



“CUTE” CAMPAIGN CONSOLIDATES A CHANGE OF PERCEPTION ON THE PRODUCTION METHODS AND THE CHARACTERISTICS OF EUROPEAN FRUITS AND VEGETABLES

- During the two years, the campaign has appeared in 669 articles and has impacted 220 million consumers
- This ambitious initiative has promoted outreach activities such as workshops, mobile greenhouses and a major digital advertising campaign.
- CuTE Cultivating the Taste of Europe is the first European information and promotion campaign for European fruits and vegetables, promoted by European producers and the EU

The project **CuTE-Cultivating the Taste of Europe** (co-financed by the European Union) started in 2019 with the aim of increasing the knowledge of the specific methods of agricultural production of fruits and vegetables (greenhouse and outdoor) and the great characteristics and benefits of these (variety, quality and flavor) in strategic international markets such as Belgium, Germany, Greece, France, Poland or Spain, **has exceeded all expectations: managing to appear in 669 articles and has impacted more than 220 million consumers, creating a digital community that exceeds 100.00 followers.**

CuTE is the first European information and promotion campaign for European fruit and vegetables, promoted by European producers and the EU. Since 2019, actions have been carried out in 6 target countries of the EU (Belgium, Germany, Greece, France, Poland and Spain). **Eleven specific fruits and vegetables** (strawberry, apple, watermelon, melon, table grape, kiwi, tomato, cucumber, sweet pepper, eggplant and zucchini) **have had strategic promotional support in the context of this program.** The campaign has focused its messages on parents **of young families, children between 6 and 12 years old, and opinion leaders, especially gastronomic journalists.**

Press trips to production areas and a mobile greenhouse has toured Europe

Journalists from the main German media visited Almería in November of last year within the framework of the European promotion program “CUTE- Cultivating the taste of Europe”. **The professionals immersed themselves in the world of protected agriculture in Almería to discover all the growing processes inside, from seed to fruit, going through all the factors that are taken into account to ensure productions of the highest quality, traceability and food safety while ensuring sustainability and respect for the environment.**



THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE HIGH QUALITY AGRICULTURAL PRODUCTS.



Another of the spectacular actions that have been implemented within the framework of the campaign has been the creation of a **"Mobile Greenhouse"**, which has promoted fruit and vegetables throughout Europe. This itinerant truck has travelled **more than 5,000 kilometres** and has stopped in cities such as Brussels, Paris, Rennes, Nantes, Montpellier, Bordeaux, Cologne or Valencia.

The campaign also has promoted more outreach activities such as the **exclusive and exciting workshops that have been held in Paris, Madrid, Warsaw, Cologne or Thessaloniki**. These educational workshops have had participants from different fields: producers, researchers, journalists, scientists, entrepreneurs, students or influencers who have addressed topics such as the European production model, nutrition and healthy lifestyle, differential qualities of fruits and vegetables, incorporation of women, youth and immigrants to the labor market...

Likewise, a **microsite has been developed in 6 languages** where users can discover everything about the **production methods** of Fruits and Vegetables in Europe. Among all these actions, we must outline the creation of an **interactive game** in which children can learn about the production methods in Europe, while having a great time. A very important digital campaign has also been carried out, where, until now, we have had the collaboration of more than 30 international influencers, who have helped to spread the campaign's messages on social networks, reaching more than 100,000 fans on Facebook.

"CuTE" did not forget to connect with the professional public, and what a better way of doing so that through a channel with great international projection: the main trade fairs of the fruit and vegetable sector. **The CuTE program was present at Fruit Attraction and Fruit Logistica** with corners, as well as with its own stand **at the SIA trade show**, which featured various activities ranging from showcooking to dynamizations for nine full days.

2020, a year conditioned by the Covid-19

In this very peculiar year, and **in order to reduce physical contact, the program to look for alternatives** to our face-to-face actions, such as EUROTOUR 2020, and **this is how "TOM" was born**. The **main character of our animated 3D film about tomato and cucumber production** in the French greenhouses, aimed at the youngest. [The video](#) has garnered almost 4 million views until now. This campaign is an example of how **in this 2020 the digital TV campaign planned in CuTE has been significantly strengthened in all target countries** by different campaigns with the same objective: to enhance European production methods.

24 transport trailers with the image of the campaign that will travel throughout Europe from November 2020 until the end of the program in 2021. These **trailers are expected to reach more than 70 million impacts** in the period indicated.



About FruitVegetablesEUROPE (EUCOFEL)

Founded 60 years ago, FruitVegetablesEUROPE (EUCOFEL) 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 fruit and vegetable producing countries of 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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