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## PRESS RELEASE

**For immediate release:**

### **PREMIUM EUROPEAN KIWI CAMPAIGN RETURNS TO SIAL CANADA TO THANK CANADIAN CONSUMERS**

#### **European kiwifruit now available in retail stores across the country**

**Montreal, Quebec, Monday, April 30**—When the Premium European Kiwi Campaign first hit the Canadian market in 2016 expectations were modest. Canadian consumers knew very little about Europe's long-standing and strong tradition of growing and exporting kiwis.

When it came to this juicy, health-boosting “exotic” fruit, the fact that Greek, Italian, French, Spanish farmers had been harvesting and shipping kiwi around the world since the early 1970s seemed to be little known.

Enter the Premium European Kiwi Campaign.

For the first time, enterprising European kiwi farmers made the trip to SIAL Canada's Montreal fair in May of 2016.

During three intense days, the kiwifruit farmers met fruit importers and consumers and explained their meticulous approach to producing consistently abundant yields of high-quality kiwifruit that meet stringent European Union quality and safety standards—often under a scorching Mediterranean sun.

The farmers were greeted by a receptive audience and soon after, Canadian demand for European kiwifruit skyrocketed.

The sample boxes of juicy Premium European kiwis distributed during SIAL Canada and other promotional events in Montreal, received a warm welcome from Canadian consumers and quickly took the marquee position on the shelves of prominent Canadian fruit stores and supermarkets.

Premium European kiwi exports to Canada have increased by 9 per cent since 2013. Italy is the largest European exporter, averaging approximately 96,000 tons a year, while Greece saw the largest increase in exports, growing consistently from 3,079 tons in 2013 to 9,743 tons in 2017—an increase of 220%. Spain and Portugal have also experienced modest growth.



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*“European kiwifruits are cultivated, harvested and distributed with the highest quality standards. Although the trade sector has long appreciated kiwifruit from Europe, the consumers in Canada had low awareness on the fact that the European Union countries produce kiwifruit, let alone that they are among the best in the world.*

*“When we launched our Premium European Kiwi Campaign we aspired to communicate this message – the warm welcome we have received by the Canadian consumers indicates that we have succeeded,”* said Michail Xekarfotakis, president of the Agricultural Cooperative NESPAR and coordinator of the Premium European Kiwi Campaign.”

Representatives from the Premium European Kiwi Campaign will be back in Montreal (May 2-4), to celebrate a successful market penetration and to express their gratitude to Canadian consumers who have embraced the quality and exquisite taste of European kiwis, cultivated with great care just across the pond.

From May 2 to May 4, European kiwi farmers will once again attend SIAL Canada, Montreal, **Booth 2541**, and will be available to provide insight into their particular cultivation techniques and explain the significance of their kiwifruit to the European agricultural market as a whole.

To arrange an interview, please find the contact details below.

European kiwifruit are available in Canada from October to May. Ask your supermarket for European kiwifruits and enjoy a fresh, delicious and healthy snack every day, even in winter!

We look forward to welcoming you in SIAL CANADA and treating you to the most delicious kiwis you have ever tasted.

## **CAMPAIGN INFO**

The Premium European Kiwi Campaign ([www.europeankiwi.eu](http://www.europeankiwi.eu)) is funded by the European Union and the nation of Greece for the promotion of kiwifruit in Canadian, Chinese and the United Arab Emirates' markets. The Campaign is implemented by the consortium of producers: Agricultural Cooperative of Chrisochori NESPAR, Agricultural Association NESTOS, Alkyon SA, and Gousteri SA.

For additional information about the program, please visit: [www.europeankiwi.eu](http://www.europeankiwi.eu)

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