



By Tom Joyce

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## Greek campaign kicks off in Berlin



A number of Greek and Cypriot agricultural cooperatives have come together to promote consumption in Greece, Germany and Poland

**F**ive agricultural cooperatives from Greece and one from Cyprus have started a joint venture to promote European fruit consumption in Greece, Germany and Poland.

The campaign, dubbed "European Fruits", promotes a range of fruit, including kiwifruit, grapes, cherries, peaches, apricots, mandorras and oranges.

The main message of the campaign was summed up as follows: "Eat more fruit and make sure it's European."

The campaign, set to last

three years, is debuting at Fruit Logistica in Berlin and will last for three years, including activities targeted at a broad audience ranging from professionals to children.

The campaign includes educational and promotional activities for the general public, opinion makers, students and foodservice professionals in order to raise awareness about the importance of fruit consumption for a balanced diet.

European Fruits will also highlight the premium quality of EU fresh produce, showcasing them as safe, fully traceable and well regulated.

The initiative is part of the campaign, "Promotion of fruit consumption in the internal market – EU Fruits", financed with assistance from the EU.

The participating partners are: Agricultural Cooperative Nespar, Agricultural Cooperative Nestos, Agricultural Cooperative Velvento "Dimitra", Agricultural Association of Flamouria, Agricultural Cooperative of Grape Producers of Pagaio "Symvolo" and Cyprofresh Citrus Sedigep.