



Follow me to be Healthy with Europe: launching the #400gChallenge to transform millennials dietary habits

- [Freshfel Europe](#) and [Aprifel](#) are launching a three-year digital-first European information campaign to increase fruit and vegetable consumption in young Europeans;
- Influencers and monthly challenges will be prompting young Europeans to share tips to easily integrate fruit and vegetables in their daily diets.

BRUSSELS, Belgium, 4 July 2019 – Today, Freshfel Europe and Aprifel are launching a joint EU-funded digital campaign called “[Follow me to be Healthy with Europe](#)” to encourage young Europeans to increase their consumption of fruit and vegetables to a minimum of 400g a day (WHO recommendation). The campaign will run until end 2021, and live online under the hashtag **#400gChallenge**. Today is the official launch at the Eurockéennes in Belfort; we are present at the music festival with a stand and influencers to pass on the message.

In Europe, 1 in 5 adults are obese, and by 2030 it is estimated that more than 50% of the European population will suffer from obesity. According to the World Health Organization (WHO), “fruit and vegetables are important components of a healthy diet”¹. As such, the WHO recommends the consumption of at least 400g of fruit and vegetables per day. Yet, fruit and vegetable consumption levels across most of the EU Member States remains well below this consumption target, with only 14% of the European population meeting this recommendation.

This low fruit and vegetable consumption is particularly noticeable among 18-30 year olds. In fact, European young adults are barely aware of the importance of consuming fruit and vegetables as part of a healthy diet. For this reason, Freshfel Europe and Aprifel have chosen to focus this pan-European awareness campaign on this specific target group.

¹ <https://www.who.int/dietphysicalactivity/fruit/en/>

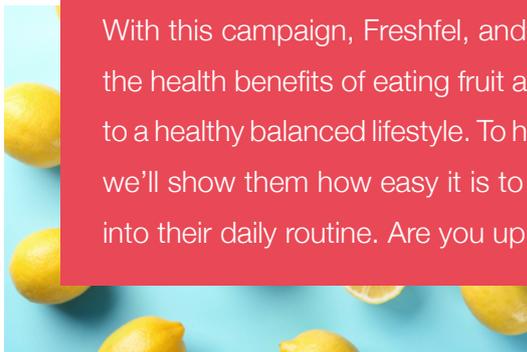
The objective of this three-year digital campaign is to increase awareness of the role that a healthy diet, and particularly fruit and vegetables, play in leading a healthy lifestyle, to ultimately transform millennials' dietary habits.

The campaign will be present on various social media channels (YouTube, Instagram, Twitter and Facebook) and supported by a wide range of European lifestyle bloggers and influencers. Monthly videos featuring a young couple, a young professional and a student will provide tips and tricks on how to easily integrate fruit and vegetables into their daily diets, and inform millennials on the health benefits of these products. These videos will also coincide with infographics, acting as easy-to-use reminders of the tips provided in the videos.

To meet and engage with young Europeans face to face, the *Follow Me to be Healthy with Europe* team will be taking part in the Eurockéennes festival in Belfort from July 4th to 7th, 2019. There, various challenges will be organised, to raise awareness about the campaign, and to officially launch the **#400gChallenge**.

About the "*Follow me to be Healthy European information campaign*": Did you know that 18-30-year-old Europeans do not eat enough fruit and vegetables? '*Follow me to be Healthy with Europe*' is a digital-first joint EU-funded campaign that, over the course of the next three years, aims to increase consumption of fruit and vegetables to 400g minimum per day, amongst this specific demographic.

With this campaign, Freshfel, and Aprifel also wish to raise awareness of the health benefits of eating fruit and vegetables and how they contribute to a healthy balanced lifestyle. To help young people achieve this objective, we'll show them how easy it is to fit at least 400g of fruit and vegetables into their daily routine. Are you up to the **#400gChallenge**?



Contact:

- Twitter: [@400gChallengeEU](#) & [@400gChallengeFR](#)
- Instagram: [@400gChallengeEU](#)
- Facebook: [Follow me to be healthy](#) & [Suis moi pour être en forme](#)
- YouTube: [400gChallenge](#)
- Website: www.400gchallenge.eu

For more information on the campaign please contact:

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