

Follow me
TO BE HEALTHY!



WITH EUROPE



THE #400GCHALLENGE



CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS
CAMPAIGNS THAT PROMOTE
A HEALTHY LIFESTYLE.



Up for a challenge? Try at least 400g of fruit and veg per day. They are not only nutritious, they are tasty and contribute to your body's general awesomeness.

Follow us on this journey if you're up to the challenge.

Your body will thank you!

About the campaign

Fruit & veg contain lots of substances that are essential to our body (vitamins, minerals, water, dietary fibres, anti-oxidants ...), whilst being low in calories. As such, they help us balance our diet and serve our body's needs. The body needs a healthy and varied diet rich in nutrients to help prevent many pathologies. In fact, the WHO recommends that you eat at least 400g of fruit and veg per day, to cover your body's needs and prevent the development of major diseases, such as cardiovascular diseases and certain cancers.

DID YOU KNOW THAT 18-30-YEAR-OLD EUROPEANS DO NOT EAT ENOUGH FRUIT & VEGETABLES?

'Follow me to be Healthy with Europe' is a digital-first campaign financed with aid from the European Union that over the course of the next three years, aims to raise awareness of the health benefits of eating fruit and vegetables daily and how they contribute to a healthy balanced lifestyle. With this campaign, Freshfel and Aprifel hope to increase consumption of fruit and vegetables to a minimum of 400g per day, amongst this specific demographic.

TO HELP YOU ACHIEVE THIS OBJECTIVE, WE'LL SHOW YOU HOW EASY IT IS TO FIT AT LEAST 400G OF FRUIT AND VEGETABLES INTO YOUR DAILY ROUTINE.

