



PRESS RELEASE

9 October 2006

Appointment of chairman signals start of Eat in Colour campaign

The Fresh Produce Consortium (FPC), the trade association committed to the support and development of the UK fruit and vegetable industry, has announced the appointment of Anthony Levy as Chairman of the 'Eat in Colour' Campaign Board.

First unveiled by the FPC in September 2005 as a route to encouraging increased consumption of fresh fruit and vegetables in the UK, the Consortium has secured financial backing from all sectors of the industry namely producers, packers, importers, wholesalers, food service and retailers including Asda, Somerfield and Tesco to commence an ambitious programme of communication and education.

A highly respected business consultant with a wealth of experience gained over many years working with business leaders in a number of industries, Levy will take responsibility for maintaining strategic focus and ensuring effective delivery of the Eat in Colour campaign. His arrival coincides with the appointment of Bray Leino Public Relations who have been appointed to spearhead the communications campaign.

Commenting on his appointment, Levy said: "I am delighted to have been chosen to lead the Eat in Colour campaign and look forward to bringing the experience of the Campaign Board to bear in supporting the growth of the sector. There are some key challenges to meet but there is real potential to initiate a significant and sustainable increase in consumption. Public concerns over obesity and poor diet are at an all time high and consumer interest in cooking and food culture continues to rise. With the invaluable support of the campaign's partners, my colleagues and I on the Eat in Colour Board intend to build on the awareness raised by campaigns like 5-a-

Day, ensuring that every consumer has delicious and nutritious fruit and vegetables on their must-buy shopping list.”

Further details of the campaign will be released later this year. Plans include a raft of innovative activities designed to promote not only the enjoyment of fruit and vegetables, but also ease of selection and preparation plus health benefits.

“The core aim of the campaign will be to build confidence and inspire use by driving home the idea that fruit and vegetables are delicious, easy to prepare and nutritious. Helping parents in encouraging their children to eat more fruit and vegetables is also a key element,” Levy explained.

- Ends -

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Notes to editors:

Anthony Levy

Anthony works with boards and leaders to help them design and deliver significant business and organisational change. He combines this with being a Senior Visiting Fellow at City University’s Cass Business School and holding several non-executive directorships in the energy, environmental services and health sectors.

Anthony started his career with Esso gaining a breadth of experience culminating in senior positions in both retail and industrial marketing. His consulting clients have included the UK, European and Worldwide LPG trade associations as well as professional services firms and some UK retailers. He is a member of the Council of the Energy Institute having previously been Vice President of the Institute of Petroleum, an organisation that brings together a very broad cross-section of the energy sector from producers to retailers, consumer groups and government.

Within the health sector Anthony has held several public sector positions and is currently the Chairman of Bromley Hospitals NHS Trust.

The other members of the Eat in Colour campaign management board are:

Michael Velasco - President, FPC

Martin Beckenham - Chief Executive, Horticultural Development Council

Nick Scrase - Asda

Giles Gravatt - Tesco

Steve Harrison - Managing Director (Wholesale & Foodservice), Redbridge Holdings

Susie McIntyre - Managing Director, Kettle Produce

Alan Owens – Chairman , Greenvale AP

Laurence Olins - Managing Director, Poupart Group

Dickon Poole Marketing Manager, JP Fruit Distributors

Nigel Jenney, Chief Executive, FPC is secretary to the board

About the Fresh Produce Consortium

The Fresh Produce Consortium is the trade association which represents producers, packers, importers, wholesale, food service, retailers and floral within the UK fresh produce and floral industry.

www.freshproduce.org.uk