



MEDIA KIT ON THE EU CAMPAIGN FOR THE OUTERMOST REGIONS LABEL OF THE EUROPEAN UNION

EU Campaign for the Outermost Regions label of the European Union



When European consumers think of food from Europe, few are likely to have products from islands like Guadeloupe, Martinique, Madeira or the Canary Islands in mind, even though they are part of France (Guadeloupe and Martinique), Portugal (Madeira) and Spain (Canary Islands).

To change this, these regions have now joined forces for a joint communications campaign. They set out to inform European consumers about the benefits of products from the outermost regions of Europe (OMR), and to increase awareness of the EU quality label for OMR products.

Three organisations representing the European banana producers – UGPBAN (Guadeloupe and Martinique), GESBA (Madeira) and ASPROCAN (Canaries) – are behind the European Union co-financed campaign. From 2017 to 2019, they will work

to increase the awareness of the OMR logo showing the high quality of the products cultivated there and taking the example of the European banana from these outermost regions of Europe. The actions will occur in Spain, Portugal, France, Belgium, Germany and Poland.

The campaign is centred around the label that the EU has set up to create recognition for OMR products at a European level of quality, and to highlight their values. Accordingly, the campaign motto is “Outermost regions label – Born under lucky stars”.

The seal is showcased in an eye-catching way on the sails of a historic three-master Le Marité. The ship serves as a symbol, a link between the islands and the European mainland. Between 2017 and 2019 it will sail to 18 port cities in the six target countries, and dock for a



MEDIA KIT ON THE EU CAMPAIGN FOR THE OUTERMOST REGIONS LABEL OF THE EUROPEAN UNION

week in each of them. Beyond admiring the historic vessel from the outside, visitors are also invited to board the ship and view a photo exhibition showing impressions of different products cultivated in Guadeloupe, Martinique, Madeira and the Canaries. The same photo exhibition will also be shown in the capitals of the six target countries during 2017.

The organisations' program also includes an educational project in which schoolchildren on the European mainland learn about the outermost regions of Europe and the bananas produced there in a fun way. At the same time, it promotes an exchange under the motto "Draw me an OMR" between the children from Continental Europe and the European overseas regions.

The organisations also plan to exhibit at food tradeshows in the six target countries. The campaign will be rounded off by accompanying press and public relations and regular communications on the specially created website at www.exotictasteofeurope.eu, as well as on Facebook ("Exotic Taste of Europe").

Find more info on www.exotictasteofeurope.eu.

| PRESS ENQUIRIES | | |
|---|--|--|
| UGPBAN Union des Groupements de Producteurs de Bananes de Guadeloupe & Martinique Karym Bagoee +33 7 78 20 57 27 +33 1 56 70 01 93 k.bagoee@ugpban.com | ASPROCAN Asociación de Organizaciones de Productores de Plátano de Canarias Marta Rodríguez Ruiz +34 922 535 144 +34 690 876 356 m.rodriguez@platanodecanarias.net | GESBA Empresa de Gestão do Sector da Banana, Lda. Agostinho Serrão +351 924404524 agostinho.serrao@gesba.pt |
| PRESS OFFICE IN GERMANY: Sopexa S.A., Germany Schwanenhöfe Werkstatt, Erkrather Str. 234 a, 40233 Düsseldorf Christina Gehlen Phone: +49 211/49808-48, christina.gehlen@sopexa.com | | |



MEDIA KIT ON THE EU CAMPAIGN FOR THE OUTERMOST REGIONS LABEL OF THE EUROPEAN UNION

Copyright:

@2017 - UGPBAN-GESBA-ASPROCAN Agri multi 734408 – Concept and realisation: Hopscotch – RCS Paris
602 063 323

Disclaimer:

The content of this media kit represents the views of the author only and is his/her sole responsibility. The European Commission and the Consumers, Health, Agriculture and Food Executive Agency (CHAFEA) do not accept any responsibility for any use that may be made of the information it contains.



KAMPAGNE FINANZIERT
MIT FÖRDERMITTELN
DER EUROPÄISCHEN UNION

THE EUROPEAN UNION SUPPORTS
CAMPAIGNS THAT PROMOTE HIGH QUALITY
AGRICULTURAL PRODUCTS

