

TOGETHER FOR A SUSTAINABLE EUROPE



30TH OF JANUARY 2025



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CONTEXT



ONLY **30%**

of French feel informed
about the potato sector's
environmental
commitments...

... AND **72%**

want to know more!



ONLY **48%**

of Italians feel informed
about the potato sector's
environmental
commitments...

... AND **84%**

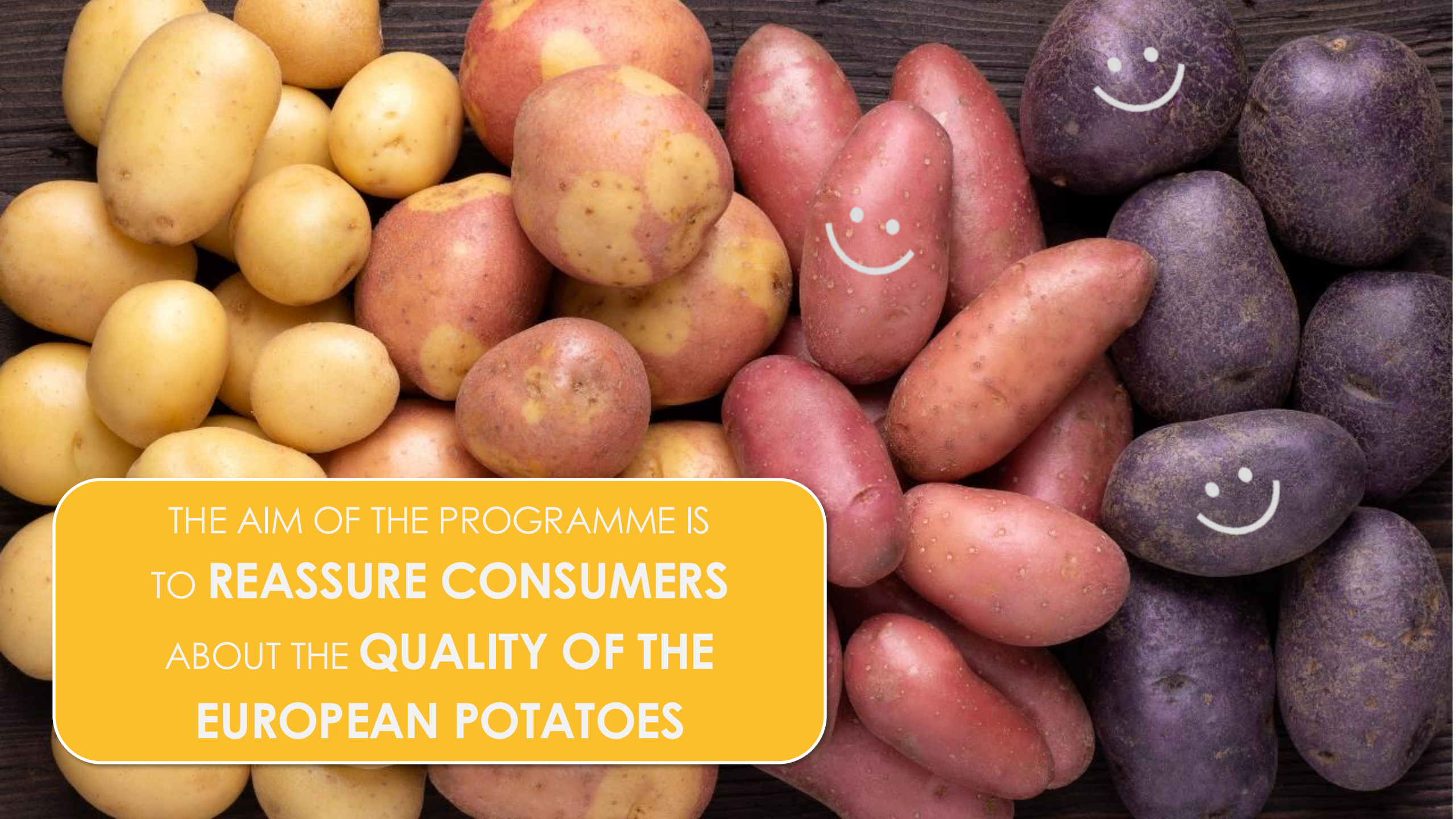
want to know more!

Source : Occurrence for CNIPT and UNAPA, T0 consumer survey, 2023



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THE AIM OF THE PROGRAMME IS
TO **REASSURE CONSUMERS**
ABOUT THE **QUALITY OF THE**
EUROPEAN POTATOES

HOW ?

1

By informing consumers about the actions taken by the potato sector to reduce its environmental and climate footprint

2

By encouraging professionals to develop environmentally-friendly practices

ENJOY
IT'S FROM
EUROPE



SUSTAINABLE PRACTICES FROM FARM TO FORK



SIX PILLARS OF COMMUNICATION



PROTECT BIODIVERSITY

Plant flower strips around potato fields

Plant hedges

Encourage the presence of earthworms by avoiding soil compaction



PRESERVE SOIL & WATER

Encourage soil life with plant cover crop

Practice crop rotation to preserve soil fertility

Practice sustainable use of water in the field and at the packing centres



AVOID FOOD WASTE & LOSS

Use rejected potatoes from sorting to animal feed and methanisation

Raise consumer awareness of the importance of storing potatoes properly at home



LIMIT CLIMATE IMPACT

Never leave soil bare to encourage carbon storage

Use renewable energy in storage and packing centres

Reduce the use of plastic



ENSURE FOOD SOVEREIGNTY

Guarantee European food sovereignty

Check the quality of the potatoes available in point of sales

Traceability system ensuring the potato's journey under control from farm to fork



SUPPORT OUR PROFESSIONALS

Support professionals of the sector through access to training

Broadcast their testimonies of good practice to promote their commitment

EUROPEAN INFORMATION CAMPAIGN



2023 – 2025



3,2 million €
on 3 years,
cofinanced by EU at
80%



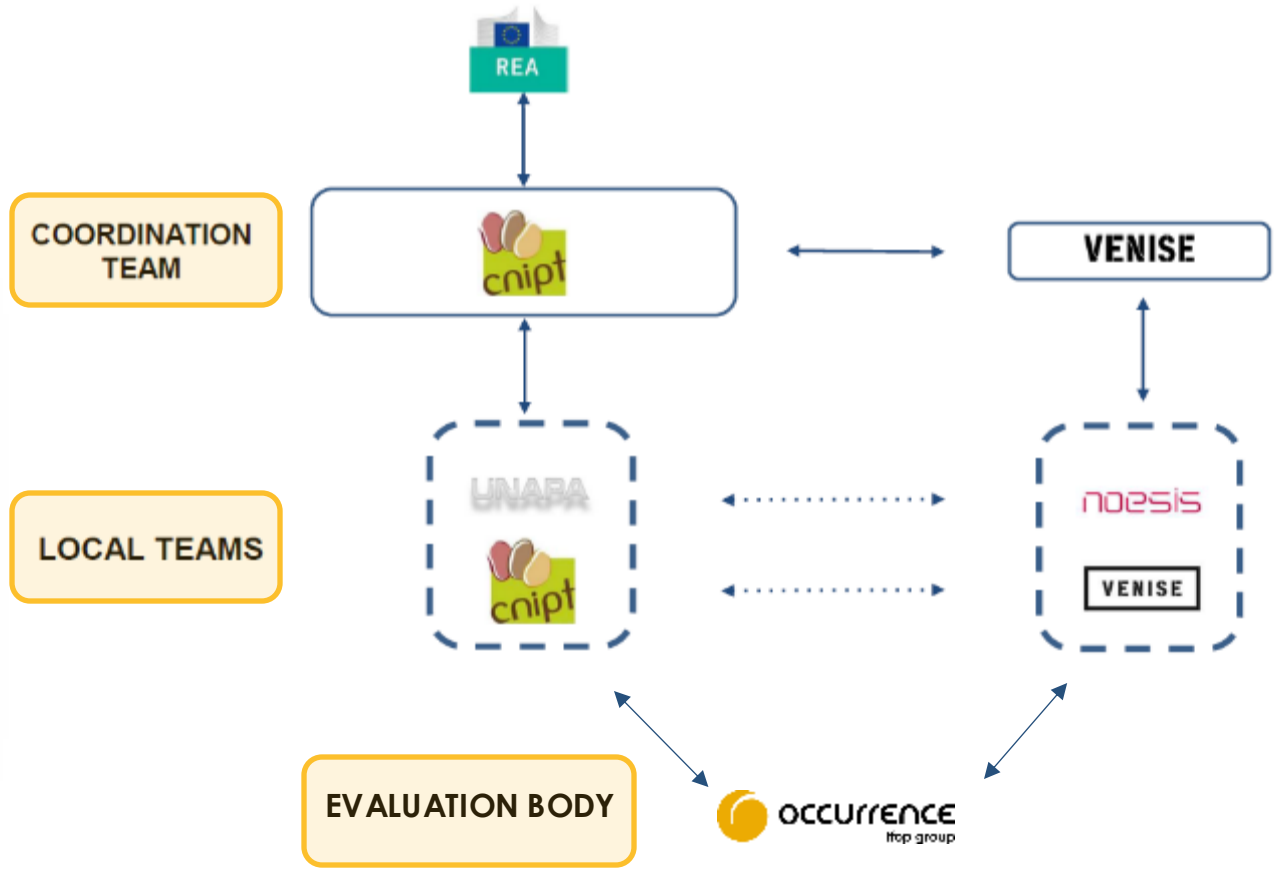
**35 to 49
years old**
secondary target :
professional of the
sector)



France (CNIPT)
Italy (UNAPA)

ORGANISATION WITH PARTNERS

The implementing body and the evaluation body were selected through a **tender procedure**. Agencies and beneficiaries work together to implement and **optimise the efficiency of the programme**.



ACTIONS OF COMMUNICATION



STUDY AND EVALUATION

POTA'TALK
(Consumers forum)

Evaluation of the programme
(on 3 years)



PRESS RELATION AND PRESS EVENTS

PRESS OFFICE

PRESS EVENTS



EVENTS

SALON INTERNATIONAL DE L'AGRICULTURE



POS ACTIVITIES



SOCIAL MEDIA AND INFLUENCE

SOCIAL MEDIA

PARTNERSHIP WITH 6 influencers per year



ADVERTISING AND MEDIA PARTNERSHIP

ONLINE ADVERTISING

SPONSORED POSTS

5 MEDIA PARTNERSHIPS PER YEAR



WEBSITE

potatoesforever.eu
In English / French / Italian





PRESS RELATION AND PRESS EVENTS



PRESS KIT



PRESS RELEASES



BTOB CONFERENCE



PRESS TRIP AND MEDIA LUNCH



KPI's 2023 + 2024

➔ 300 CLIPPINGS IN FRANCE

➔ 640 CLIPPINGS IN ITALY

ENJOY IT'S FROM EUROPE





EVENTS



SALON INTERNATIONAL DE L'AGRICULTURE



POS ACTIVITIES



KPI's 2024

➔ **15 000**
VISITS ON SIA

➔ **5 000/day**
VISITORS IN POS



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SOCIAL MEDIA AND INFLUENCE



SOCIAL MEDIA ANIMATION + SPONSORISATION

PARTNERSHIP WITH INFLUENCERS

KPI's 2023 + 2024

➔ **100M**
IMPRESSIONS SoMe

➔ **17M**
CONTACTS REACHED BY
INFLUENCERS





ADVERTISING AND MEDIA PARTNERSHIP



MEDIA PARTNERSHIPS

KPI's 2023 + 2024

➔ **10M**
IMPRESSIONS

➔ **100M**
READERS

➔ **2M**
CONTACTS ON TV

Pomme de terre primeur: un trésor de saison

Con il 2023 il 2018, la produzione di patate in Italia è cresciuta del 10%. Un trend che si ripete da anni, grazie al clima favorevole e alla buona gestione delle coltivazioni. Le patate, infatti, sono un prodotto stagionale che si consuma con piacere in ogni periodo dell'anno. In questo articolo, scopriremo le caratteristiche di questo prezioso tubero e come utilizzarlo in cucina.

La pomme de terre, un trésor nutritionnel

La patata è un alimento nutriente e versatile, che può essere consumata in molti modi. È ricca di carboidrati, fibre e vitamine. In questo articolo, scopriremo le diverse varietà di patate e come utilizzarle in cucina. Inoltre, ti suggeriremo alcune ricette semplici e gustose da provare.

78,3

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Potatoes Forever! Quanto i consumatori conoscono le patate?

Un'indagine condotta nell'ambito del progetto europeo Potatoes Forever in una selezione di supermercati a fine 2023, mostra come i consumatori italiani siano attenti alla sostenibilità della patata e alla loro origine.

Il 26,8% dei consumatori italiani è consapevole del fatto che le patate sono un prodotto sostenibile e che proveniva da coltivazioni a impatto ambientale ridotto.

Sai perché le patate sono sostenibili?

Le patate sono un prodotto sostenibile e a basso impatto ambientale. In questo articolo, scopriremo perché le patate sono considerate un alimento sano e nutriente. Inoltre, ti suggeriremo alcune ricette semplici e gustose da provare.

Patate, che risorsa!

Le patate sono un prodotto sostenibile e a basso impatto ambientale. In questo articolo, scopriremo perché le patate sono considerate un alimento sano e nutriente. Inoltre, ti suggeriremo alcune ricette semplici e gustose da provare.

26,8%



SUPPORT FOR EUROPE'S BEATING CANCER PLAN



POTATOES FOREVER!
provides information on
the **nutritional benefits of
potatoes.**

Fresh potatoes is a
nutritious and **healthy**
food, ideal for a **balance
diet.** They are source of
**energy, vitamins,
minerals and fibres.** They
are low in calories when
boiled or steamed.

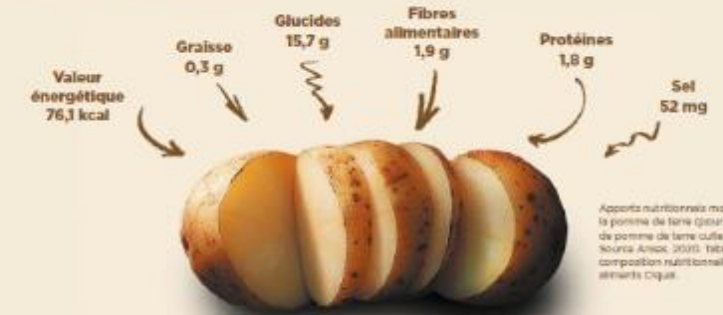


ENSEMBLE POUR UNE EUROPE DURABLE

LA POMME DE TERRE, le super aliment qui a tout bon

À la fois légume et féculent, la pomme de terre cumule les bienfaits ! Riche en nutriments essentiels et en glucides complexes, elle est une source naturelle d'énergie favorisant la sensation de satiété. Et ce n'est pas tout, elle renferme également des protéines de très bonnes qualités et des acides aminés essentiels, nécessaires au bon fonctionnement de l'organisme... des petits comme des grands.

Cuite à l'eau ou à la vapeur, elle est peu calorique et contient seulement 0,2 % de matière grasse, soit moins que des pâtes ou du riz en quantité égale. Et, pour favoriser la digestion et profiter de toutes ses vitamines et minéraux, on la consomme avec sa peau.



Apports nutritionnels moyens de la pomme de terre (cuite) 100 g, de pomme de terre cuite à l'eau, source Anses, 2010. Texte de composition nutritionnelle des aliments Cijpat.

Plaisir, équilibre, énergie :
tout commence avec la pomme de terre !

- Manger la pomme de terre refroidie après une cuisson à l'eau ou à la vapeur permet de réduire son impact sur la glycémie. La pomme de terre est donc parfaite en salade !
- La pomme de terre est composée à 80 % d'eau et à seulement 0,3 % de matière grasse. Elle s'intègre parfaitement dans un régime équilibré. C'est la cuisson qui impacte le teneur en matière grasse du repas. C'est pourquoi, il est recommandé de varier les préparations et de manger des frites avec modération !
- Féculents, végétariens, végan ou insuffisant en gluten, la pomme de terre s'adapte à tous les régimes alimentaires. La pomme de terre contient de la vitamine C qui aide à l'absorption du fer issu des végétaux.



Pour en savoir plus rendez-vous sur potatoesforever.eu/fr

*Les pommes de terre pour toujours

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TOGETHER FOR A SUSTAINABLE EUROPE

potatoes
forever!

THANK YOU!



Potatoesforever.eu/



PotatoesForeverFR



Potatoes_forever_italia