



PRESS RELEASE

"CuTE" program highlights the European production model in times of Covid-19

Foods such as grapes, melon, watermelon and kiwi meet the canons of this model. They are healthy, safe, of the highest quality and respectful with the environment.

CuTE - Cutivating the Taste of Europe is the first European information and promotion campaign for European fruit and vegetables.

The Association of Greek Fruit and Vegetable Exporters (INCOFRUIT - Hellas) is part of the international consortium that develops the program and is coordinated by the European association FruitVegetablesEUROPE.

11 December 2020.- **The CuTE - Cutivating the Taste of Europe program**, the first European information and promotion campaign for European fruit and vegetables, promoted by European producers and the EU, **wants to highlight the European production model as the most appropriate to ensure the health of citizens in these times** of global health crisis caused by the COVID-19 pandemic.

Faced with the situation unleashed by the coronavirus, **consumers need to be more informed than ever about the production models of the European Union** and about the high parameters of quality, traceability, food safety and environmental sustainability of these productions.

In this context, citizens are more aware than ever of the crucial role that food plays in health to achieve well-being and develop a full life. Thanks to the European production model, consumers are guaranteed the quality of food, the preservation of our landscapes and respect for the environment.

Balance between sustainable exploitation and respect for the environment

Fruits and vegetables are quality, traceability, food safety, tradition, quality, modernization, innovation ... They are a balance between respect for the environment and



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the sustainable exploitation of natural resources. An example of good work that must be transformed into added value for European products.

European fruit and vegetable production methods are at the forefront of the world. In the open air –as is the case with grapes, melon, watermelon and kiwi from Greece ,or in a greenhouse –especially linked to southern Europe, although increasingly widespread in northern and central Europe-, The systems used differ from country to country, although the high standards that have allowed the success of these productions and their progressive internationalization do not vary.

The technologies used for years, the attention to detail in the production, harvesting, storage, preparation for sale and the entire logistics chain guarantee tasty, safe and healthy fruit and vegetables at reasonable prices.

Thanks for filling our pantries

From FruitVegetablesEUROPE they praise the great work being done by EU fruit and vegetable producers who work intensively in the fields and warehouses, ensuring that factories, logistics, distribution, marketing and points of sale throughout the UE work well to ensure the maintenance of supply in order to put food on our tables.

According to **Juan Marín, president of FruitVegetablesEUROPE (EUCOFEL): "It is time to highlight the crucial role that the agri-food sector as a whole is playing during this health crisis."** For Marín, this unprecedented scenario is changing our way of life, our way of working, but it has also created a feeling of unity and common strength never seen before.

"The European fruit and vegetable producer sector guarantee its commitment and responsibility when it comes to continuing to supply food with the maximum guarantees in terms of safety and quality. Unlike other sectors, European agriculture is essential, a shortage of products would cause very serious consequences at all levels", said the president



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About FruitVegetablesEUROPE

Founded 60 years ago, FruitVegetablesEUROPE is the European Fruit and Vegetable Association that defends, represents and promotes European fruits and vegetables. Headquartered in Brussels, FruitVegetablesEUROPE acts as a link between sectoral stakeholders and policy makers in 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 organizations and associations) and companies from the main EU fruit and vegetable producing countries (France, Germany, Greece, Italy, Poland, Portugal and Spain).

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

About INCOFRUIT

INCOFRUIT Hellas is the Association of Greek Export and Consignment Enterprises of Fruit, Vegetables & Juices, which is the oldest professional association in Greece founded in 1939. INCOFRUIT represents a large number of Greek companies and, in close collaboration with its members, is also conducting intense works to promote Greek fruit and vegetables across the EU and abroad.

More information: <http://www.incofruit.gr/>

The CuTE consortium

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



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