The outermost regions of Europe present the second campaign to promote the logo that characterizes them

The scale of the historic sailboat Le Marité in Alicante and the opening of the photographic exhibition "Exotic Taste of Europe" on board are the first actions of the second campaign of the Ultraperipheral Regions of Europe presented in the Levantine city. Three agricultural organizations of the aforementioned banana producing regions (ASPROCAN, Spain) and bananas (GESBA, Portugal and UGPBAN, Martinique and Guadeloupe) lead the campaign that disseminates the quality of their agricultural products and the European logo that certifies them, as well as the importance of the sector for the economy and the environment of the ORs.

The campaign co-financed by the EU and under the slogan "The logo of the outermost regions, born with a European star" will also be developed in other European countries: Portugal, France, Belgium, Germany and Poland. ORP products are grown using traditional and sustainable

methods, based on the strictest social and environmental regulations in the world; in accordance with the current requirements of European consumers who seek a healthier and more sustainable diet.

The RUP logo has been created by the European Union to improve the competitiveness of the outermost European regions in the internal market and against products from third countries, which are not part of the community space.

Sergio Cáceres, Marketing Director of ASPROCAN-Plátano de Canarias, told EFE news agency that these regions compete with products from tropical countries that are "exported to continental Europe, often without knowing that there are similar productions , of higher quality and under European Community standards "in the ORs.

Press release

Cáceres has highlighted that these products are "fundamental" for the regions, since "they form a social structure, create employment and economy in rural areas and contribute to the general welfare" of the citizens residing in these remote areas of the continental territory and, therefore, , very dependent on it.

Sergio Cáceres has detailed that Canarian plantain production directly employs more than 12,000 people, with the participation of more than 8,000 farmers, and means "an export potential of around 400 million kg per year." *"The objective of the campaign is for the European consumer in Spain, France, Portugal, Belgium, Germany and Poland to know that there are other products, not from third countries, even if they are exotic, with a different quality of the environmental sustainability standards of the European Union,* "he concluded.

Pedagogical activities

The campaign, which began in 2017, will continue until 2019. In addition to the itinerant exhibition on board the sailboat Le Marité, the program also includes photographic exhibitions in the capitals of the countries mentioned, as well as Spain, as well as pedagogical activities on the products agricultural activities with the participation of teachers and students from schools in Europe and the outermost regions of Europe.

The campaign promotes the exchange of drawings between the children of the continent and those of the outermost regions. This collective and triennial campaign also disseminates information on the website www.exotictasteofeurope.eu and on social networks through Facebook ("Exotic Taste of Europe"). Following the sailboat stopover in Alicante, which ends on Monday 30 April, Le Marité will continue its journey through European port cities until October: Porto (Portugal), Nantes (France), Ostend (Belgium), Bremen (Germany) and Gdynia (Poland).
In 2017, some 16,000 visitors enjoyed the exhibitions on board the ship.

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