



“73% of the European consumers value the European origin when buying fruit and vegetables, according to CuTE’s first Eurobarometer”

- Within the Paris International Agricultural Show (SIA), FruitVegetablesEUROPE took the opportunity to present the second year of the European Promotional programme “CuTE – Cultivating the Taste of Europe”. European fruit and vegetables “CuTE” and to analyse the results of the first “Eurobarometer” regarding “European consumers’ perception and knowledge of fruit and vegetable production methods in the EU in five target countries: Germany, Spain, France, Poland and Greece
- According to CuTE’s Eurobarometer, 7 out of 10 Europeans state that European origin is important when buying fruit and vegetables. For half of them, the European origin is one of several factors that influence their food choices and has still a small weight when it comes to buying fruits and vegetables. Almost 4 out of 10 say they eat European fruit and vegetables whenever they can.
- The CuTE programme has a promotional stand in SIA, including a “real greenhouse” that shows visitors in first-hand the European production method in greenhouse. Visitors will be able to enjoy the variety, quality and taste of the fruit and vegetables from Europe during the whole fair at CuTE’s stand 2.2 E015.
- The Alliance for the Defense of European Agriculture - ADEA, was also presented to the press. This Alliance is pro-European and works to defend and promote European farmers and products by ensuring equal conditions in the EU's trade agreements with third countries. The Alliance counts with the support of the European Parliament where it will be officially launched on the 22nd of April.

(24th of February 2020). European fruit and vegetable producers continue with the second year of the European promotion programme: “CuTE: Cultivating the Taste of Europe” with the financial aid from the EU. The event took place at the “Salon International de l’Agriculture” in Paris where visitors were able to learn first-hand about the European agricultural production methods (greenhouse and open air) and the characteristics of EU fruit and vegetables at a promotional stand where CuTE’s spokespersons have attended the press media and representatives of the sector.

CuTE’s stand has a real greenhouse that shows visitors the EU production method in greenhouses. In addition, recreational activities such as interactive games, fruit and vegetable twister-game and face painting for children also taking place in the stand. Children who participate get to know first-hand how it is currently being produced in greenhouses and get to taste some emblematic and healthy fruit and vegetables. With more than 1,000 exhibitors from 40 countries, the Paris International Agricultural Show is an important showcase for the CuTE programme which only in its first year has reached 143 million potential consumers and has managed to appear



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in 451 international articles. Visitors can discover CuTE's stand and its "Greenhouse" (2.2 E015) from 22nd February to the 1st March.

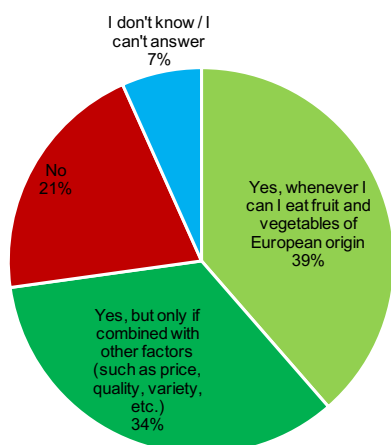
This second year, the CuTE programme will continue the actions that began in 2019, especially the radio campaign to communicate about our strawberry varieties and the EUROTOUR, which will be travelling along the French coast throughout July to efficiently communicate the characteristics of the European greenhouse production method. During 2020, CuTE will implement a dynamic, exciting and surprising programme of activities which will delight both children and adults.

Results of the first Eurobarometer elaborated by CuTE

CuTE's participation in the SIA is being very active. Proof of this is that FruitVegetablesEUROPE has presented and analysed the results of the first Eurobarometer carried out as part of the CuTE programme. **This is the first awareness survey on fruit and vegetable production methods in the EU** and has been developed to take into account new perspectives and ensure closer contact with consumers.

Taking into account the lack of available data at EU level, FruitVegetablesEUROPE, in close collaboration with the programme's evaluation body (Adelante K&D), has developed a European survey regarding the "European consumers' perception and knowledge of EU fruit and vegetable production methods in five target countries: Germany, Spain, France, Poland and Greece". The survey has reached 1,000 people per country, focusing particularly on parents of young families (18-44 years old).

IS EUROPEAN ORIGIN IMPORTANT FOR YOU WHEN BUYING FRUIT AND VEGETABLES?



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These are some of the many insights taken from the Eurobarometer survey developed in 5 European countries (Spain, France, Greece, Germany and Poland).

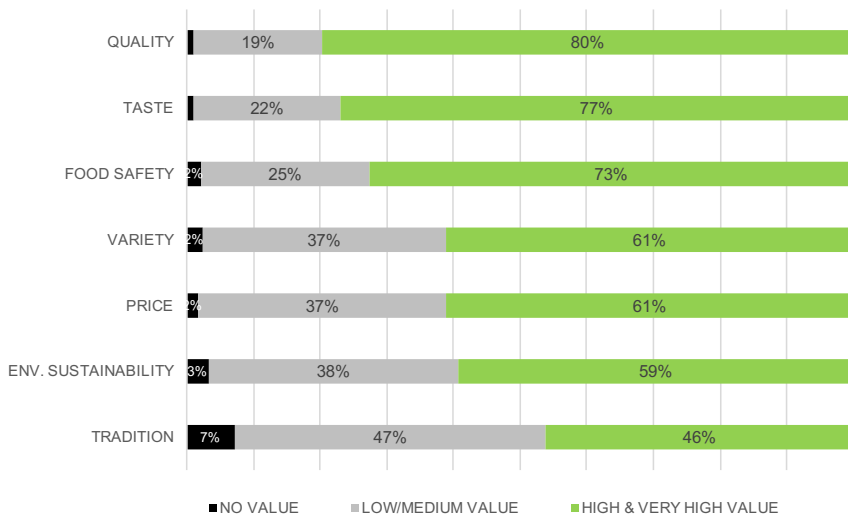
According to the surveyed population, **European fruits and vegetables are very well valued. They are mostly characterized by their quality, taste and food safety.**



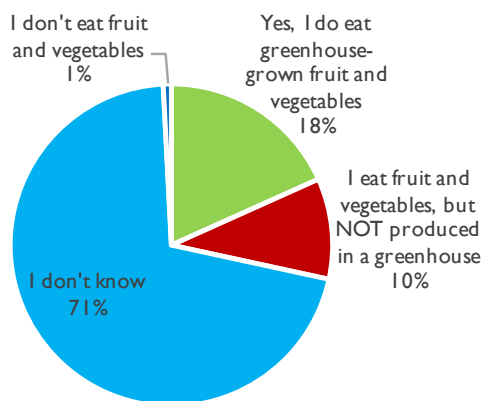
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HOW MUCH VALUE WOULD YOU GIVE TO EUROPEAN FRUIT AND VEGETABLES ACCORDING TO THE FOLLOWING CRITERIA?



When buying fruits and vegetables, the criteria of product **quality and price prevail over production methods and environmental sustainability**. Survey results suggest a low level of awareness of their production methods. Most Europeans don't know if the fruit and vegetables they eat are greenhouse-grown and **1 out of 4 has a positive perception regarding greenhouse production**.



CONSUMPTION OF GREENHOUSE-GROWN FRUITS AND VEGETABLES

The ToBRFV in France: producers keep calm and send a message of peace of mind to consumers



CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION

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During the opening event, CuTE's spokespersons addressed doubts about the ToBRFV virus (tomato brown rugose fruit virus) that appeared in the French territory a few days ago. A message of reassurance has been communicated, insisting that there is no risk for consumers and that both national and European administrations as well as producers are taking all the necessary measures to prevent it from spreading. It was also emphasised that the ToBRFV virus cannot be transmitted to humans but that it does have a risk for tomatoes and peppers, causing serious damage to these crops.

Laurent Bergé, President of AOPn Tomatoes and Cucumbers from France, stated: "Everything is being done to delimit the problem". We are working on all biosecurity measures, alluding to the development of a monitoring plan together with the French government services which will allow permanent surveillance of any eventual evolution of the virus.

Laurent Bergé also highlighted that: "other viruses have been contained in the past, thanks to the high security measures that we count with. Unlike other countries like the Netherlands, our farms are much more dispersed throughout the country, so the risk of contamination from one farm to another is smaller. However, if we cannot contain the spreading, there exists the risk of a rapid decline of the tomato sector, as this is a particularly virulent virus", referring to the vectors involved in the transmission (such as containers or pallets).

ADEA - The Alliance for the Defense of the European Agriculture

Another addressed topic during the official event was the role of the Alliance for the Defense of the European Agriculture - ADEA. This pro-European Alliance, created in May 2019 by associations of different European sectors (fruit and vegetables, sugar, meat, rum, etc.), works in favour of the defense and promotion of European farmers and products, guaranteeing equal conditions in the EU's trade agreements with third countries. This Alliance is also supported by the European Parliament.

Alba Ridao-Bouloumié, FruitVegetablesEUROPE's Secretary General has outlined that: "The European Agriculture is in danger. That is why European and national associations from different agricultural sectors have come together to defend it. The Alliance wants greater determination from the EU institutions to insist that all imports of agri-food products meet exactly the same standards as those imposed to European producers. We also call on the EU Heads of State and Government, the European Commission and the European Parliament to ensure that European Agriculture is not a bargaining chip in trade negotiations with third countries. We demand reciprocity, fair competition, transparency and compliance with agreements. The Alliance is open to all sectors willing to defend EU agriculture."

The official launch of the Alliance will take place on the 22nd April at the European Parliament. The event will be attended by ADEA's members, as well as representatives from the European and National institutions. The objectives of the Alliance and the impact of the new "Green Deal" on European Agriculture will be discussed.



About FruitVegetablesEUROPE (EUCOFEL)

Founded 60 years ago, FruitVegetablesEUROPE (EUCOFEL) is the European Fruit and Vegetable Association that defends, represents and promotes European fruit and vegetables.

With its headquarters in Brussels, FruitVegetablesEUROPE acts as a link between sectorial stakeholders and the political leaders of the European institutions, giving a voice to the European fruit and vegetable sector.

The members of FruitVegetablesEUROPE are national and regional federations/associations (mainly producer organisations and associations) and companies from the main fruit and vegetable producing countries in the EU (France, Germany, Greece, Italy, Poland, Portugal and Spain). More info: <https://www.eucofel.eu/>

The CuTE Consortium

CuTE: Cultivating the Taste of Europe is an organisation formed by an EU Association (FruitVegetablesEUROPE) and 5 national fruit and vegetable associations (AOPn Tomato & Concombre de France, AOPn Fraises de France, APROA, KZGPOiW, INCOFRUIT HELLAS) from France, Greece, Poland and Spain.



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