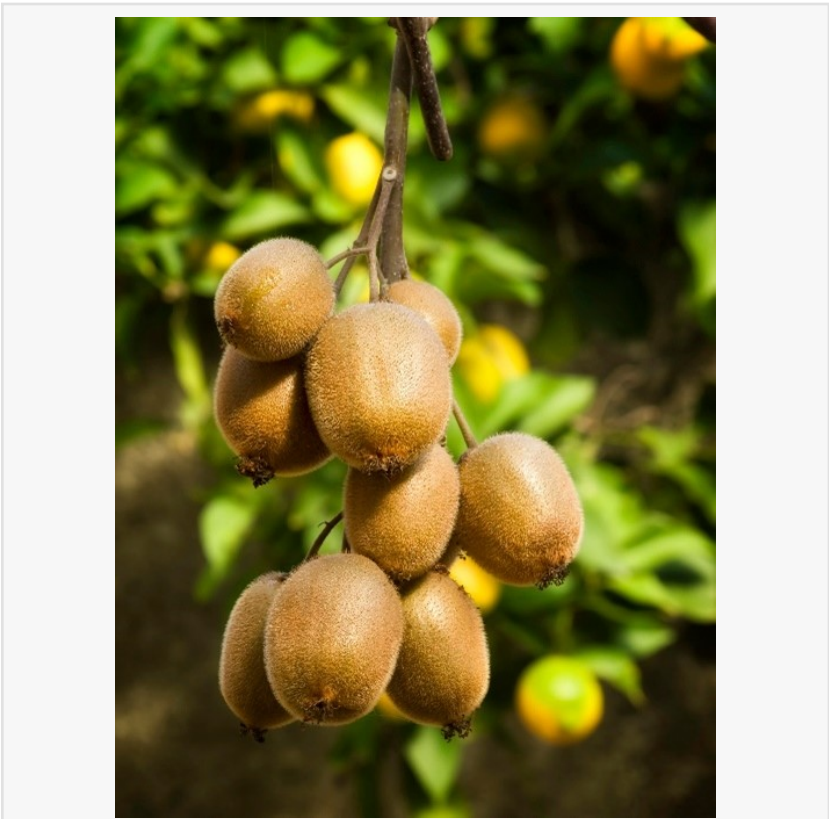


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The consortium between the Agricultural Cooperative of Neapoli Agrinio from Greece, and the Association of Polish Fruit and Vegetables Distributors "FRUIT UNION", is set to announce the launch of the EU cofunded campaign "[Garden of Europe](#)" in Israel. This ambitious initiative aims to

introduce Israeli consumers to the exceptional quality and taste of European apples from Poland and European kiwis from Greece.

The “Garden of Europe” campaign is a 3-year project (2024-2027) designed to boost the market presence and consumer awareness of European kiwis from Greece and European apples from Poland in Israel, India, and other markets. The primary goals are to increase exports to these countries and highlight these fruits’ high quality, safety standards, and nutritional benefits.

To achieve these objectives, the campaign will focus on showcasing the superior quality and strict safety standards of European produce, the sustainable farming practices used in their cultivation, and the versatility and health benefits of consuming European kiwis and apples. The campaign includes a variety of activities such as, establishing PR offices in the target countries, developing a dedicated website and social media presence, distributing promotional merchandise, creating promotional videos, participating in trade fairs, organizing B2B meetings, conducting study trips to Europe and hosting tasting days to engage consumers and industry stakeholders.

The expected outcomes of the campaign include enhanced demand for European kiwis and apples, resulting in a stronger global presence for EU fruits. Additionally, the campaign aims to foster a positive image of European produce, potentially increasing demand for other EU fruits in the target markets and promoting a diversified and sustainable export strategy.

For more information about the “Garden of Europe” campaign and to express your interest in these exceptional products, please visit www.appleandkiwi.eu.

Join us in celebrating the flavors of Europe and enjoy apples and kiwis right here in Israel.

Certified high-standard quality that travels all over the world is now at your fingertips!
Enjoy It's From Europe!

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AGRICULTURAL PRODUCTS

Campaign

"Garden of Europe"

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