



FPC NEWS RELEASE

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FPC seeks industry's views on major promotional campaign

The Fresh Produce Consortium (FPC) is canvassing the industry's views on making a bid for EU funding to support a major promotional campaign for UK fresh produce in the EU.

"Following the devastating impact of the recent European E.coli outbreaks on the UK fresh produce industry we are asking our members if they want FPC, on behalf of the industry, to bid for a promotional programme. This could be either a broad campaign or activities tailored to support particular products or sector of our membership," said Jim Rogers, President of FPC.

The European Commission will co-fund to 50 per cent of promotional and marketing programmes for certain products of EU origin within the EU and is inviting proposals from trade associations and other representative bodies.

FPC is seeking members' views and the proposals will be discussed by the FPC Council in October. If there is committed support from members then FPC will look to develop a proposal for submission in November.

"We've been disappointed by the lack of support from the UK Government to redress the loss of consumer confidence in fresh produce," commented Nigel Jenney, Chief Executive of FPC. "Once again the fresh produce industry is left to help itself, and this EU funding could provide the opportunity to give some much needed assistance to hard pressed sectors of the industry."



Notes for editors:

- 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 recognised across the UK and EU as the voice of the industry.
- Extensive membership covers the complete spectrum of industry businesses including growers, importers, wholesalers, retailers, distributors, processors, packers, food service companies and other allied organisations.
- Eat In Colour website: <http://www.eatincolour.com>