



#SpeakUp4FruitVeg: Overview of social media posts

January: Celebrate the International Year of Fruits and Vegetables

Freshfel Europe @Freshfel · Jan 5

#SpeakUp4FruitVeg! 🍌🍇🥕🥦🍓🍎🍌🍇🥕🥦🍓🍎

Today @Freshfel is launching its new campaign #SpeakUp4FruitVeg to increase support for the fruit & vegetable sector at EU-level as part of its activities for #IYFV2021 - read the full press release ow.ly/f5GF50D0viB 🗣️📢🌱

Freshfel Europe @Freshfel · Jan 7

Are you supporting #SpeakUp4FruitVeg?

We're calling on #EU policy makers to support the fresh #fruit & #vegetable sector in EU decision making during the #IYFV2021 to facilitate sustainable, healthy diets across Europe 🌱🇪🇺🍌🍇🥕🥦🍓🍎 More info at ow.ly/Urwe50D2t6y

Freshfel Europe @Freshfel · Jan 12

Europeans aren't eating enough #fruit & #vegetables 😞

The @WHO recommends a minimum daily #fruit & #vegetable intake of 400g, but on average Europeans only eat 363.76g per day 📊🥗 This shouldn't be the case! #SpeakUp4FruitVeg #IYFV2021

Freshfel Europe @Freshfel · Jan 15

The current #EU average daily #fruit & #vegetable consumption of 363.76g must be increased to at least 400g per day 📈🥗 this will make for healthier people & a healthier planet 🌱🌍🍌🍇🥕🥦🍓🍎 Let's work together to achieve this! 🤝 #SpeakUp4FruitVeg #IYFV2021



Freshfel Europe @Freshfel · Jan 19

This is a unique year for **#fruit** & **#vegetables** 🇪🇺 It's the UN International Year of Fruit & Vegetables 2021 🌍 which will put a spotlight on fresh produce to increase consumption for healthy people & planet 🌱 More **#IYFV2021** info ➡ ow.ly/uxMD50DckR9 **#SpeakUp4FruitVeg**



Freshfel Europe @Freshfel · Jan 21

Follow **#SpeakUp4FruitVeg** & be part of **#IYFV2021**! 🌍

In 2021 we need YOU to help us raise awareness of the International Year of Fruit & Vegetables 2021 & increase support for **#fruit** & **#vegetables** for healthy people & planet ➡ Follow **#SpeakUp4FruitVeg**! 🌱



Freshfel Europe @Freshfel · Jan 26

🗣️ **#Fruit** & **#vegetables** are an essential part of **#EU** consumers' healthy & sustainable diet 🌱 = primary product, nutritious, seasonal, low environmental impact, locally consumed, exported globally, year-round supply, tasty! 🌱 **#SpeakUp4FruitVeg** **#IYFV2021**



Freshfel Europe @Freshfel · Jan 29

As an essential part of **#EU** consumers' healthy & sustainable diet 🌱 all aspects of **#fruit** & **#vegetables** must be equally supported in policy 🌱 We need you to **#SpeakUp4FruitVeg**! 🗣️ **#IYFV2021**





February: Fruit and vegetables in all policy areas



Freshfel Europe @Freshfel · Feb 3

#Fruit & #vegetable consumption is highly beneficial for good health & wellbeing 🥗💪🍎 The #IYFV2021 calls for urgency in advocating for healthy diets through increased #sustainable production & consumption of fruits & vegetables 🍌🍎🥕🥦 Let's #SpeakUp4FruitVeg!



Freshfel Europe @Freshfel · Feb 5

🗣️ According to @WHO regular consumption of fresh #fruit & #vegetables plays a vital role in a diversified, healthy, nutritious & #sustainable diet for the prevention of non-communicable diseases (#NCDs) 😊🍌 This year during #IYFV2021 we need to #SpeakUp4FruitVeg!



Freshfel Europe @Freshfel · Feb 9

The @EUAgri #EUFarm2Fork Strategy calls for a shift to healthy & sustainable diets in the #EU, whereby 📈 #fruit & #vegetable consumption will 📉 the risks of life-threatening diseases but also the environmental impact of the food system 🥗💪 #SpeakUp4FruitVeg during #IYFV2021 📢



Freshfel Europe @Freshfel · Feb 12

This year during #IYFV2021 we need you to support & #SpeakUp4FruitVeg to ensure that the @EUAgri #EUFarm2Fork Strategy's objective is achieved! 📢🥗😊

Increased fruit & vegetable consumption 🍌 = healthy #EU citizens 📈 & low environmental impact of the food system overall 🌍🥗





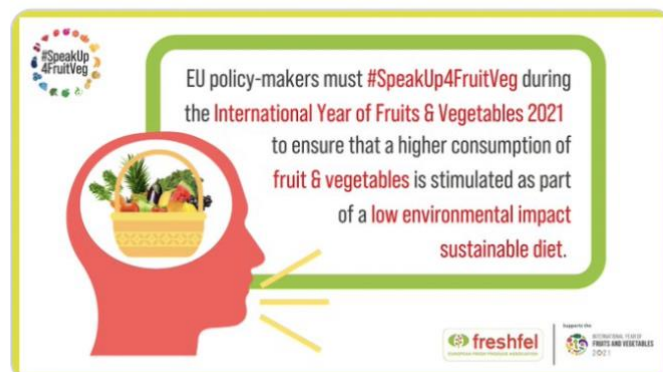
Freshfel Europe @Freshfel · Feb 17

There are real & perceived barriers to [#EU](#) [#fruit](#) & [#vegetable](#) consumption 🥗 inc. availability, accessibility, household expenditure, changing lifestyles & lack of diet education 📖 We need to continue the conversation in [#IYFV2021](#) on consumption barriers 🗣️ [#SpeakUp4FruitVeg](#)



Freshfel Europe @Freshfel · Feb 22

No real or perceived barrier to [#EU](#) [#fruit](#) & [#vegetable](#) consumption is insurmountable! 🗣️ We need [#EU](#) policy-makers to [#SpeakUp4FruitVeg](#) during [#IYFV2021](#) to ensure that higher consumption is stimulated as part of a low environmental impact sustainable diet 🌱 [#SpeakUp4FruitVeg](#)



Freshfel Europe @Freshfel · Feb 24

The [#EU](#) [#fruit](#) & [#vegetable](#) sector is impacted by many policies, inc. [#agriculture](#), [#environment](#), [#trade](#), [#foodquality](#), [#foodsafety](#), [#health](#) & [#tech](#) 🇪🇺 📖 🥗 For high quality, tasty, healthy & available fresh produce these policies mustn't conflict 🗣️ [#SpeakUp4FruitVeg](#) [#IYFV2021](#)



Freshfel Europe @Freshfel · Feb 26

The [#EU](#) [#fruit](#) & [#vegetable](#) sector needs policy coherence 🗣️ 🇪🇺 so that the many policies its impacted by aren't counteracting each other 🚫 The [#EU](#) needs a coherent policy environment to facilitate healthy & sustainable diets 🥗 🌱 [#SpeakUp4FruitVeg](#) [#IYFV2021](#)





March: Production and CAP



Freshfel Europe @Freshfel · Mar 2

#EU production of #fruit & #vegetables accounts for over 21% of the value of the total #EU agricultural output 🥦🍌🍌. Despite its importance, the #freshproduce sector only receives 3-5% of the CAP's expenditure. This should be different! 🤔👨🍳
#SpeakUp4FruitVeg #IYFV2021



Freshfel Europe @Freshfel · Mar 4

The #fruit & #vegetable sector is a valuable player for the #EU's environmental, social & economic agricultural activities 🌱👨🍳. The #IYFV2021 calls for attention to the #freshproduce sector in the #CAP 🗣️👨🍳🍌. Let's make this happen together! 🤝👨🍳🍌
#SpeakUp4FruitVeg #IYFV2021



Freshfel Europe @Freshfel · Mar 9

Fresh #fruit & #vegetable 🥦🍌 production quantity & quality is subject to changing climatic conditions ☁️🌞. Producer Organisations have a vital role in providing technical assistance, securing production quality & contributing to market stability 🗣️👨🍳
#SpeakUp4FruitVeg #IYFV2021



Freshfel Europe @Freshfel · Mar 12

The #CAP should provide a flexible, secure & attractive framework for producer organisations & their operational programmes to facilitate their role in the supply chain & contribute to the #EUGreenDeal's objectives 🌱👨🍳🍌
#SpeakUp4FruitVeg #IYFV2021

