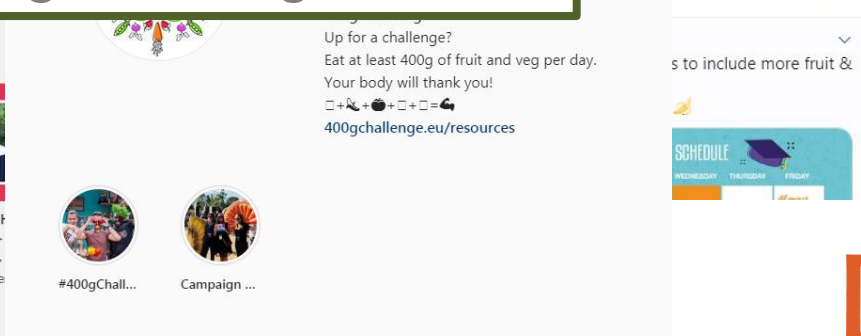
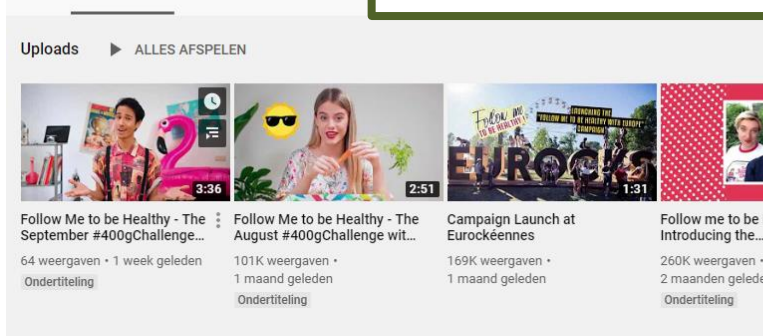


Outreach strategy.

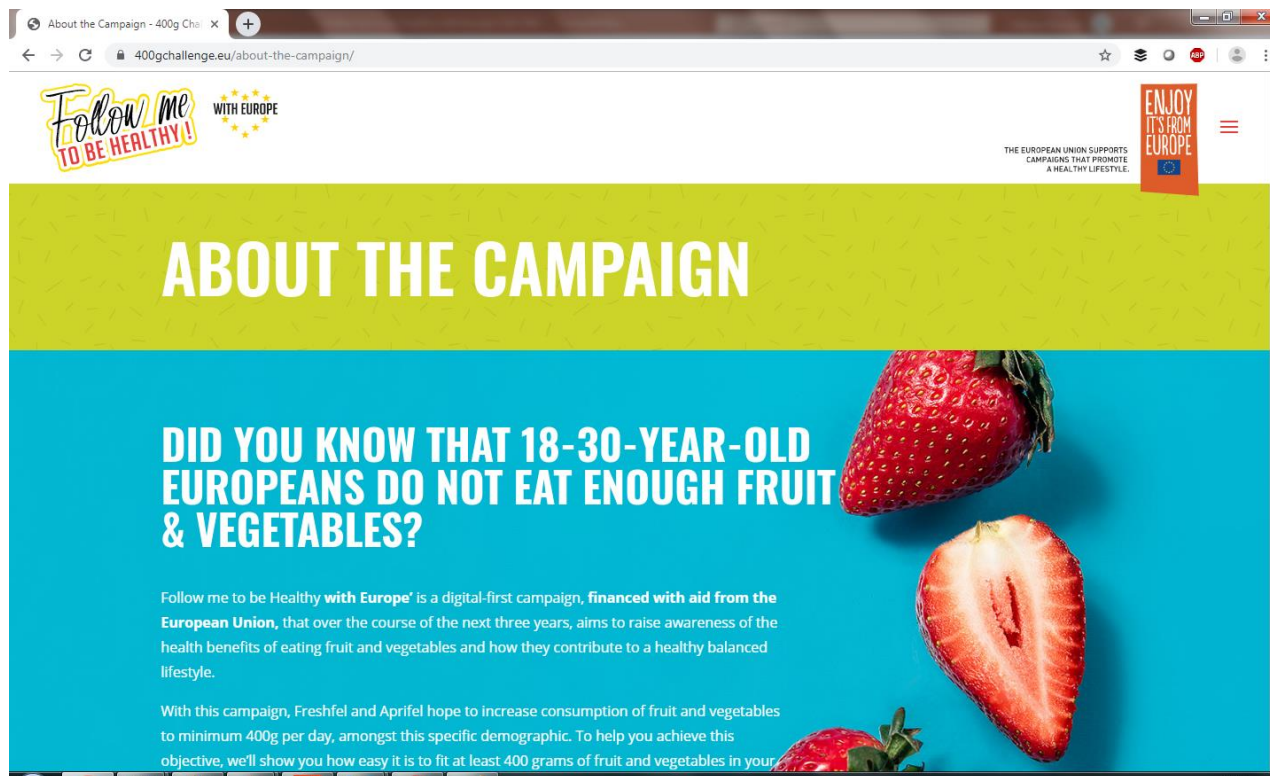
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Instagram: @400gchallengeeu
YouTube: <https://bit.ly/2mkXskQ>
Facebook: @400gChallengeEU
Twitter: @400gChallengeEU



Outreach strategy.



<https://400gchallenge.eu/>

Outreach strategy.

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Launch at Eurockéennes,
Belfort in July

Paris Manga Sci-Fi show in
October



Campaign Launch at Eurockéennes

169.807 weergaven • Gepubliceerd op 26 jul. 2019

VIND IK LEUK VIND IK NIET LEUK DELEN OPSLAAN ...



Material: infographics

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#400GCHALLENGE

**ARE YOU
UP TO IT?**

Up for a challenge? Try at least 400g of fruit and veg per day¹. They are not only super nutritious, they are tasty and contribute to your body's general awesomeness. Follow us on this journey if you're up to the challenge – your body will thank you.

WHETHER YOU'RE AT THE BEACH, AT A PICNIC OR HAVING A BBQ, IT'S IMPORTANT TO STAY HYDRATED IN THE SUMMER HEAT. HERE ARE THREE UNUSUAL RECIPE IDEAS WITH HIGH WATER CONTENT TO KEEP YOUR THIRST QUENCHED WHILE ON YOUR SUMMER HOLIDAYS – AND TO HELP REACH YOUR OBJECTIVE OF 400G FRUIT AND VEG, TOO.

The content of this promotion campaign represents the views of the author only and is his/her sole responsibility. The European Commission and the Consumers, Health, Agriculture and Food Executive Agency (CHAFEA) do not accept any responsibility for any use that may be made of the information it contains.

SIDE/STARTER
Stack feta cheese slices on chunks of watermelon and drizzle over some basil oil.
A 100G PORTION OF WATERMELON CONTAINS 91G OF WATER!²

MAIN
For an easy, tasty and thirst-quenching salad, serve your BBQ chicken with peach and cucumber. To prepare, combine a handful of finely chopped red onion, cucumbers and peaches with a pinch of cayenne pepper and some fresh mint.
CUCUMBERS ARE APPROXIMATELY 96% WATER!³

DESSERT
To bring out the flavours of strawberries, serve them with sliced basil and a drizzle of lemon juice (we leave it to you to add whipped cream on top!).
DID YOU KNOW THAT STRAWBERRIES HAVE ROUGHLY THE SAME WATER CONTENT AS WATERMELON?⁴

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THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE A HEALTHY LIFESTYLE.



¹<https://www.who.int/news-room/fact-sheets/detail/healthy-diet>
²http://www.aprifel.com/fiche-nutri-produit-analyse-pastèque_32.html
³http://www.aprifel.com/fiche-nutri-produit-analyse-concombre_102.html
⁴http://www.aprifel.com/fiche-nutri-produit-analyse-fraise_19.html



Material: tips

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DID YOU KNOW?

Watermelons¹, strawberries² and grapefruit³ are all roughly **90% WATER**
They'll help you stay hydrated in the sun – whatever you're doing for the summer holidays

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CAMPAIGN FINANCED
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http://www.aprifel.com/fiche-nutri-produit-analyse-pastisque_32.html
http://www.aprifel.com/fiche-nutri-produit-analyse-fruits_19.html
http://www.aprifel.com/fiche-nutri-produit-composition-pomato_9.html

ARE YOU UP TO THE
#400GCHALLENGE?

 +  +  +  +  = 

It's that easy to get at least **400g**
of fruit and veg every day.

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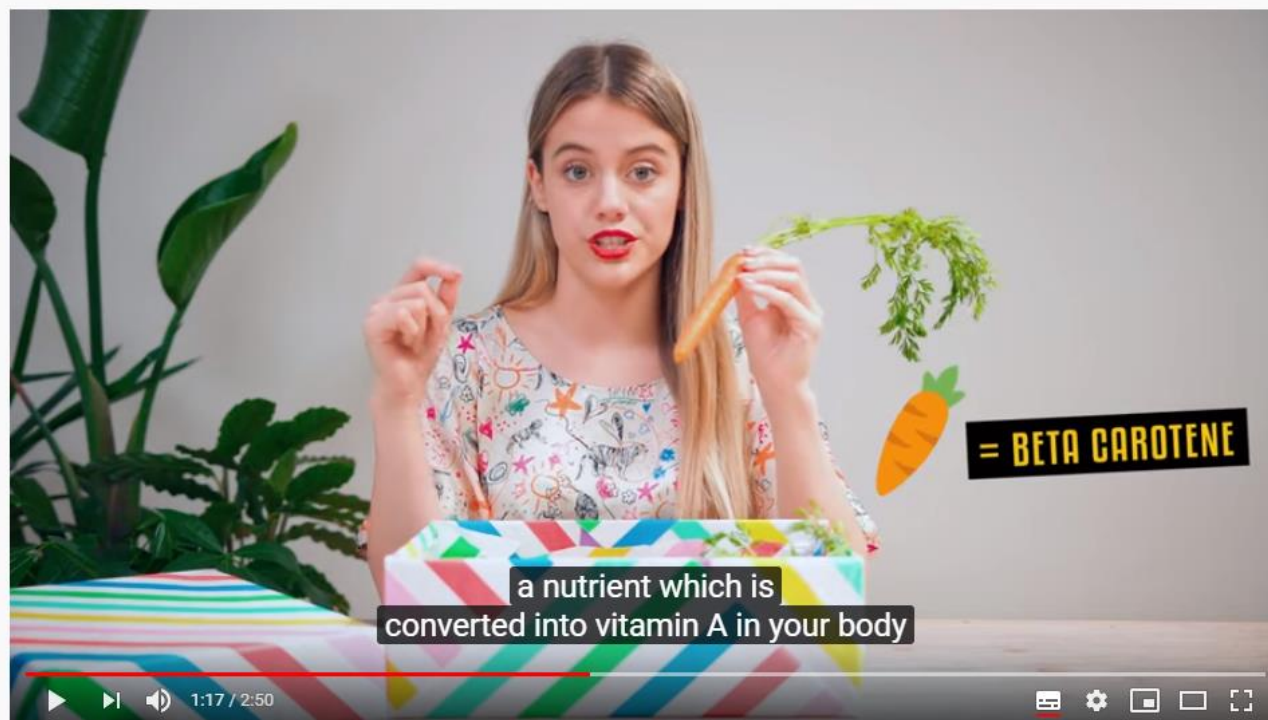
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Material: videos

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Follow Me to be Healthy - The August [#400gChallenge](#) with Janelle

101.708 weergaven • Gepubliceerd op 6 aug. 2019

👍 VIND IK LEUK 🗨️ VIND IK NIET LEUK ➦ DELEN ⚙️ OPSLAAN ...



Material: flyers

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Fruit and veg are an essential part of a balanced diet and eating them daily reduces the risk of obesity and NCDs. One more reason to eat at least 400g of fruit and veg a day.

#FRESHANDHEALTHY

freshfel APRIFEL EUROPEAN FRESH PRODUCE ASSOCIATION

THE EUROPEAN UNION SUPPORTS EUROPEAN FRESH PRODUCE A HEALTHY FUTURE

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THE #400GCHALLENGE

How do you get to at least 400g a day?

You'll see, it's not that hard. We believe in you: follow our plan and in just under a week, you'll already be close to reaching the target.

Day 1	Day 2	Day 3
Listen to your Grandma: an apple a day keeps the doctor away. (80g)	Eating healthy should not drive you bananas - eat one instead! (120g)	The cherry on the cake? We've heard that fruit and veg contain 80 to 95% water to help you stay hydrated. Cucumbers and watermelons are water chamos. They'll make a delicious summer salad with feta cheese and olive oil. (200g - you're halfway there!)
Day 4	Day 5	Day 6
How about mixing your spaghetti with zucchini noodles? They still work brilliantly with tomato sauce and some parmesan. (300g)	Put it to a write it w into of it alive long	V C th y c
Day 7		
Ready for 400g already? Half a grapefruit at 5am, a cucumber and avocado salad for lunch, and spinach pesto pasta with cherry tomatoes and you're there (460g)! Easy peasy.		

freshfel APRIFEL CAMPAIGNE FINANCÉE AVEC L'AIDE DE L'UNION EUROPÉENNE Enjoy it's from Europe - Plaisir d'Europe

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#400GCHALLENGE

*POUR ÊTRE EN FORME!

L'UNION EUROPÉENNE SOUTIEN LES CAMPAGNES DONT L'OBJECTIF EST DE PROMOUVOIR UN MODE DE VIE SAIN

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First results.



Results of end of August, collective across the platform and influencer analytics:

- Video views: 737.824
- Impressions: 9.292.265
- Clicks: 49.349
- Likes (infographics/tips): 3.194
- Followers: 1.628



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THANK YOU FOR YOUR ATTENTION

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