

For fresh fruit and vegetable marketing and distribution in Asia



By Liam
O'Callaghan

Tuesday 24th November 2020, 6:53 GMT

IG launches health campaign

Indian fresh fruit importer introduces new social media challenge to get consumers eating fruit at 11am

IG International has launched a new social media challenge designed to encourage consumers to eat more fruit in the morning and promote a healthy lifestyle.

The #11amfruit campaign begins on 27 November and asks consumers to take a video clip or a selfie with their favourite fruits at 11am. They can then share it with IG International's social media channels and challenge friends and family members to do the same.

The leading Indian fresh fruit importer is hoping to highlight role fruit plays in a healthy diet, particularly in the wake of the Covid-19 pandemic.

"After the coronavirus outbreak, as the importance of a healthy lifestyle has risen, we have come up with campaign #11amfruit to promote the importance of having a healthy diet," IG International said in a release.

"When you talk about a healthy lifestyle, fruits play a very important

role, but it is also very important to have them at the right time to reap all its benefits."

Enjoyed this free article from Asiafruit Magazine and its team of editors? Don't miss out on even more in-depth analysis, plus all the latest news from the fresh produce business. Subscribe now to [Asiafruit Magazine](#).

