



FPC PRESS RELEASE

5 October 2009

FPC Statement – Eat In Colour campaign

Statement from Jim Rogers, President of the Fresh Produce Consortium:

“The Fresh Produce Consortium established the three-year Eat In Colour campaign on behalf of its members to increase consumption and enjoyment of fresh produce. At that time overall consumption of fresh produce was static and over the past three years we have seen a modest increase in consumption which is due in part to the contribution of Eat In Colour. Industry supporters should be complimented for their fantastic support and foresight in setting up such a campaign.

Whilst individual product campaigns can increase sales, this can often be at the detriment of another product line, with the risk that overall consumption of fresh produce remains unchanged, whereas the purpose of a generic campaign such as Eat In Colour is to increase interest in all fresh produce. At the same time the 5-a-day campaign has helped to raise consumer awareness, but has not translated to date into significant changes in consumers' eating habits.

The fresh produce industry is under significant financial pressure currently and we appreciate that there have been some difficult decisions to make. Following consultation

with FPC members we will maintain our current strategy to increase consumption of fresh produce and encourage consumers to enjoy a healthy diet. FPC is working with Government and other agencies to ensure that fresh produce is recognised for its significant contribution in improving the nation's diet. Eat In Colour will continue in a more modest form, with the consumer facing website demonstrating that eating more fruit and vegetables is good for you, is easy, fun and inexpensive. We will, of course, have the ability to review the strategy in the future."

Ends

Notes for editors:

1. The Fresh Produce Consortium (FPC) is the UK's fresh produce trade association and is based in Peterborough. The FPC has represented the fresh produce sector for many years and is recognized across the UK and EU as the voice of the industry.
2. Extensive membership covers the complete spectrum of industry businesses including growers, importers, wholesalers, retailers, distributors, processors, packers, food service companies and other allied organisations.
3. Eat in Colour campaign www.eatincolour.com
4. For more information contact FPC on 01733 237117.

Ends