

As the Commission is finalizing its AWP 2021 (which will include again a multi line for F&V on the Internal market) and based on contacts with most of you, there is an interest to prepare an application for this "multi" line fruit and vegetables.

This will be based on the background of:

- a) the current Freshfel/Aprifel programme Follow me to be Healthy which will terminate by the end of 2021 focusing on the millennials with social media activities and some actions in events primarily in France
- b) the application (unsuccessful) made under the AWP 2020 by FR,PL, IRL,DK on the occasion of the International Year of Fruit and vegetables, with some actions on social media , advertising , B2C and POS, with common tools (graphic charter, flyers, some social media content, websitr, press kit).Project was not uptaken for lack of cohesion among the activities and not enough clarity on the financial part regarding the return on investment of activities

The experience for the project under a) and the feedback for the project under b) give a solid input to prepare a new application with these partners.

Besides the organizations involved in the projects above , we have received also the interest of two products Interbranch (AIB - bananas in France and Ailimpo - lemons and grapefruit in Spain).

On this background and in agreement with Interfel -which could be the project coordinator, I suggest to have a explanatroy meeting on Thursday 12 November at 10 am - for 2 or 3 hours to identify the common ground to build an application based on common parameters.

The main target would be the population group starting to make their own decision on purchase and eating habits, namely:

- a) the late millennials (1981-1996)
- b) the early Generation Z (1997- 2012)

The meeting should identify common ground and coherence for actions:

- a) social media
- b) activities towards consumers
- c) other aspects (graphic charter focus, other communication activities, call for tender,..)

The meeting should explore the above points and agree on the next steps with the interested partners.

