

A Healthy message from Europe
"Taste FRUITful LIFE!"
with apples, peaches, nectarines & cherries from Greece



Taste
FRUITful LIFE



CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS
CAMPAIGNS THAT PROMOTE
HIGH QUALITY AGRICULTURAL PRODUCTS

**ENJOY
IT'S FROM
EUROPE**





Taste the FRUITFUL LIFE of Europe!

The three-year campaign, launched in April 2019, concerning the promotion of European fresh fruits is addressed to the markets of **Norway** and **Serbia**. The informational and promotional program “**Taste Fruitful Life**” is implemented by the Consortium of two Producer Organizations Agricultural Cooperative “ASEPOP VELVENTOS” & Agricultural Cooperative of Rachi Pieria “AGIOS LOUKAS” that cultivate high-quality fruits such as peaches, nectarines, apples and cherries.

The main objective of the campaign is to provide information about the quality of European peaches, cherries, apples and nectarines in order to highlight European history, tradition and great experience in fruit production and processing methods. The attention is drawn to the high production standards that guarantee safety and high quality.

Who we are:

Agricultural Cooperative “ASEPOP VELVENTOS” (www.asepop.gr) is a cooperative that contributes to economic growth not only for the region of Velventos (in Kozani -Greece) but also for the greek economy in general.

It was established in 1917 and counts about 400 active members-producers who cultivate approximately 650 ha. It has managed to become well-known beyond the greek borders thanks to its excellent quality products and its modern cultivation methods. Its products, mainly the peaches, are sold all around Greece and are exported to Central and Eastern Europe.

Agricultural Cooperative of Rachi Pieria “AGIOS LOUKAS” (www.kerasiarachis.gr) was officially established as a cooperative in 1991 and counts over 100 members and a cherry grove of over 110 ha.

It applies certified quality standards to cultivation and processing procedures. Its policy regarding cultivation, production, packaging and marketing is governed by principles that respect consumers, producers and the environment.

In 2007, the Cooperative was granted preliminary recognition as a Producer Organization with the designation P.O. “AGIOS LOUKAS” of Rachi Pieria and implemented a big investment plan for the expansion of its facilities that increased the Cooperative’s turnover and made the region popular.

Seasonality

Jan Feb Mar Apr May June July Aug Sept Oct Nov Dec



apples

The apple has always been a highly symbolic fruit in history. It can protect our heart, provide our body with fiber and improve our overall health. The truth is, that this deep red, juicy fruit from the tree of knowledge of Good and Evil can only benefit us. A small apple contains low calories and numerous nutrients for our body. All the above make apples a real treasure, which should definitely have a place in our daily lives.

European apples that are produced in Greece are distinguished for their quality, taste, firmness, beautiful colour and aroma.

How to choose the best apples

They are fruits that basically ripen from the end of the summer, up to the end of fall – without meaning that we can't find them almost all year round. Look for hard apples with a bright color (depending on the variety), without bruises, rips or tears on the skin. Also make sure to wash them very well before eating.

Seasonality

Jan Feb Mar Apr May June July Aug Sept Oct Nov Dec



nectarines

The nectarine tree is essentially a peach tree which morphed genetically over time. It is difficult to tell these two trees apart. The name was given to it because of its taste, since it is sweet like nectar. It has mutated from peaches, getting rid of the fuzz on the skin and gave us the wonderful taste of the nectarine.

European nectarines produced in Greece stand out for their aroma, colour, endurance and sweet taste.

How to choose the best nectarines

The intensity of the colour of a nectarine's skin is not a sign of its ripeness because it varies depending on the variety. The fruit should be soft to the touch and have a pleasant smell. The skin should not have any marks. They are almost always harvested before they are ripe to make them easier to transport.

Nutritional value

The old saying "an apple a day keeps the doctor away" has been verified by scientific studies conducted on this quite miraculous fruit. The fibers and the combined action of magnesium, potassium, Vitamin C and fructose, plus several polyphenols (which have a remarkable antioxidant action) means that eating apples (three per day) can lower high cholesterol. Apples, also, have a regulatory action on blood glucose and are beneficial for the respiratory system, especially for the digestive system. They are also excellent appetite suppressants.

A Healthy Message

- Maintain a Healthy Heart
- Help reduce Cholesterol
- Help Remove Toxins
- Help Control Weight
- Decrease Risk of Diabetes
- Help Osteoporosis

Nutritional value

Peaches are high in fiber, antioxidant molecules of all kinds and minerals. They contain amounts of vitamin A, B and C and their action is enhanced by the flavonoid pigments, especially in the yellow peaches and blood peaches.

A Healthy Message

- Assist Weight Management
- Boost Immune System
- Prevent Constipation
- Rich in Antioxidant
- Strengthen Heart
- Aid Digestion
- Great for Skin & Eyesight



A Healthy Message

Nectarines do not contain protein or fat, but some carbohydrates, fiber, and plenty of water. They are particularly rich in antioxidants, especially carotenes. Nectarines with yellow flesh have more than those with white flesh. They also contain minerals, vitamin B and C.

- Boost Immune System
- Stabilize Blood Pressure
- Regulate Heart
- Rich in Antioxidant
- Assist Metabolism
- Great for Eyesight

A Healthy Message

Cherries have quite a high carbohydrate content, a small part of which comprises sorbitol, a laxative. They also contain lots of fiber. Like all red fruit, they contain a large amount of antioxidants (vitamin C, polyphenols, flavonoids, etc.). They are also high in minerals.

- Improve Heart Health
- Rich in Antioxidant
- Help reduce Cholesterol
- Improve Immune System
- Great for Arthritis
- Help Control Weight
- Anti-Aging



Seasonality

Jan Feb Mar Apr **May June July Aug Sept Oct** Nov Dec

peaches

The peach fruit was first domesticated and cultivated in China. Alexander the Great brought it to Greece, through Persia and this is the reason it's first name was "Persian apple. The peach fruit is a symbol of youth and immortality.

European peaches produced in Greece stand out for their aroma, colour, endurance and sweet taste.

How to choose the best peaches

When it is cut open, the fruit can stay fresh for about 3 days without being refrigerated. A ripe peach is soft to the touch and has a nice smell. Hard peaches with no fragrance should be avoided.



Seasonality

Jan Feb Mar Apr **May June July Aug** Sept Oct Nov Dec

cherries

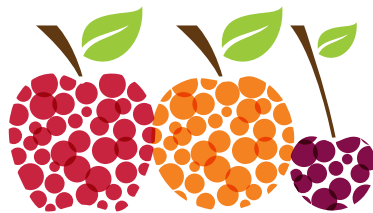
The cherry tree is quite a mystery since no one knows its true origin. The ancient Greeks believed that cherries came from a region of East called Kerasounta, that is close to the Black Sea (in Greek, cherries are called "kerasia"). Cherries are cultivated mainly in the Northern hemisphere.

European cherries that are produced in Greece stand out for their deep red colour, their large round fruit and their crunchy succulent flesh.

How to choose the best cherries

The freshness of a cherry is judged by the stalk. It should be green, firmly attached, and neither dry nor limp. Fruit that is blemished, too black, too soft, and with matte skin should be discarded. Fresh cherries are sold by weight. Sweet cherries are also available frozen, dried, canned and preserved in alcohol or vinegar, and candied.





Taste FRUITful LIFE

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Producer Organisations



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