



By Carl Collen

Thursday 15th May 2008

European Flavors aims at key markets

The US, Russia and Japan have been targeted

An initiative has been created by the European Union, Italian government and CSO with the aim of encouraging the consumption of fresh and processed European fruits and vegetables in crucial overseas markets, including the US, Russia and Japan.

The project, called European Flavors, will focus on the nutritional qualities

and health benefits of produce including citrus, pears, peaches, nectarines, plums and kiwifruit. The €4m scheme will incorporate a number of activities directed at trade professionals and will emphasise the uniqueness of the climate and soil conditions in producing countries, as well as the experience of growers and industry stakeholders.

The initiative will be supported by a promotional campaign directed at food vendors and distributors in the targeted countries, where the potential for consumption increases are greatest.