



Time for apples from Europe

Campaign in the markets of Algeria and Egypt

(10.05.2017 – 31.05.2019)



CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION



AND ALSO FROM THE FUNDS
OF THE FRUIT AND VEGETABLE
PROMOTION FUND

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About campaign

“Time for apples from Europe” is a two-year informational-promotional campaign conducted by the Association of Polish Fruit Growers in the markets of Algeria and Egypt. The products involved in the program are European apples, including ‘Grójeckie’ apples listed on the EU register as a Protected Geographical Indication. The campaign involves the promotion of the nutritional benefits and quality of fresh as well as processed apples.

The aims of the program are:

- To broaden knowledge of the **benefits of EU agricultural products** and the high standards followed in EU production methods among target groups of apple consumers and distributors by 10 % after the end of the program;
- To increase the **share of EU agricultural products**, i.e. fresh and processed apples, in the markets of Algeria and Egypt by 8% after the end of the program;

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Our actions

(participation in fairs)

**Trade Fair HACE- Hotel Expo,
Cairo (30.10. - 2.11.2017)**



**Trade Fair SAHARA, Cairo
(16-19.09.2018)**



**Trade Fair SIAG, Oran
(7-10.03.2018)**



**Trade Fair Hace, Hotel Expo Cairo
(15-17.10.2018)**



**DJAZAGRO Exhibition, Alger
(9-12.04.2018)**



**FOOD AFRICA Exhibition, Cairo
(8-10.12.2018)**



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Our actions

(additional events)

Animations of sales points (3-16.05.2018)



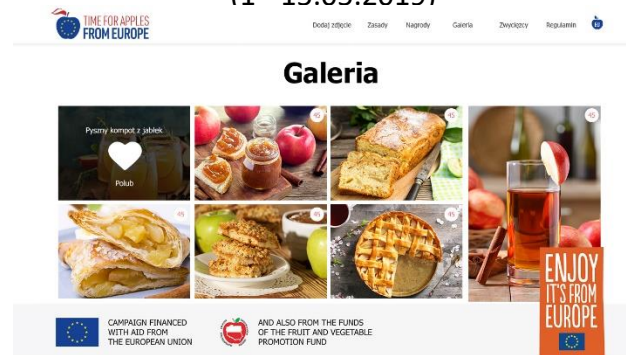
Study tour, Warsaw (30.07 – 3.08.2018)



Charity event, Cairo (23.05.2018)



Contest "Apple masterpiece on a plate" (1 - 15.05.2019)



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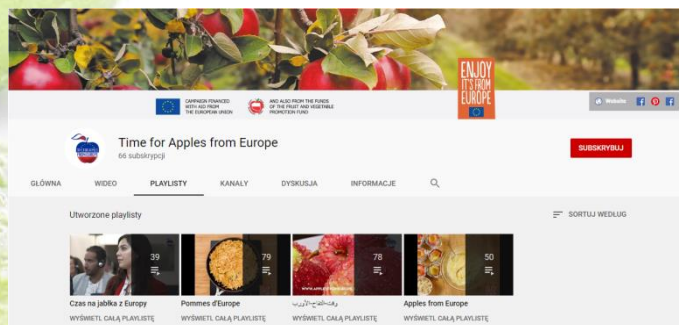
Our actions

(promotional activities in online and traditional media)

Campaign website www.applesfromeurope.eu (Arabic,French,Polish, English)



YouTube campaign channel (Arabic,French,Polish,English)



Facebook profile (Arabic,French)



Press advertising (in Egyptian trade and lifestyle magazines)



Press advertising (in Algerian trade magazines)



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Campaign result and impact

(main results)

The campaign had a **positive impact** on expanding the knowledge of target groups about the qualities of European apples and processed products and production standards in the European Union.

According to Eurostat statistics, European apple exports to Egypt increased by 32% (152,546,000 kg) in 2018 compared to 2017 (115,376,000 kg). The growth trend of European apple exports to Egypt in 2019 is similar or higher, so it can be assumed that the increase in the share of European apples on the target markets in each year of the campaign was about 30%. Due to the embargo on food products from the European Union in Algeria and the transfer of most activities to the Egyptian market, there was no increase in the share of EU apples in Algeria during the campaign and immediately after it. The embargo was lifted at the beginning of 2019 and the increase in the share of European apples in Algeria will be noticeable only in the next years.

The **level of knowledge** about the advantages of EU agricultural products among consumers and distributors on the Algeria and Egypt market increased during the campaign **by 17.25%** against 10% assumed.

The completed campaign has contributed to a significant broadening of awareness of the advantages and safety of apples from the EU and to the further expansion of European fruit-growing in the markets of Algeria and Egypt.

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Future of the campaign, next steps, durability of results

The "Time for apples from Europe" campaign was implemented effectively, as evidenced by the **great popularity** of the project at fair stands in Algeria and Egypt as well as in traditional and social media. The **active participation of European apple and processed fruit producers** in trade fairs has contributed to establishing many business contacts and, as a result, also increased the share of European apples on target markets. Due to the embargo on food products from the European Union in Algeria and the transfer of most activities to the Egyptian market, no increase in the share of EU apples in Algeria during the campaign and immediately after it could be seen.

Having in mind the experience with the campaign, we plan to continue operations on the Egyptian market and in other North African countries.

After the Russian Federation embargo on EU products including apples, **African countries have become one of the key markets for EU fruit.**

Therefore, at present, our goal is to maintain commercial contacts acquired during the implementation of the campaign and thus increase the export of apples to those markets.

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Thank you for attention!



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