

Fruit Promotion Campaigns in Europe

Pillar 1

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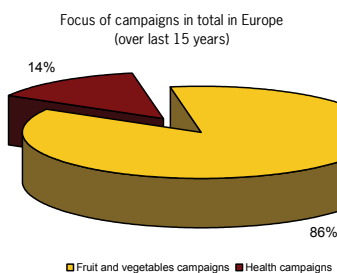
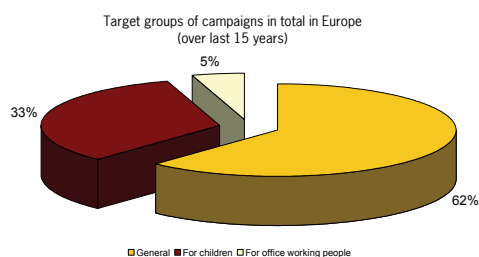
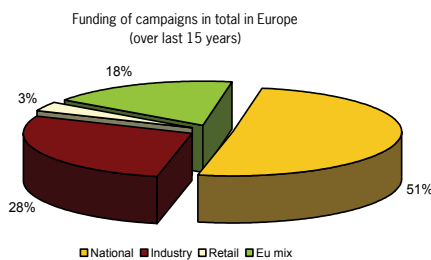
Partners: (1) Wageningen University and Research Centre, LEI (The Netherlands) and (2) Warsaw Agricultural University (WAU) (Poland)

“Consumption of fruits and vegetables is proven to have positive health aspects for consumers. Consumption is decreasing. The Commission should give priority to projects and proposals promoting fruit and vegetables consumption.....” European Council (2004)

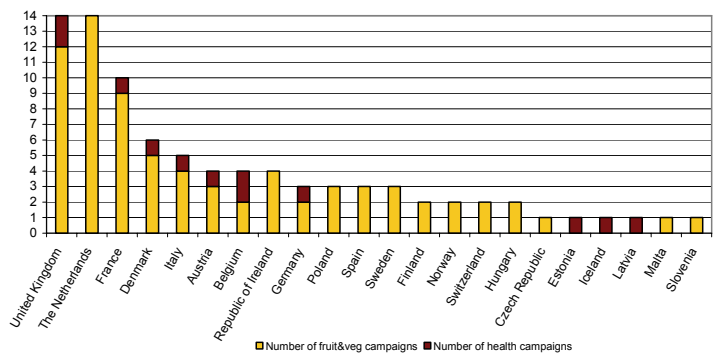
Goal

Make an inventory of and analyse fruit and vegetables' promotion campaigns in European countries, which aim at increasing the consumption of fruit and vegetables among the citizens of EU 27 and other European countries.

General Result



Number of campaigns in selected European countries (over last 15 years)



General Conclusions

- The recommendations of WHO and EU Institutions are often motives of national and non-governmental initiatives for fruit and vegetables' promotion
Promotion campaigns are mainly focussed on fruit & vegetables consumption, and secondly, health oriented issues are mentioned.
Promotion campaigns before 2004 have a general focus and approach. Afterwards the campaigns are more specified, i.e. on children and working people.
The majority of the campaigns take place in North-West Europe; South-West and South East Europe have a limited amount of campaigns due to their nutritional habits which already contain a high intake of fruit & vegetable products. North-East Europe, as the new EU member states, have a limited number to no promotion campaigns at all.
- The EU Institutions and governments are the main financiers of the promotion campaigns. Campaigns financed by traders or associations of fruit & vegetables are less numerous.
- For Greece no campaigns are found; the Netherlands has broad and intensive promotion campaigns for fruit and vegetables but not with an exclusive focus on health.

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The work presented was carried out within the Project 'ISAFRUIT', with a focus on the area of 'Consumer driven and responsive supply chain'. The strategic objective of ISAFRUIT is to increase fruit consumption and thereby improve the health and well-being of Europeans and their environment, by taking a total chain approach, identifying the bottlenecks and addressing them by consumer-driven preferences.

ISAFRUIT is an integrated project, funded by the European Union in the Sixth Framework Programme.

www.isafruit.org

