



**Good for you,
good for society**



**IT WILL PAY OFF
FOR YOU**



**Fresh Produce Centre
promotes the interests of
companies that are active in
the sale of fruit and vegetables
and is also a source of
knowledge and inspiration.**

Fruit and vegetables are healthy, sustainable and contribute to a strong economy. Eating a diet with sufficient fruit and vegetables can lead to significant savings in health care costs.

To contribute to a healthy and sustainable society, Fresh Produce Centre promotes and builds networks with organisations from sectors including health care, NGOs, catering and education. All with the common goal of boosting consumption of fruit and vegetables. Together with the Dutch Ministry of Agriculture, Nature and Food Quality, Fresh Produce Centre is investing in the National Action Plan for Fruit and Vegetables, so that in partnership with production companies consumers can be inspired to eat more fruit and vegetables.

The fruit and vegetable sector ensures the daily availability of healthy, sustainable fruit and vegetables in Europe and beyond. Our mission is to make the healthy choice the easy choice.

Read more at www.freshproducecentre.com



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