



PRESS RELEASE

EMBARGOED UNTIL 12am THURSDAY 18th JANUARY

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The nation's shopping baskets need a colour makeover – let's Eat in Colour!

Food labelling, child obesity, fat and sugar levels, Jamie Oliver's school meals campaign, 5-a-Day – the nation has never been more aware of the need for healthy eating and we can't stop talking about the British diet. But recent research¹ has shown that despite our good intentions we are still finding it hard to eat more fruits and vegetables – we are too busy, find preparation too difficult or too laborious, it costs too much or our kids say they don't like it.

Well, help is at hand. The three year Eat in Colour campaign is launched today to put the pleasure back into eating fruits and vegetables. Offering practical advice and information on what there is and what to do with it, the Eat in Colour campaign is a celebration of the wonderful range of fruits and vegetables available to shoppers. The message? Fruits and vegetables look and taste great, are the quickest and easiest way to enjoy healthy eating and don't cost the earth.

Britons spend more than £58 billion in a year on food (not including eating out and takeaways)². That's equivalent to about £43 per household each week³. Of this, spending on fruits and vegetables amounts to an average £8. This is about the same as we spend on takeaways, whilst our weekly spend on convenience foods, confectionery, sugar sweeteners, oils and fats comes to £18.

Eat in Colour is all about putting fun and flavour on the menu. It's about bringing colour to family mealtimes with easy ways to include fruits and vegetables alongside your favourite dishes. By

switching only £5 of the weekly grocery bill from convenience foods to fruits and vegetables we can give our shopping baskets a colour makeover. And with a little help even the most unaccomplished cook can serve up a feast of colour everyday.

The campaign has its own brand new website, www.eatincolour.com, packed with great serving suggestions, tips and advice. The site aims to offer practical advice to everyone, not just budding chefs, and includes ways in which parents can encourage their kids to Eat in Colour too. A lot more interesting than reading labels!

- Ends -

For interviews, further information, hundreds of tips and serving suggestions and colourful photography, contact:

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Notes to editors:

1. Dunnhumby survey, 2006
2. Mintel, British Lifestyles Special Report 2006
3. Based on 26,030,000 households in Britain

About Eat in Colour

The Eat in Colour Campaign was first unveiled by the Fresh Produce Consortium (FPC), the trade association committed to the support and development of the UK fruit and vegetable industry, in September 2005 as a route to encouraging increased frequency of purchase of fruit and vegetables in the UK. The campaign has secured financial backing from producers and importers across the industry as well as Tesco, Asda and Somerfield to commence an ambitious programme of communication and education.

About the Fresh Produce Consortium

The Fresh Produce Consortium is the trade association which represents producers, packers, importers, wholesale, food service, retailers and floral within the UK fresh produce and floral industry.

www.freshproduce.org.uk