FRUITNESS, ENJOY IT! FOCUS ON DENMARK

The European project dedicated to the promotion of fruit consumption among young adults in various European countries is preparing to launch a new campaign crammed with events and initiatives. Special attention this year will be devoted to one of the programme's target countries... Denmark.

(Ferrara, 30 April 2014) Summer is coming, and as usual, with it come the promotional activities run by “Fruitness, Enjoy it!”, the project organised by CSO, the Italian Fruit & Vegetable Services Centre, and co-financed by the European Union and Italy's Ministry of Agriculture. This project was originally launched in 2006, with the aim of stimulating children and Teenagers to eat more fruit while enjoying themselves. Last year it was prolonged through to 2016, with various interesting novelties. One of these is the new entry of Denmark among the target nations, joining the UK, Poland, Germany and Sweden.

In the coming months a whole series of in-store promotions and other initiatives will focus on Denmark, in order to stimulate public interest in various kinds of summer fruit: mainly peaches, nectarines and plums. Hundreds of different points of sale will be involved in the campaign, which will be backed up as usual by “Fruitness, Enjoy it!” posters, leaflets, information and gadgets. Also featured will be the new multimedia totem display units, which invite visitors to enter the world of fruit with a simple touch-screen gesture. And of course, to add extra colour and verve, the Summer 2014 promotional campaign will retain its renowned superhero testimonial duo, Mister and Miss Fruitness. He dresses his vitamin-rich muscular vitality in green tights and cape, She evidently feeds her beauty and athletic prowess with plenty of fruity nourishment! This couple has the task of communicating to the general public the health benefits offered by the kinds of fruit promoted: above all their elevated vitamin content (one peach contains 10% of the entire recommended daily dosage), along with their richness in potassium and in other anti-oxidant substances such as beta-carotene and protovitamin A.

Recent statistics show that Denmark has an average pro capita daily fruit consumption of 197 grammes, which is in line with the European average. In 2011 it produced roughly 87,000 tons of fruit, of which it exported over 30,000 tons. It imports a large amount of fresh fruit, surpassing 400,000 tons in 2011 (source: Freshfel Consumption Monitor 2012). Nordic countries tend to feature a widespread awareness of the importance of a healthy lifestyle, and this contributes to the Danish market’s receptiveness to all campaigns relating to diet and nutritional habits.

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“FRUITNESS, ENJOY IT!” SENDS AN INFORMATION NEWSLETTER TO THOUSANDS OF DOCTORS

A new initiative from the project dedicated to the promotion of healthy nutritional habits based on regular fruit consumption: an information campaign aimed at 17,000 doctors and health professionals in 5 European countries.

(Ferrara, 10 July 2014) "Fruitness, Enjoy it!", the project run by the Italian CSO services center and co-financed by the EU and Italy’s Ministry of Agriculture and Forestry, aimed at promoting fruit consumption among young adults in Denmark, Germany, Poland, Sweden and the UK, is preparing the launch of a new initiative supporting health and correct nutritional habits.

In the coming weeks an info newsletter will be sent to seventeen thousand doctors and health specialists in the five countries involved in the project. This will focus on the nutritional characteristics and beneficial effects of fruit, with synthetic reports on research and studies demonstrating the effect of lifestyle and diet on public health. The goal is to heighten awareness among health professionals of the importance of a fruit-based diet at all ages, even in early childhood, in maintaining a healthily balanced lifestyle.

The need to promote healthy dietary habits in Europe is demonstrated by statistics gathered in the Freshfel Consumption Monitor 2012: these clearly indicate a trend of falling fruit and vegetable consumption across the 27 nations of the European Union. Compared to the average figures from the previous 5 years, 2011 witnessed a fall of 3%. This shows the importance of programmes and initiatives aimed at boosting consumer awareness of the importance of a diet rich in fruit and vegetable products, natural sources of vitamins and mineral salts.

Since 2006 “Fruitness, Enjoy it!” has been carrying out a wide range of promotional and communications activities involving young consumers and their families, plus sector trade operators, schools, institutions and health bodies, in order to fight the trend to reduced fruit consumption visible over recent years. The programme has shown the way for other campaigns devoted to children's health and nutrition, and has always stood out for its innovative communication tools involving amusing, original and interactive youth-orientated languages.

For further information: www.fruitness.eu
“FRUITNESS, ENJOY IT!” – RENOVATIONS AND NOVELTIES

Website restyling, new language added, new games and applications to promote the consumption of fruit in Europe

(Ferrara, 25 August 2014) The second half of 2014 brings lots of novelties to “Fruitness, enjoy it!”, the project promoted by Italy’s CSO Fruit&Vegetable services centre and co-financed by the European Union and the Italian Ministry of Agriculture with the goal of promoting fruit consumption in Germany, Denmark, Poland, Sweden and the United Kingdom.

First and foremost, the website www.fruitness.eu (35 million contacts in 8 years) has just been updated and refreshed by the addition of new images and the new page in Danish, now integrated with the existing versions in Italian, English, German, Polish and Swedish. On top of this, the multilingual site has also been enhanced by the addition or updating of numerous games and apps, reinforcing its attractiveness as a tool for both adults and kids. For example, while juniors can beneficially play on their computers, smartphones or tablets with Mr. and Ms. Fruitness – the superheroes who keep themselves super-fit by eating lots of fruit & vegetables – adults can explore contents offering useful nutritional info and delicious healthy recipes, to facilitate healthy family dietary habits. The site’s message extends beyond the benefits of fruit & vegetables by providing advice and suggestions for a generally healthy lifestyle, based on awareness of the importance of physical exercise, of reducing consumption of sweets and sugary drinks, of choosing between different kinds of fats and of varying nutritional habits.

In order to further boost and enrich Fruitness internet presence, the www.facebook.com/MrFruitness page has also been refreshed and reactivated, with regular and enjoyable postings concerning all kinds of interesting aspects of fruit and the importance of its daily consumption.

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"FRUITNESS, ENJOY IT!", AUTUMN FOCUS ON PEARS

A full schedule of “in-store promotion events” in Germany, Denmark, Poland, UK and Sweden to promote the benefits of pears

(Ferrara, 3 October 2014) This autumn will feature a focus on pears by “Fruitness, Enjoy it!”, the project promoted by Italy's CSO Fruit&Veg table services centre and co-financed by the European Union and the Italian Ministry of Agriculture with the goal of promoting Italian fruit and vegetables in Germany, Denmark, Poland, Sweden and the United Kingdom. Starting shortly, a series of promotional events will take place in various supermarkets in these countries, all focused in particular on one of the stars of the fruit sector at this time of year: the pear.

Pears possess numerous virtues from a health point of view, and by carrying out dedicated promotion activities in the main supermarkets in these five countries the Fruitness campaign aims to increase consumer awareness of the benefits of regular pear consumption for all members of the family.

And the benefits are indeed many! It's rich in natural sugars, but also has a low calorie content (roughly 100 calories in an average-sized 160 gramme pear), which is also a reason why pears are recommended for diabetics and all those who don't want to give up the pleasures of a sweetly juicy snack without damaging their health. Another plus: every pear has a high fibre content, which assists intestinal regularity and helps keep cholesterol levels down. An average-size pear also contains roughly 210 milligrams of potassium, an important element in sustaining muscle contraction (and therefore exercise and sport), nerve transmission and protein metabolism. Last but not least, pears also contain plentiful vitamin C (roughly 7 mg per pear), excellent for maintaining a youthful skin and boosting the immunity system.

Meanwhile, during the 2014 edition of Prognosfruit, the annual conference devoted to estimates of international apple and pear production, held early in August in Istanbul, statistics and forecasts for this year were presented and analysed. Italy emerged again as Europe's top pear producer, with a forecast of 707,000 tons, slightly down (-3%) on 2013. Spain has the next highest volume, with a forecast of 371,000 tons for 2014. The harvest reduction in Spain, however, is much more dramatic: -8% compared to 2013 and -9% compared to the last three years. The bronze medal goes to Holland which, unlike the majority of European countries, actually shows an increase in production, with 336,000 tons forecast for 2014: +3% compared to 2013 and +17% on the last three years.

The “Fruitness, Enjoy it!” project was first launched in 2006, and as well as pears focuses on peaches, nectarines, kiwis, apricots and plums. In these eight years, 35 million contacts have been made with the www.fruitness.eu/ website, notching up over 9.2 million individual users per month. This figure is complemented by a further 25 million contacts through traditional Press Office and Public Relations activities, and 10 million through banner campaigns in sector websites.

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But that's not all! Pears can of course be eaten fresh and natural, but they can also become key ingredients in delicious recipes! “Fruitness, enjoy it!” is happy to offer you some irresistible examples:
**PRESS RELEASE**

**Diced ham and pears**

*Ingredients for 4 people:*
- 6 thick slices of Parma ham, 500 g of cooking pears (Kaiser or Abate Fetel), 20 g of potato flour, 20 g of sugar, salt and pepper to taste.

*Preparation:*
Cut the ham into small cubes. Peel the pears and cut them into small cubes, too. Put the pears in a pan with very hot oil on a high gas flame, add a pinch of salt and pepper, stir constantly for a minute. Add the ham and keep on stirring on a medium flame. Mix the potato flour separately with 5 cl of sugar and water, pour over the ham and pears constantly stirring for 2 minutes and serve right away.

**Salad with pears**

*Ingredients for 4 people:*
- 1 lettuce, 1 or 2 ripe pears, walnut kernels, extra virgin olive oil, the juice of 1 lemon.

*Preparation:*
Wash the salad very carefully, slice it thinly and put it in a large salad bowl. Then wash the pears, peel them and cut them into small cubes and add them to the rest. Add the coarsely chopped walnut kernels, the extra virgin olive oil, and the lemon juice, and stir energetically. Serve.
WINTER PROMOTIONS RESUME FOR KIWI FRUIT

"The Health Fruit" will be the focus of a "Fruitness, Enjoy it!" campaign in five North European countries

(Ferrara, 17 December 2014) The Kiwi is preparing to take centre-stage in the winter fruit departments of major supermarket chains across Northern Europe. Starting very soon, the Actinidia will play the leading role in a promotional campaign launched by "Fruitness, enjoy it!", the project run by Italy's Ferrara-based CSO Fruit&Vegetable services centre and co-financed by the European Union and the Italian Ministry of Agriculture, with the goal of promoting fruit consumption in Germany, Denmark, Poland, Sweden and the United Kingdom.

This year there'll be no shortage of kiwis: the 2014/2015 season looks even better than last year, with a rise in Italian production of roughly 2%, passing the milestone of 400,000 tons of marketable fruit (source CSO services centre). Overall, in the Northern Hemisphere the kiwi harvest for 2014 is roughly 6% up on 2013, reaching a volume of around 660,000 tons. As far as its commercial strategy goes – focused mainly on exports – Italy's main competitor is Greece, a country which, after a bad result last year, shows a 2014 result featuring a rise in production of over 30%. The protectionist measures adopted by the Russian government – in response to European sanctions sparked by the crisis in Ukraine – risk concentrating even more kiwi produce within traditional markets. At least certain other markets for European kiwis continue to show more and more potential: for example, in the course of the last year North America, Brazil and the Far East have shown an increase in appreciation of the actinidia of respectively 5, 19 and 50% (source: CSO services centre).

On the supermarket shelves of Germany, Denmark, Poland, Sweden and the UK, the Mr. Fruitness project will promote the kiwi as an authentic health fruit, ideal for warding off winter infections but also from other viewpoints. The healthiness of kiwis has recently been studied by a team of researchers at the Teikyo University in Tokyo. This research demonstrated that kiwis contain molecules capable of preventing oxidation, while also acting as immunostimulants. On a practical level, this means that eating more kiwis can help prevent the development of a series of pathologies including cancer, atherosclerosis, heart failure, Alzheimer's and Parkinson's disease. The kiwi is also an excellent source of vitamins A, B and above all C (with 85 milligrams of vitamin C per 100 grammes, its firm pulp contains considerably more than oranges, lemons, grapefruit and pepperonis), so it is a powerful ally for the immune system. It also contains potassium, vitamin E, copper, iron, other minerals and fibre, adding up to a mixture with astonishing antiseptic and anti-anemic properties.

According to the World Health Organisation, roughly 1/3 of all tumours and heart diseases could be avoided by following a balanced and healthy diet. The "Fruitness, Enjoy it!" project carries out a series of different seasonal initiatives over the year, all aimed at sustaining and promoting fruit consumption in Europe.

For further information: www.fruitness.eu
KIWIS: A CONCENTRATE OF NUTRITIOUS ELEMENTS PERFECT FOR WINTER
The “Fruitness, Enjoy it!” project puts the spotlight on the “health fruit” par excellence, preparing to promote it in the supermarkets of five European countries

(Ferrara, 17 December 2014) Kiwis are increasingly establishing themselves as the health fruit, and are getting ready to star in a winter season playing on the shelves of major supermarket chains in various European countries. Starting very soon, the Actinidia will play the leading role in a promotional campaign launched by “Fruitness, enjoy it!”, the project run by Italy's Ferrara-based CSO Fruit&Vegetable services centre and co-financed by the European Union and the Italian Ministry of Agriculture, with the goal of promoting fruit consumption in Germany, Denmark, Poland, Sweden and the United Kingdom.

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Originating from China, where dozens of different varieties still grow wild, the kiwi in its commercial version obtained its first success in New Zealand. This explains the common name for the Actinidia species, inspired by the bird which acts as New Zealand's logo. Introduced to Italy in the 1970s, the kiwi spread rapidly, to the point where (with the exception of China) the country became the largest kiwi grower in the Northern Hemisphere, producing well over 400,000 tons in 2014, for example (source: CSO services centre).

In recent years, in addition to dietary consumption (still its main use, by a long way), the kiwi has increasingly also been used as an ingredient in various kinds of beauty treatments. In particular – mixed with white yogurt, orange juice, almond oil and honey – it makes an excellent skin treatment for combating the formation of wrinkles and neutralizing free radicals.

It's worth noting that the kiwi is an ideal fruit for winter consumption, warding off seasonal coughs and colds: it is a notable source of vitamins A, B and above all C (with 85 milligrams of vitamin C per 100 grammes, its firm pulp contains considerably more than oranges, lemons, grapefruit and pepperonis), so it acts as a powerful ally for the immune system. It also contains potassium, vitamin E, copper, iron, other minerals and fibre, adding up to a mixture with astonishing antiseptic and anti-anemic properties.

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“FRUITNESS, ENJOY IT!” BRINGS Pears AND KIWIS ONTO BERLIN’S SUBWAYS AND BUSES, IN PREPARATION FOR FRUIT LOGISTICA

(Ferrara, 21 January 2015) The “Fruitness, Enjoy it!” project – financed by the EU, Italy and the CSO services centre – continues on its mission of encouraging the consumption of fruit in various European nations including Germany, Poland, Sweden, Denmark and the UK. At the centre of the latest initiative are two seasonal fruits, the Abate Fetel Pear and the Kiwi. This promotion will run from 15 January to 15 February and will involve a poster campaign promoting the two fruits on buses and subways in Berlin, with the aim of stimulating public interest and spreading awareness of the health benefits of seasonal fruits.

This is the first time that such a high impact advertising campaign has been directed at German consumers, and it will be launched from Berlin so as to prepare for, and overlap with, the activities to be carried out at Fruit Logistica 2015 from 4 to 6 February. The campaign will concentrate especially on all the bus routes and subway stations in the area around the Exhibition Centre, thus reaching the general public but also the numerous sector operators taking part in the extremely important Fruit Logistica Trade Show. It is estimated that in the course of the campaign roughly one million user contacts will take place, and it may well be continued into the summer and in other major German cities.

Both Kiwis and Abate Fetel Pears are highly appreciated in Germany. And this year the Abate Fetel Pear in particular will enjoy the extra advantage of offering exceptional flavour and quality, thanks to the extraordinarily favourable weather conditions in Emilia Romagna during their ripening period.

As for the kiwis, Italy is the world’s leading northern hemisphere producer, and at this moment the German market offers interesting possibilities, because the stock of kiwis imported from Greece is running low.

This year, kiwis too offer outstanding qualitative advantages, both in terms of sugar content and fruit dimensions.

For further information: www.fruitness.eu