

22.12.2023 – 10:25 Uhr

Millions of Europeans already know about the healthiest challenge: '#LongLifeChallenge'



Madrid (ots) -

After a three-year program, the challenge of eating at least 5 pieces of European fruits and vegetables ('#LongLifeChallenge') is still going strong. Especially during these Christmas holidays. If you haven't joined yet, it's your moment!

We distributed 200 'very Xmas' and 'very Healthy' baskets full of oranges, tangerines, strawberries, apples, blueberries, green asparagus and broccoli to 200 renowned influencers, so that they could encourage their thousands of followers to join the [#LongLifeChallenge](#).

Enjoy a Healthy Christmas by joining the [#LongLifeChallenge](#), eating 5 fruits and vegetables from Europe a day. Start the year in a fun and much healthier way!!

To raise awareness of all the nutritional properties of European fruits and vegetables, and how good they are for our health, we distributed 200 'very Xmas' and 'very Healthy' baskets full of oranges, tangerines, strawberries, apples, blueberries, green asparagus and broccoli to 200 renowned European influencers so that they can encourage their thousands of followers to join the [#LongLifeChallenge](#).

[Click here to see or download the video.](#)

Millions of Europeans already know the healthiest challenge and have joined in. It [is the #LongLifeChallenge](#), launched three years ago within the European program "CuTE Healthy - Cultivating a Healthy Europe with Fruit and Vegetables from EUROPE", co-financed by the EU. This aims to raise awareness among the public about how the daily consumption of at least 5 pieces of European fruit and vegetables is ideal to improve their lives.

And although the international [#LongLifeChallenge](#) campaign, with its host of activities, has just ended, the challenge of eating healthy remains as important as ever. Especially in this period, it is essential to compensate for excesses at the table with lighter and healthier dishes, such as fresh vegetables and fruits from Europe.

If you haven't already, it's time to join the [#LongLifeChallenge](#) challenge [to start 2024 off right!](#)

The balance of the three years of the campaign (2021-2022-2023), carried out in France, Germany, Belgium and Spain, could not have been more positive. 774.9 million impacts have been achieved through the dissemination of messages about the benefits of fruits and vegetables of European origin on all platforms and media. The largest part, 484.4 million, comes from the press (322.1

million in the first year, 98.7 million in the second, and 63.5 million up to October 2023).

In order to raise awareness among thousands of European consumers, we have had the essential collaboration of some key personalities: five Olympic athletes from the different target countries. These, together with 30 international influencers and micro-influencers, have conveyed to internet users the multiple ways to use fruits and vegetables in an easy and fun way and have offered them tips related to sport and rest. With all this, 3.08 million European users have learned about the benefits of eating fruits and vegetables daily.

The 5 athletes represented the European values of the campaign and offered a "lifetime of training", because nobody knows the importance of a healthy and balanced diet better than them. In addition, they have helped generate 59,174 fans of these foods on social media during the three years of the program.

The Olympic athletes who have encouraged Europeans to join the ['#LongLifeChallenge'](#) are:

1. **Ona Carbonell:** London 2012 Olympic runner-up of the synchronized swimming women's duet, and bronze medallist in the team event.
2. **Lydia Valentín:** London 2012 Olympic weightlifting champion (75 kg).
3. **Florent Manaudou:** swimmer, London 2012 Olympic champion of the 50-meter freestyle.
4. **Sebastian Brendel:** London 2012 Olympic champion in canoeing, C-1 1000-meter.
5. **Maja Włoszczowska:** Polish cyclist, Beijing 2008 and Rio de Janeiro 2016 silver medalist, both in the cross-country event.

Messages that boost health and wellness

In all the program's communications, priority has been given to messages about care and well-being, favored by fruits and vegetables. Different ideas have also been given to **adapt fruits and vegetables to everyday life in an easy and fun way**, either as part of breakfast, eaten while taking a break at work, as a healthy snack, or as an ingredient in traditional recipes.

Moreover, the aim was to reach those who do not eat fruits and vegetables on a daily basis, through new ideas and recipes that include these fresh foods, because **the World Health Organization warns that only 14.3% of European consumers eat [five or more pieces of fruit and vegetables a day](#)**.

All these messages were accompanied by another one, no less important: increasing their physical activity would allow European citizens to achieve a much healthier lifestyle.

Within the #LongLifeChallenge website, **the content has been focused on the benefits of eating European fruit and vegetables locally, as part of a healthy and balanced diet**. And this has also paid off. A total of 351,574 visits have been detected on the page in the three years of the campaign.

Another of the program's successes has been based on the **advertising campaign carried out on digital television**, which has had an impact on an audience of 34.1 million people, and on radio, with around 141.6 million users. In terms of outdoor advertising, advertisements displayed on buses, trams and digital screens in Paris, Berlin and Brussels have triumphed, with an impact of 49.8 million. The actions that were implemented in gyms obtained 31,000 users.

The following fruits and vegetables have been included **in the project "CuTE Healthy - Cultivating a Healthy Europe with Fruit and Vegetables from EUROPE"**:

1. **Oranges and tangerines from Spain**
2. **Strawberries from France**
3. **Broccoli from Spain**
4. **Green asparagus from Spain**
5. **Apples from Poland**
6. **Blueberries from Poland**

The European program is developed by several European fruit and vegetable associations such as the Association for the Promotion of Broccoli Consumption (MásBroccoli), the Interprofessional Green Asparagus Association of Spain, Strawberries from France (Association d'Organisations de Producteurs Nationale de Fraises de France - AOPn FdF), the Citrus Management Committee (CGC), the Spanish Green Asparagus Interprofessional, the Polish National Union of Fruit and Vegetable Producer Groups (Krajowy Związek Grup Producentów Owoców i Warzyw - KZGPOiW) and the European Fruit and Vegetable Association (FruitVegetablesEUROPE).

You can watch the video summary of the campaign on the homepage of the <http://LongLifeChallenge.eu> website and in the press section.

FruitVegetablesEUROPE

Founded 60 years ago, FruitVegetablesEUROPE is the European Fruit and Vegetable Association that defends, represents

and promotes European fruits and vegetables. Based in Brussels, FruitVegetablesEUROPE acts as a liaison between industry stakeholders and policymakers 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 organisations and associations) and companies from the main fruit and vegetable producing countries of the EU (France, Germany, Greece, Italy, Poland, Portugal and Spain).

Press:

Arantxa Noriega arantxa.noriega@thetacticsgroup.com

Medieninhalte



A Healthy Christmas with the #LongLifeChallenge: Fresh strawberries or blueberries, juicy oranges and mandarins, clementines, apples, green asparagus and broccoli. Healthy eating can also be really tasty at Christmas time. In keeping with the motto "very Christmassy" and "very healthy", 200 gift baskets were distributed to 200 well-known influencers. Anabel Díaz/ Tactics Europe / More information via ots and www.presseportal.de/en/nr/136835 / The use of this image for editorial purposes is permitted and free of charge provided that all conditions of use are complied with. Publication must include image credits.

Original content of: Fruit Vegetables Europe, transmitted by news aktuell

Diese Meldung kann unter <https://www.presseportal.de/en/pm/136835/5678291> abgerufen werden.