



# VLAM

**Information B2B and B2C campaign highlighting the sustainability of the potatoes, fruits and vegetables sector**



# OVERVIEW PROPOSAL

Information campaign aiming at increasing the awareness of the sustainability efforts of the European and Belgian potato, fruit and vegetable sector

- **Target groups:**

- B2C: consumers, age 35+ in Belgium
- B2B: Belgium, France and Germany

- **Communication strategy:**

PR-approach where we will highlight the sustainability of the PFV-sector and stress its beneficial role for climate action and the environment

- **Total budget:** 1.236.581 EUR with max. grant amount of 865.607 EUR for 3 years

# MOTIVATION TO APPLY



Different motivations to apply our proposal:

- An **increasing importance** of sustainability in Belgium, France and Germany
- European farmers are doing significant efforts to produce in the most sustainable way, but these efforts are **not given enough attention**
- The European fresh produce sector faces different **challenges** like Brexit or the Russian embargo. The EU promotion policy is an essential tool to address these challenges
- **Underconsumption** of fruit and vegetables in Belgium and the EU remains
- The **European Green Deal** and at the heart the **Farm to Fork strategy** which addresses the challenges of sustainable food systems
- The **Sustainable Development Goals of the United Nations** with an important role of sustainable production and consumption
- Objectives of the current **Regulation 1144/2014** with more attention for sustainability of the agri-food sector.

# OBJECTIVES

This programme is an information campaign, our objectives are:

- Main objective: **an increase of consumer and professional awareness** on the sustainability efforts of the European and Belgian potatoes, fruits & vegetables-sector
- Although an economic impact is not the objective of the programme, we hope to see a positive effect in the consumption and export figures of potatoes, fruit & vegetables.



# EFFORTS ON SUSTAINABILITY



Where do I begin...

**Growers, farmers, cooperatives, packers, associations** are doing efforts

On a careful balance between ...

**Planet** (Responsibly Fresh, sustainable water and soil management, reduction of emissions, packaging,...)

**People** (social employment initiatives,...)

**Profit** (initiatives on sustainable development within organisations and cooperatives)

These efforts are in parallel with **different quality systems** like Global GAP, IFS Food, Vegaplan etc.

# SUSTAINABILITY THEMES

The following themes will also be addressed in our communication:

- Biodiversity conservation
- Sustainable use of natural resources
- Sustainable water management
- Sustainable soil management
- Reduction of food loss and food waste
- Sustainable packaging

# COMMUNICATION PLAN

- **Communication Strategy:** public relations (PR) approach
  - Collect all relevant information
  - Stories but based on scientific data, results of projects and testimonials
  - Yesterday, today and tomorrow
- **Target group:** B2B and B2C in Belgium, B2B in France and Germany
  - Specific media to address our target group (B2B and B2C)
  - We will tailor the content and the activities per target group
- **Tone of voice:** transparent, straightforward, honest and trustworthy
- In order to still communicate about sustainability in a credible, convincing way and with the necessary impact, we must stick to a **few principles** like:
  - Show, don't tell
  - Leave the finger, be positive
  - Talk about the process to a more sustainable sector

# CONSUMERS' EXPECTATIONS

Lots of studies, insights and research about consumers and sustainability, some **highlights**:

- Sustainability is gaining in importance: the COVID-19 pandemic has caused certain existing trends to be accelerated, such as digitisation, but also the importance consumers attach to local food and sustainability.
  - Qualitative research showed that knowledge among consumers of the realisations is limited, but that they are interested to learn more about these topics.
  - Almost nine out of ten Belgians consider sustainability important today
- The sustainable image of potatoes, fruits and vegetables:
  - In general, fresh produce already scores well in terms of sustainability in the eyes of the consumer.
  - If consumers are asked which fresh food has been produced in a sustainable way, they rank fresh vegetables at the top, followed by fresh fruit and potatoes

Our proposal is made based on studies and insights. At VLAM we constant monitor these topics and we take these learnings within our campaigns and strategies.



# CHALLENGES

- Sustainability is a loaded concept
  - Sustainability does not mean the same thing to everyone
  - Sustainability is everywhere
  - Greenwashing, eco-terrorism, ...
- Negative image of agriculture in general concerning climate change problems (considered as the major culprit)  
f.ex. nitrogen problem in relation with the Belgian agricultural sector
- We now have a positive image among consumers and with this campaign, we may raise questions
- Sanitary crisis can have a major impact



# Thank you

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