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Millions of consumers "rediscover" the sustainable production model that works the miracle of Europe's "vegetable garden"



ΚΥΤΕ - Καλλιεργώντας τη γεύση της Ευρώπης

Είναι τοσοοοοοο υπέροχο να καλλιεργείς και να παράγεις στην ύπαιθρο. Πάμε ένα ταξίδι!

Από το σπίτι μου στο δικό σας

Χάρη στις ασυνήθιστες μεθόδους παραγωγής, με έμφαση στην προστασία και στη διατήρηση των ευρωπαϊκών εδαφών, μπορούμε να απολαύσουμε φρούτα εξαιρετικής γεύσης και ποιότητας.

Το περιεχόμενο της παρούσας εκστρατείας προώθησης αγοράζει αποκλειστικά και μόνο τις αλόφυδες του συστάκη (δηλ. αποτίει-α) φέρει την αποκλειστική αθέτηση. Η Ευρωπαϊκή Ένωση και ο Ευρωπαϊκός Επιχειρησιακός Προγραμματισμός (ΕΡΜΕΑ) (ΡΕΑ) δεν φέρουν καμία ευθύνη για την ενδεχόμενη χρήση των πληροφοριών που περιέχονται στο παρόν έγγραφο.

ΕΚΣΤΡΑΤΕΙΑ ΠΡΩΤΟΒΟΥΛΙΑΣ ΜΕΤΑ ΒΟΗΘΕΙΑ ΤΗΣ ΕΥΡΩΠΑΪΚΗΣ ΕΝΩΣΗΣ

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Madrid (ots) -

The campaign "CuTE: Cultivating the Taste of Europe", promoted and coordinated by FruitVegetablesEUROPE with financial support from the European Union (EU), has enabled millions of Europeans to "rediscover" the resource-sustainable and climate-smart production methods that have made possible the "miracle" of Europe's "market garden" and, in short, the supply of top-quality, food-safe fruit and vegetables practically all year round to the most demanding markets.

In this context, the campaign has exceeded all expectations: during the three years of the campaign it has managed to appear in 420 million press hits.

The ambitious programme has helped to consolidate a change in the perception of production methods and the characteristics of European fruit and vegetables (greenhouse and outdoor). Over three years (from 2019 to 2021), actions have been carried out in six EU target countries (Belgium, Germany, Greece, France, Poland and Spain). Up to eleven specific fruit and vegetable varieties (strawberry, apple, watermelon, melon, table grape, kiwi, tomato, cucumber, pepper, aubergine and courgette) have had strategic promotional support in the context of this programme, especially focused on parents of young families; children and teenagers; and opinion leaders, opinion leaders, opinion leaders and the media.

But the "kick-off" of the "CuTE: Cultivating the Taste of Europe" campaign was undoubtedly on 11 September 2019, with the presentation of the promotional programme at the European Parliament. This kicked off the so-called EUROTOUR, a spectacular "Mobile Greenhouse" which, from the Agora Simone Veil square in Brussels, travelled thousands of kilometres to bring this production model to different European cities.

The campaign has also promoted dissemination activities such as workshops held in Paris, Madrid, Warsaw, Cologne and Thessaloniki, as well as several press trips, such as a press trip for German journalists to Almeria, and two press trips to the heart of French greenhouses. A microsite has also been developed in six languages. The CuTE programme was also present at major international trade fairs such as Fruit Attraction, Fruit Logistica and SIA, with various activities such as showcooking and other activities.

CuTE, Cultivating the Taste of Europe, has been implemented by an international consortium coordinated by the FruitVegetablesEUROPE association, which also includes APROA, AOPn Tomates et Concombres, AOPnFraiseZGPOIW and INCOFRUIT. The programme is 80% funded by the EU.

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