



Info Day on the 2024 AGRIP Calls



A HEALTHY MESSAGE FROM EUROPE

LIFE IS
BETTER

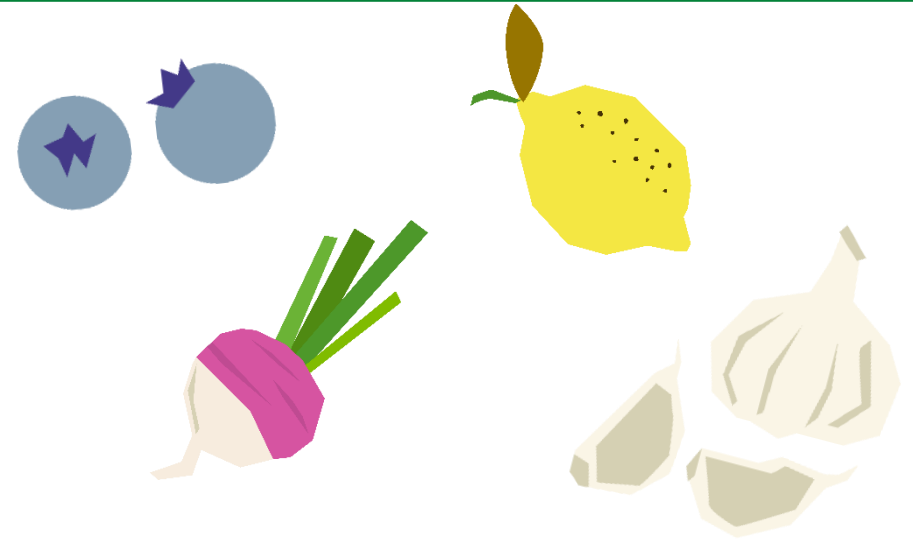
with Fruit & Vegetables

**LIFE IS
BETTER**

with Fruit & Vegetables

Project presentation

- ✓ **Acronym:** FV4MILLENNIALS
- ✓ **Duration:** March 2022 – February 2025 (36 months)
- ✓ **Budget :** 5 434 815 €
- ✓ **Call topic:** AGRIP-MULTI-2021-IM-PROPER-DIET



This programme promotes **proper dietary practices**, in accordance with the European Commission’s white paper on a strategy relating to **nutrition, overweight, obesity, cancer and other health problem**.

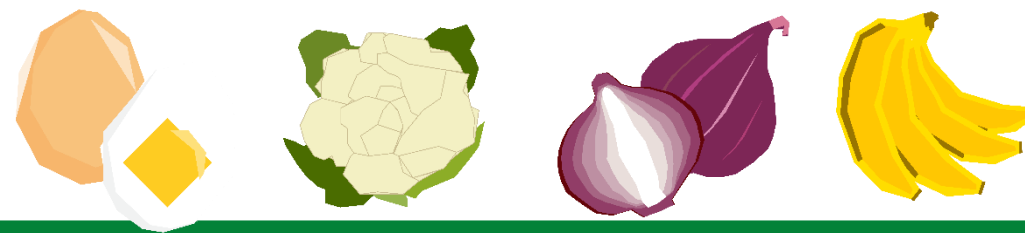
A daily consumption of fruit and vegetables is one of the cornerstones of a **healthy and proper diet**.

Main messages : “healthy diet”, “sustainable consumption”, “waste reduction practices”, “fruit and vegetables”, “well-being”, “qualitative products”, “tasty food”

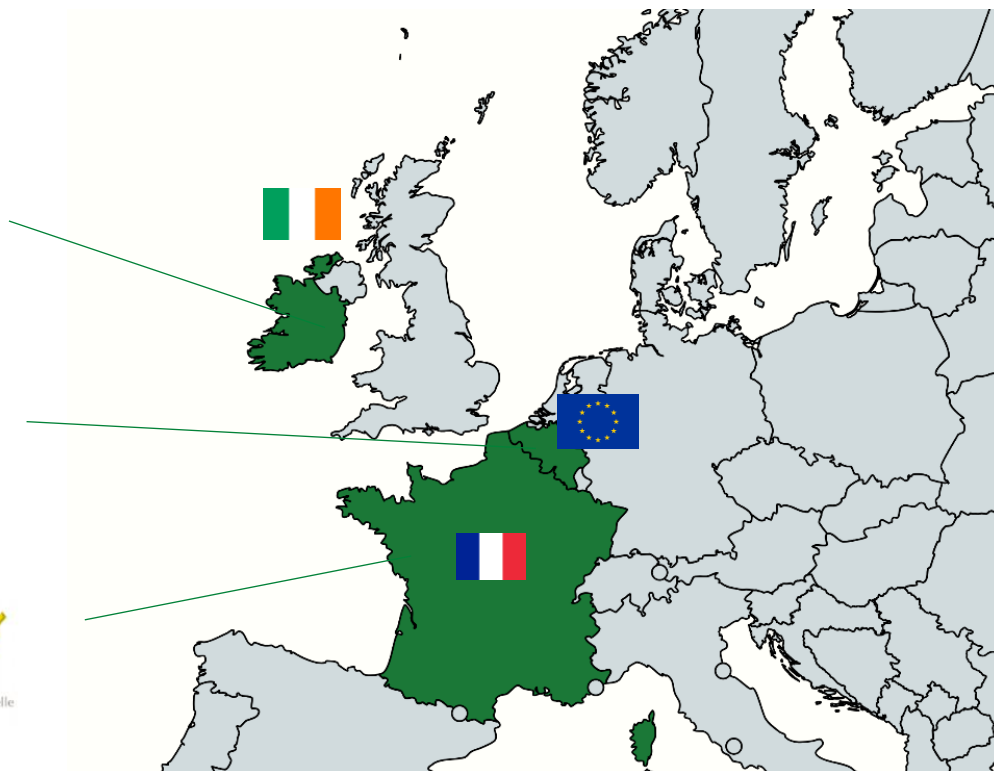
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Project Consortium



BORD BIA
IRISH FOOD BOARD

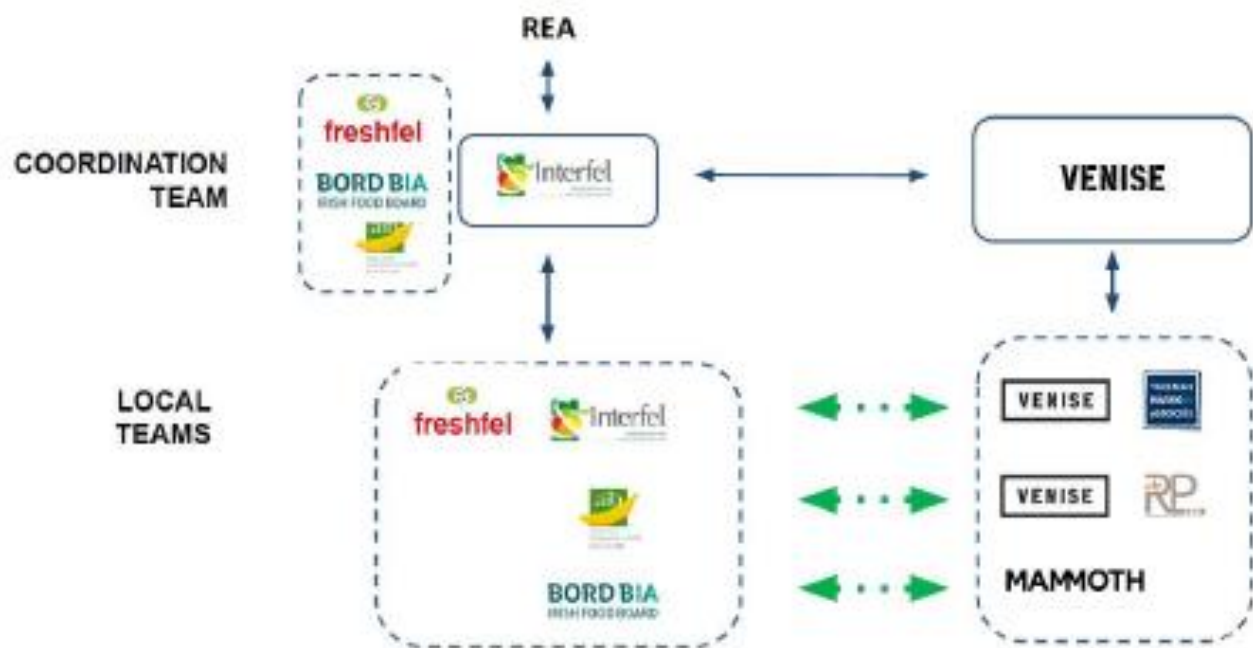
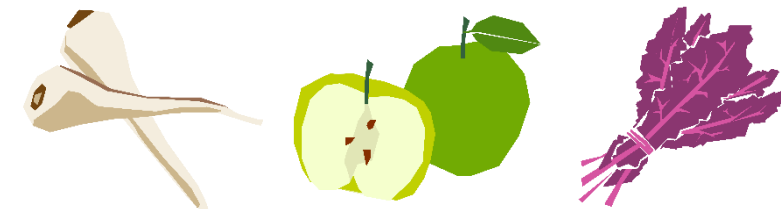


The Consortium is composed of **3 organisations** (AIB, Bord Bia and INTERFEL) from **2 European countries** (France and Ireland), along with FRESHFEL Europe, the single representative association of the sector at EU level.

To ensure the follow-up of the programme **4 steering committees and 2 monitoring committees** are organised with all partners.



Organisation with partners



The Consortium is accompanied by an implementing body and an evaluation body. These entities were selected through a **tender procedure** which took place prior to the project submission.

They have been selected according to their **financial and technical capacity** and avoiding all conflicts of interest.

All partners and subcontracting bodies **communicate with each other to optimize the efficiency** of the programme.

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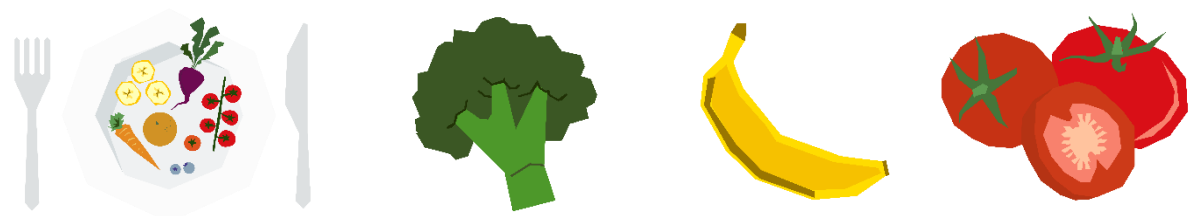
Project presentation



This campaign aims to promote proper dietary practices among Millennials (aged 25 to 35)

- ✓ **Millennials are a key population**, in the process of forming their eating habit, grocery shopping and have the purchasing power to make their own buying choices.
- ✓ Supporting and informing Millennials and young parents **to shift to healthy and sustainable food practices** by **increasing their daily fruit and vegetable intake through this campaign**, will contribute to the Farm to Fork Strategy's objective to promote sustainable consumption and improve the consumer's quality of life.
- ✓ The **expected impact** of this programme is to **boost the awareness of the consumers regarding sustainable diets, improve competitiveness and consumption** of fruits and vegetables, to **increase their visibility and their market share**.

Objectives



1. Increase the level of knowledge of Millennials **on the nutritional benefits of fruits and vegetables**, their role in supporting well-being, their versatility, simplicity of preparation, consumption occasion possibilities and environmental sustainability aspects **in Europe, France and Ireland**, by :

- **informing about the benefits of the consumption** of fruits and vegetables in a healthy lifestyle
- **providing them with simple and practical advice** adapted to their lifestyle
- **positioning them in a trendy and healthy lifestyle**, geared towards wellness and enjoyment

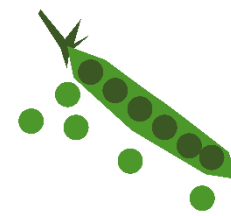
2. Increase the proportion of responsible consumption of fruit and vegetables by Millennials in Europe, France and Ireland, **by providing information on sustainable food consumption methods** such as the waste reduction of fruit and vegetables.



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Activities



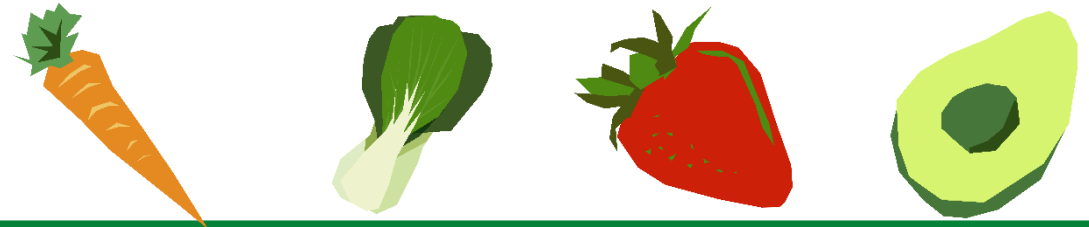
- ✓ **Press relations** : maintaining exchanges with journalists and influencers to relay the programme and its messages to the Millennials target and ensuring the quantitative impact of their actions
- ✓ **Media and social network** : enrolment of personalities, creation of specific social media networks, mobilization of pertinent influencers
- ✓ **Advertising** : creation of a global digital media plan with a graphic identity to convey the messages of the programme and create traffic to the content and events
- ✓ **Events** : participating in public events (ex : Rock en Seine in Paris, Body&Soul in Ballinlough) to exchange directly with the targets and demonstrate that it is possible to associate the consumption of fruit and vegetables in a moment of enjoyment




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Results (so far)



- ✓ All KPIs reached 
- ✓ All planned activities have been implemented and most presented **positive results** (some of them have far exceeded the objectives set)
- ✓ More than **7 millennials out of 10 in France** and more than **9 out of 10 in Ireland** declared feeling well informed about the benefits of these products and the varieties available. **Parents feel better informed than other respondents.** Professionals find the programme **necessary** to respond to the low consumption of fruit and vegetables among young consumers.

✓ TO BE IMPROVED :

- **Consumption** : only **4 millennials out of 10 in France** and **6 out of 10 in Ireland** consume fruit and vegetables every day or almost every day.
- **Communication** : provide more information about the versatility of the products, their convenience and ease of preparation

Thank you !

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