# Healthy Binomio: Fruits and Vegetables and Extra Virgin Olive Oil

Finca la Torre**,** greengrocers Gold Gourmet **and** 5 a day Association **have developed a pioneering initiative to encourage the consumption of two staples of the Mediterranean diet, the Extra Virgin Olive Oil (EVOO) and Fruit and Vegetables. Thus, by the** 'Water them with Health' **campaign it aims to raise consumer awareness of the importance of introducing in daily meals combined intake of both foods, to multiply its healthy properties.**

It is an open action to the public through which 23, 24 and June 25 can sample in various establishments in Madrid, Barcelona, ??Seville, Granada, Malaga, San Sebastian, La Rioja, Valencia, Las Palmas and Santiago Compostela culinary harmonies proposed by the chef Joaquín Felipe.

This new campaign *will be launched on Monday 20*, at 10:00 am., At a ceremony to be held at Plataea Madrid and will be attended by the Minister of Agriculture, Food and Environment, Isabel

García Tejerina. In this press conference, led by Francesc Gascó, ambassador of Reebok and contributor to Men's Health, part commercial director of Finca la Torre, Borja Adrian, director 5 a day, Nuria Martinez, the owner of Gold Gourmet, Luis Pacheco and the CEO of Platea Madrid, Gonzalo Hurtado.

'Water them with Health' is born with vocation of continuity and national levels, and is inspired by the aim of bringing healthy consumption values ??extra virgin olive oil quality along with the five recommended servings of fruits and vegetables in the daily diet. Its guarantee are the trajectory and recognition of its three partners, greengrocers Gold Gourmet (Premio Alimentos de España 2010 for Best Food Trade), the mill of La Bobadilla (Malaga) Finca la Torre, (recognized in the last four seasons with the Premio Alimentos de España for best EEVO) and the Association for the Promotion of Fruit and Vegetable Consumption, 5 a day, (Premio Alimentos de España 2005 for best Advertising Campaign).

The campaign, designed to move the consumer values of a healthy food linked to physical activity, will be held simultaneously in some of the best greengrocers in various parts of the Spanish geography. In the Spanish capital will be in stores Gourmet Gold (Jose Ortega y Gasset, 87 and Goya, 5-7) and Mundifruit (Paseo de Santa María de la Cabeza, 41 and Avenida Verbena de la Paloma, 11) where up to 25 June may prove simple and tasty recipes, suitable to replicate at home. One proposal that has received the endorsement of Joaquín Felipe, cook with 34 years of experience in front of the hotel Urban and Restaurant Aspen in La Moraleja and current culinary consultant Florida Retirement, whose hallmark is respect for the local and season products.

**The tandem of a balanced diet**

Basic in the Mediterranean diet for the nutrients, fruits and vegetables provide water, fiber, vitamins, minerals and other components with beneficial effects on health. Therefore, to ensure a healthy diet, the World Health Organization (WHO) recommends consuming at least five servings of fruit and vegetables a day. Meanwhile, for its nutritional properties and it facilitates the consumption of other key foods, EEVO becomes key part of our daily diet because it contains natural antioxidants, is beneficial for cardiovascular health and provides essential fats for the body , among other benefits.

Thus, extra virgin olive oil and vegetables form a perfect tandem, proof of which are some of the most popular recipes of traditional cuisine such as gazpacho, ratatouille, gazpacho or sauteed vegetables. And although fruit its use is not so widespread it is certain that the extra virgin olive oil greatly enhances the flavor of fruits like melon, oranges or strawberries.

**Proposals for five meals 'irrigated with health'**

Five meals a day is the basis of a balanced diet. It is recommended to distribute at breakfast, midmorning, lunch, snack and dinner. To encourage follow 'happy' this healthy eating habit, Finca

La Torre and 5 a day have devised a simple plan that integrates five servings of fruits and vegetables recommended and the health plus which provides a good 'extra virgin'.

It is suggested to start the day with a tasty breakfast of toast with tomato comprehensive and a drizzle of EVOO. By midmorning, and in order to replenish lost energy, it is the ideal time to have some strawberries or orange bathed in EVOO to enhance their flavors. In the food they recommend something light and healthy as a seasonal vegetables sauteed with shrimp and extra virgin olive oil, while proposing for snack a seasonal fruit salad dressed with EEVO. And to put the finishing touch to the day, the chosen dish is a fresh salad dressed with EEVO, as it should be.

**Source: 5 a day**