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Informacja prasowa

World Fruit and Vegetable Celebration - do we remember about them every day?

The average Pole currently eats only 7 medium-sized apples a month. This is half as much as 20 years ago, and the number goes down. We definitely want to reverse this trend. On the occasion of the International Fruit and Vegetable Day, we encourage Polish apples to return to their rightful place in the menus of Poles. According to WHO recommendations, we should eat a minimum of 400 grams of fruit and vegetables a day. Many nutritionists claim, this number should even be doubled. There is something to work on. The average European eats around 340 grams of fruit and vegetables a day. Poles only 280 grams. Let's make sure that the Polish apple is one of the daily portions of fruit and vegetables in our diet.

Apple - a fruit we can be proud of

In 2019, 3.85 million tonnes of fruit were picked in Poland. The vast majority – approx. 3 million tonnes were apples. Poland is one of the world's best in terms of the export of this fruit in both fresh fruit and concentrated apple juice. So we can say with absolute certainty that apples are our national good. Despite the huge popularity of Polish apples abroad - they are losing popularity in Poland and are not properly appreciated by consumers. Poles too often choose imported fruit, ignoring the opinions of nutritionists who constantly highlight that domestic fruit is an excellent component of the diet and is a source of essential vitamins and other nutrients.

How many apples do we eat?

In the last two decades, the average annual consumption of apples per one inhabitant of Poland has fallen from approx. 25 kg, by half - to approx. 12-13 kg. For comparison, our neighbors - the Germans consume about 20 kg of this fruit annually. Based on the data from the last 15-20 years, two general trends can be observed: increase in apple production in Poland; and a decline in their consumption among domestic consumers." - says Witold Boguta - president of the National Association of Fruit and Vegetable Producers Groups (KZGPOiW).

"We are conducting a number of activities aimed at reversing similar trends, regarding apples and various Polish fruits and vegetables, juices and other preserves. An example of such promotion is the "CuTE: Cultivating the taste of Europe" campaign, in which we encourage Poles to rediscover the taste and nutritional value of native apples. " adds Witold Boguta.



Celebration of fruits and vegetables

By a decision of the FAO (Food and Agriculture Organization of the United Nations), October 16, 2020 is the International Day of Fruit and Vegetables.

This year's celebrations in Poland will be honored by a unique illumination at the Palace of Culture and Science in Warsaw, which from 7.00 p.m. that day will be illuminated with five colors of lights that symbolize the characteristic color groups of fruit and vegetables: yellow (e.g. carrots, pumpkin, carrot juice); red (e.g. tomatoes, red apples, cherries, strawberries, peppers); green (e.g. spinach, lettuce, sprouts, cucumber, gooseberries, asparagus); purple (e.g. eggplant, chokeberry, black currants, blueberries, dark grapes) and white (e.g. onion, leek, mushrooms, garlic, cabbage, chicory).

You won't have to wait long for other occasions to celebrate. By the decision of the UN General Assembly, 2021 was proclaimed the International Year of Fruits and Vegetables.

CuTE: Cultivating the taste of Europe

"CuTE: Cultivating the taste of Europe" is an information and promotion campaign conducted in 2019-2021 by FruitVegetablesEUROPE (EUCOFEL), the European Fruit and Vegetable Trade Association. The Polish partner of the project is the National Association of Fruit and Vegetable Producers (KZGPOiW). The project is co-financed by the European Union.

More information about the campaign is available on the official website of the project, also in Polish: <https://www.fruitvegetableseurope.eu> and in social media.

Biuro Prasowe

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