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Voluntary - Public

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Netherlands

Post: The Hague

Promoting the consumption of fresh fruit in the Netherlands

Report Categories:

Fresh Deciduous Fruit

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Report Highlights:

This campaign might offer future opportunities for U.S. Cooperators to introduce or further market their fresh fruit to the Dutch consumer

General Information:

Due to the declining consumption of fruit and vegetables in the Netherlands, a campaign was started several years ago to promote the consumption of fruit and vegetables at schools (age 4-11 years). The idea was to start at a young age so it structurally becomes a part of the diet in the long term.

Funded by several Dutch ministries and the E.U., schools in 7 big cities in the Netherlands participated in the so-called Schoolgruitem [1] Project. Participating schools received fruit like bananas, apples, pears, oranges, etc that daily was distributed among the children. For more information, see GAIN NL5002.

As a follow up event, the campaign “werkfruit” (or work fruit) was launched. In this campaign, the employees are being

targeted to daily consume at least one apple or other piece of fruit. Almost 1,200 billboards and posters are displayed at more than 200 train stations in the Netherlands. In addition, at the 3 busiest train stations, a promotion team are handing out Lunchboxes (so-called *gruitboxes*) including a delicious apple (see picture).



The overall goal is to contribute to the welfare of people at work. The campaign focuses on fruit as a snack for people during their work hours. Apples are ideal in this view as they are healthy and easy to consumer. Fruit also helps people who want to quit smoking and fight obesity.

The initiator behind the campaign is the Dutch Produce Association and is executed by the GroentenFruit Bureau using EU funds.

FAS The Hague believes that this campaign offers opportunities for U.S. Cooperators to introduce or further market their fresh fruit to the Dutch consumer. For more information, please contact Mr. Marcel Pinckaers at +31 (0)70 3102 305 or marcel.pinckaers@fas.usda.gov

Additional internetlinks:

www.vruchtvanalleplezier.nl

www.werkfruit.nu

www.groentenfruitbureau.nl

^[1]Schoolgruïten is an invented verb that combines the Dutch words for consuming vegetables (*groente*) and fruit (*fruit*) at school