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## The European Fruit and Vegetables producers launch its European promotion programme “CuTE: Cultivating the Taste of Europe” at the European Parliament, in Brussels.

- “CuTE” is the first joint information and promotion European campaign in history promoted by the European fruit and vegetables producers and the EU to increase awareness of the specific features of EU Fruit and Vegetables agricultural production methods (greenhouse & open air) and the characteristics of EU Fruit and Vegetables (varieties, quality, taste) in the EU internal market.
- “CuTE” brings together a strong consortium made up of one EU Association (FruitVegetablesEUROPE) and 5 fruit and vegetables national Associations (AOPn Tomate & Concombre de France, AOPn Fraises de France, APROA, KZGPOiW, INCOFRUIT HELLAS).
- The EUROTOUR: a real “Mobile Greenhouse” will promote European fruit and vegetables across the EU. The overall budget of the promotional campaign is around 4.8 million euros (80% co-financed by the European Union)

Brussels, 11<sup>th</sup> September 2019.- Today, the European Fruit and Vegetables producers have officially launched its European promotion programme: “**CuTE: Cultivating the Taste of Europe**” with the financial support of the EU. The launch event took place in the European Parliament in Brussels under the patronage of Ms Clara Aguilera (MEP, S&D). The CuTE day started by a press conference given by Ms Clara Aguilera, Mr Juan Marín (President, FruitVegetablesEUROPE), Mr Lauren Bergé (President, AOPn Tomate & Concombre de France), Mr Michel Picquet (Vicepresident, AOPn Fraises de France), Mr Francisco Góngora (APROA), Mr Witold Boguta (President, KZGPOiW), Mr Jorge Brotóns (President, FEPEX) and Ms Alba Ridao-Bouloumié (Secretary General, FruitVegetablesEUROPE).

The press conference was followed by the official opening of the **EUROTOUR “Mobile Greenhouse”** in the EP’s Agora Simone Veil. Students from Brussels schools and the general public visited the mobile greenhouse to learn more about the greenhouse production methods. After that, participants were invited to continue the activities with the official presentation of the CuTE promotion programme and to enjoy a networking cocktail composed by tasty European fruit and vegetables. A huge number of representatives from the European fruit and vegetables sector, the European and national institutions and other EU stakeholders participated in all activities (press conference, official opening of the EUROTOUR “Mobile Greenhouse and official presentation) making the CuTE’s launch event a great success.

The CuTE Consortium invites you to visit the CuTE’s webpage (<https://www.fruitvegetableseurope.eu>) and to support this wonderful programme through our social media channels (Twitter, Facebook and Instagram).

**Speaking at the CuTE: Cultivating the Taste of Europe launch event at the European Parliament, FruitVegetablesEUROPE’s President, Mr Juan Marín,** said: “We are very proud of our European promotion programme. CuTE is the first joint information and promotion European campaign in history promoted by the European fruit and vegetables producers. This programme is the result of a common and hard work. All partners



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share common interests and common global challenges. The defence and promotion of the European fruit and vegetables are a common mission for all of us.

During the next three years (2019-2021), actions will be conducted in 6 EU target countries (Belgium, Germany, Greece, France, Poland and Spain). 11 specific fruit and vegetables (strawberry, apple, watermelon, melon, table grape, kiwi, tomato, cucumber, sweet pepper, aubergine and courgette) will have strategic promotional support in the context of this programme. Our main target audience are parents of young families; children and teenagers; and opinion leaders, especially journalists and food writers”.

**Ms Clara Aguilera (MEP, S&D)**, added: "We have a very professional fruit and vegetable sector that is making its way in Europe and other markets thanks to its innovation, making the greatest efforts to differentiate itself, offering optimum quality, freshness and safety. This initiative will allow thousands of people to know first-hand the experience and excellent qualities of European fruits and vegetables, discovering the great contribution of these foods at a nutritional and social level”.

**FruitVegetablesEUROPE’s Secretary General, Ms Alba Ridao-Bouloumié**, indicated: “CuTE has a global programme strategy (very social, smart and close to the people, with a real interaction between our target audience and the different production methods, products and varieties) and a digital first approach encompassing a website; social media channels; digital and radio advertising; public outreach events and media relations actions.

“At the end of the programme we expect to achieve a change in the perception and awareness on the EU production methods and the specific product characteristics of our selected EU target population, among 2.5% and 3.5%, at the end of the three years of the programme”.

**Mr Laurent Bergé, President, AOPn Tomate & Concombre de France**, added: “Producers of tomatoes and cucumbers in France are very enthusiastic to be partners in the CuTE project. This project is part of the continuity of our communication in France: for several years, we meet our consumers to explain our mode of production. Our desire is to demonstrate that producing in greenhouses makes it possible to offer quality vegetables and fruits, healthy and tasty while having a more eco-responsible approach”.

**APROA’s president, Mr Manuel Galdeano**, specified: ”From APROA we are proud to participate in this European program, CUTE and demonstrate that greenhouse crops are sustainable and pioneers in innovation, capable of producing a large amount of healthy, fresh and quality food for all of Europe. Thanks to them you can produce more with less. They save water, use biological control and help reduce climate change”.

**KZGPOiW ‘s president, Mr Witold Boguta**, added: “The implementation of the project will allow us to better reach consumers in many countries with information about the high quality and nutritional value of European fruit and vegetables, about man-made and environmentally friendly ways of producing them. This is especially important in a situation where, according to dietary principles, fruit and vegetables should be the basis of our diet.

**Mr Xavier Mas**, president, **AOPn Fraises de France**, added: “The Cute program is a good example of collaboration between European producers united to defend the quality of their product. For the AOPn Fraises de France, the CuTE program is used to inform consumers throughout the season about varieties and production methods”.

**Jorge Brotóns, former FruitVegetablesEUROPE’s president & FEPEX’s President**, commented: “The promotion of the European fruit and vegetables is crucial for the European producers, even more in a context where imports from third countries are rising very fast. We have excellent products, “tasty, healthy and safe”, considered among the best in the world. Therefore, we must differentiate our products and our production methods, show to EU consumers the added value and the benefits of eating EU. The **CuTE** programme will benefit and help the whole European fruit and vegetable sector”.



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### About FruitVegetablesEUROPE (EUCOFEL)

Founded 60 years ago, FruitVegetablesEUROPE (EUCOFEL) is the European Fruit and Vegetables Association defending, representing and promoting the European fruit and vegetables.

Based in Brussels, FruitVegetablesEUROPE acts as a liaison between the sectoral stakeholders and the policy makers at the European Institutions, giving a voice to the European Fruit and Vegetables sector.

FruitVegetablesEUROPE members are National and Regional Federations/Associations (mainly Producers Organisations and Associations Producers Organisations) and companies from the main EU fruit and vegetables producing countries (France, Germany, Greece, Italy, Poland, Portugal and Spain).

More information: <https://www.eucofel.eu/>

### he CuTE Consortium

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