Interfresa and the Ministry of Agriculture promotes the consumption of strawberries among the population

The Interprofessional Andalusian strawberry, Interfresa, next to Ministry of Agriculture, Food and Environment and the European Union have launched a campaign to promote European strawberry and encourage their intake among the population. The campaign has a budget of around 3.6 million euros, it will last for three years (2015-2018) and will be held in Spain, France and Germany.

Axes of the campaign

This promotion will focus on publicizing the advantages and benefits of consumption, informing European consumers about the differential values ??of production in the European Union, with particular emphasis on aspects such as quality, traceability, food security and environmental sustainability.

To this end, it has designed a campaign that includes 360 media presence in the online environment and direct consumer action. In addition, the initiative will be supported by the singer Manuel Carrasco and pastry and blogger Alma Obregon, famous for his blog "Objective: Perfect Cupcake" which will be the ambassadors of strawberries in Europe and help to promote consumption through different channels . The campaign will also have two other familiar faces in Germany and France that will help promote the benefits of this fruit. In the case of Germany, there will be the image of Saada Chloe, Chloe's Cafe owner and co-host of several television programs; while in Germany the ambassador will Lea Linster, owner of the prestigious restaurant Léa Linster (1 Michelin star), Au Quai de la Gare and Kaschthaus.

The participation of Spanish prescribers involve their participation in television commercials and attending mass events aimed at the consumer as Fitur, Food fairs or the Salon de Gourmets. In addition to intensive work in the media, through information and advertisements, tastings will be held in major German distribution chains. It has also created an ambitious online strategy that includes the creation of digital content, social media presence, mobile entertainment applications and a comprehensive cookbook with strawberry as the main ingredient.

Objective: To encourage the consumption of strawberries

Strawberry production in Europe has remained stable in recent years and is between 1,100,000 and 1,150,000 tonnes. The value of the total European production of around 2,100 million euros and generates about 200,000 jobs a year. Spain is the largest producer of strawberries in Europe with a production of around 300,000 tonnes, followed by Poland, Germany, Italy and the UK. Among the five countries they met, in 2014, 74% of total production in Europe. Consumption in the EU-28 round 1.2 million tons being the main consumers Germany, Italy, Poland, France, UK and

Spain.

In Spain, during the last five years, production of strawberries has increased by 1.5% and reached its original value in 2014 of 355 million euros. 93% of production is concentrated in the province of Huelva, where about 7,500 hectares in 2014 which produced 278,900 tonnes, with a turnover of 281.5 million euros, 10.7% less than the previous year were cultivated. For next season, the management expects to increase not only the production and sales of this fruit, but also grow their consumption among the population.

Source: Interfresa