



PRESS RELEASE

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Eat in Colour campaign will bear fruit in 2007

Organisers of the much-anticipated Eat in Colour campaign are now able to release details of their innovative plans to promote fruit and vegetables as great tasting, quick and easy to prepare and inexpensive.

The campaign, commencing in the New Year, will focus on three key elements:

The core of Eat in Colour will be a significant nationwide PR push. Utilising a broad portfolio of delicious serving suggestions and handy tips alongside great photography, the campaign will inspire UK readers, listeners and viewers to rediscover the benefits of the diverse range of fruits and vegetables available on the high street. As well as ensuring that the Eat in Colour message is regularly featured on the nation's magazine and web pages, the campaign calendar includes activities designed to create news coverage around issues related to fruit and vegetable consumption.

Sustaining consumers' interest in fruits and vegetables is a key aim and every channel will be utilised to keep Eat in Colour at the top of UK shopping lists. The PR campaign will be supported by a new and exciting website, www.eatincolour.com, packed with information designed to overcome commonly perceived barriers to consumption. Easy to navigate and regular updated, everything you need to make the most of mealtimes will be a mere click away.

Eating is believing – taking the taste experience direct to the campaign's target audience will form a crucial part of the programme. The Eat in Colour Roadshow - a mobile unit to be used across the country over the period of the campaign - will be equipped for sampling and cookery demonstrations and will be utilised in conjunction with media relations to create a stir at various key events and in town centres across the UK.

Anthony Levy, newly appointed chairman of the Eat in Colour campaign, explained the thinking behind Eat in Colour: “The campaign aims to build confidence and inspire use by addressing the misconception that fruits and vegetables take too much time to prepare, are expensive or bland. We believe that dissemination of practical advice will help parents in encouraging their children to eat more fruits and vegetables.”

Levy added: “There are some key challenges to meet but there is real potential to initiate a significant and sustainable increase in consumption. Public concerns over obesity and poor diet are at an all time high and consumer interest in cooking and food culture continues to rise. With the invaluable support of the campaign’s partners, my colleagues and I on the Eat in Colour Board intend to build on the awareness raised by campaigns like 5-a-Day, ensuring that every consumer has delicious and nutritious fruit and vegetables on their must-buy shopping list.”

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.

Ends

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Notes to editors

Anthony Levy

Anthony works with boards and leaders to help them design and deliver significant business and organisational change. He combines this with being a Senior Visiting Fellow at City University's Cass Business School and holding several non-executive directorships in the energy, environmental services and health sectors. A chartered marketer, Anthony started his career with Esso gaining a breadth of experience culminating in senior positions in both retail and industrial marketing.

The other members of the Eat in Colour campaign management board are:

Michael Velasco - President, FPC

Martin Beckenham - Chief Executive, Horticultural Development Council

Nick Scrase - Asda

Giles Gravatt - Tesco

Steve Harrison - Managing Director (Wholesale & Foodservice), Redbridge Holdings

Susie McIntyre - Managing Director, Kettle Produce

Alan Owens - Chief Executive, Greenvale AP

Laurence Olins - Managing Director, Poupart Group

Dickon Poole - Marketing Manager, JP Fruit Distributors

Nigel Jenney, Chief Executive, FPC is secretary to the board

About the Fresh Produce Consortium

The Fresh Produce Consortium is a trade association founded to represent the interests of retailers, wholesalers, importers, growers and packers within the UK fresh produce industry.

www.freshproduce.org.uk