



PRESS RELEASE

CuTE's first Survey 2019: “EU Consumers highly value European fruit and vegetable production. 80% of Europeans place a high value on their quality and 77% on their taste.”

- According to CuTE's first multi-country survey, the value given to European fruit and vegetables is high and very high in all proposed characteristics. The most valued characteristics are the quality, taste, and food safety (with an average score of 4 over 5). Around 60% of the population gives a high/very high value to price, variety, and environmental sustainability of European fruit and vegetables.
- Regarding the origin, 7 out of 10 Europeans¹ state that European origin is important when buying fruit and vegetables. Almost 4 out of 10 say they buy European fruit and vegetables whenever they can. However, the origin is not decisive when choosing which fruit and vegetables to consume.
- There is a significant lack of knowledge about the production methods used for European fruit and vegetables, most notably about greenhouse production.
- The full report will be released during FruitVegetablesEUROPE General Assembly on 14th October, and available on the CuTE- Cultivating the Taste of Europe website for the use of those interested.

(Brussels, 29th September 2020). Today, FruitVegetablesEUROPE has presented the results of the first CuTE Survey carried out as part of the EU promotion programme CuTE. **This is the first awareness survey on fruit and vegetable production methods in the EU** and it has been developed to take into account new perspectives and ensure closer contact with consumers.

Taking into account the lack of available data at the EU level, FruitVegetablesEUROPE, in close collaboration with the programme's evaluation body (Adelante K&D), has **developed an European survey** regarding the “**European consumers' perception and knowledge of EU fruit and vegetable production methods**” in five EU target countries: France, Germany, Greece, Poland and Spain. The survey has reached 1,000 people per country, focusing particularly on young parents.

¹ Referring to the more than 5000 respondents from France, Germany, Greece, Poland and Spain.



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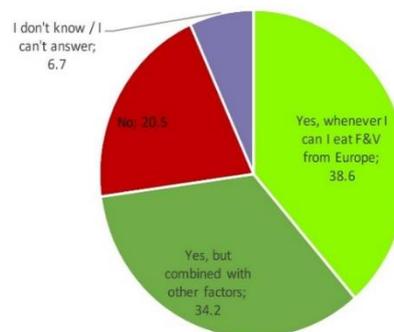


These are some of the many insights taken from the 1st CuTE Survey:

According to the survey, 7 out of 10 Europeans from the five EU countries surveyed state that European origin is important when buying fruit and vegetables. For half of them, European origin is one of several factors that influence their food choices and still has a small weight when it comes to buying fruits and vegetables.

Almost 4 out of 10 say they buy European fruit and vegetables whenever they can.

“European origin” is important when buying F&V. Benefits associated are varied



Q14 When you buy fruit and vegetables, is European origin important for you?

According to the surveyed population, European fruit and vegetables are very well valued. They are mostly characterized by their **QUALITY, TASTE & FOOD SAFETY**.

European F&V are characterized by their **quality, taste and safety**



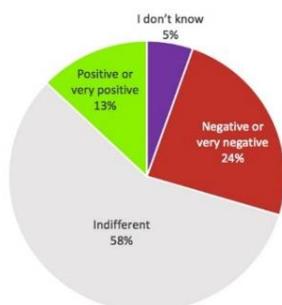
Q16 How much value would you give to European fruit and vegetables according to the following criteria? Quality – Taste – Variety – Tradition – Price – Food safety – Environmental sustainability

When buying fruit and vegetables, the criteria of product **quality and price prevail over production methods and environmental sustainability**. Survey results suggest a low level of awareness of their production methods. Most respondents do not know if the fruit and vegetables they eat are greenhouse-grown or open air. However, **1 out of 4 has a positive perception regarding greenhouse production**.

The survey also shows an **important absence of knowledge about the EU fruit and vegetables production methods**. 70% of the population does not know if the fruit and vegetables consumed come from a greenhouse. Nevertheless, only 10% refuses to consume fruit and vegetables if they are produced on a greenhouse.



There is not strong positioning of consumers on **greenhouse production methods**



- Most respondents are **indifferent** (neither negative nor positive) about greenhouse production
- In addition, 5% declares **absence of knowledge** ('I don't know')
- When there is an opinion, this is **twice more negative than positive** (those with negative or very negative opinion represent 24% versus those with positive or very positive perception, representing 13%)

Q19 What is your perception about greenhouse production?

- Very negative
- Negative
- Neither negative nor positive
- Positive
- Very positive
- I don't know

(Full report available on 14th October 2020)

About FruitVegetablesEUROPE (EUCOFEL)

Founded 60 years ago, FruitVegetablesEUROPE (EUCOFEL) is the European Fruit and Vegetable Association that defends, represents and promotes European fruit and vegetables.

With its headquarters in Brussels, FruitVegetablesEUROPE acts as a link between sectorial stakeholders and the political leaders of the European institutions, giving a voice to the European fruit and vegetable sector.

The members of FruitVegetablesEUROPE are national and regional federations/associations (mainly producer organisations and associations) and companies from the main fruit and vegetable producing countries in the EU (France, Germany, Greece, Italy, Poland, Portugal and Spain). More info: <https://www.eucofel.eu/>

The CuTE Consortium

CuTE: Cultivating the Taste of Europe is an organisation formed by an EU Association (FruitVegetablesEUROPE) and 5 national fruit and vegetable associations (AOPn Tomato & Concombre de France, AOPn Fraises de France, APROA, KZGPOiW, INCOFRUIT HELLAS) from France, Greece, Poland and Spain. <https://www.fruitvegetableseurope.eu>



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