



Outermost regions' label Agrimulti 2017-2019

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CAMPAGNE FINANCÉE
AVEC LE CONCOURS
DE L'UNION EUROPÉENNE

THE EUROPEAN UNION SUPPORTS
CAMPAIGNS THAT PROMOTE HIGH QUALITY
AGRICULTURAL PRODUCTS

ENJOY
IT'S FROM
EUROPE



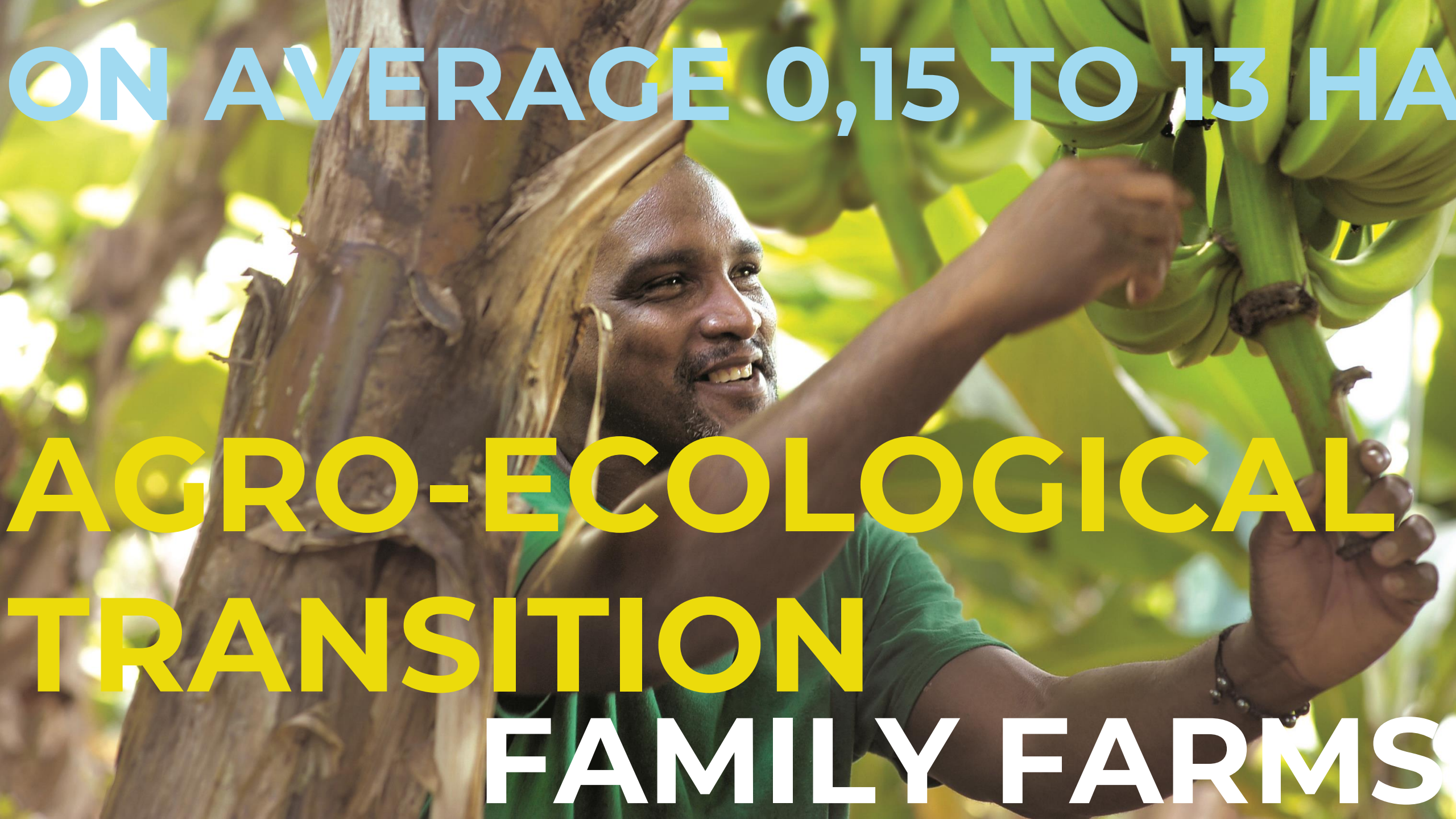




**BALANCE
& STABILITY**

40 000 JOBS

VITAL

A man with a beard and a green shirt is smiling and reaching up to touch a large bunch of green bananas hanging from a tree. The background is filled with lush green foliage and sunlight filtering through the leaves.

ON AVERAGE 0,15 TO 13 HA

AGRO-ECOLOGICAL
TRANSITION

FAMILY FARMS

in million tons

85

World production

20

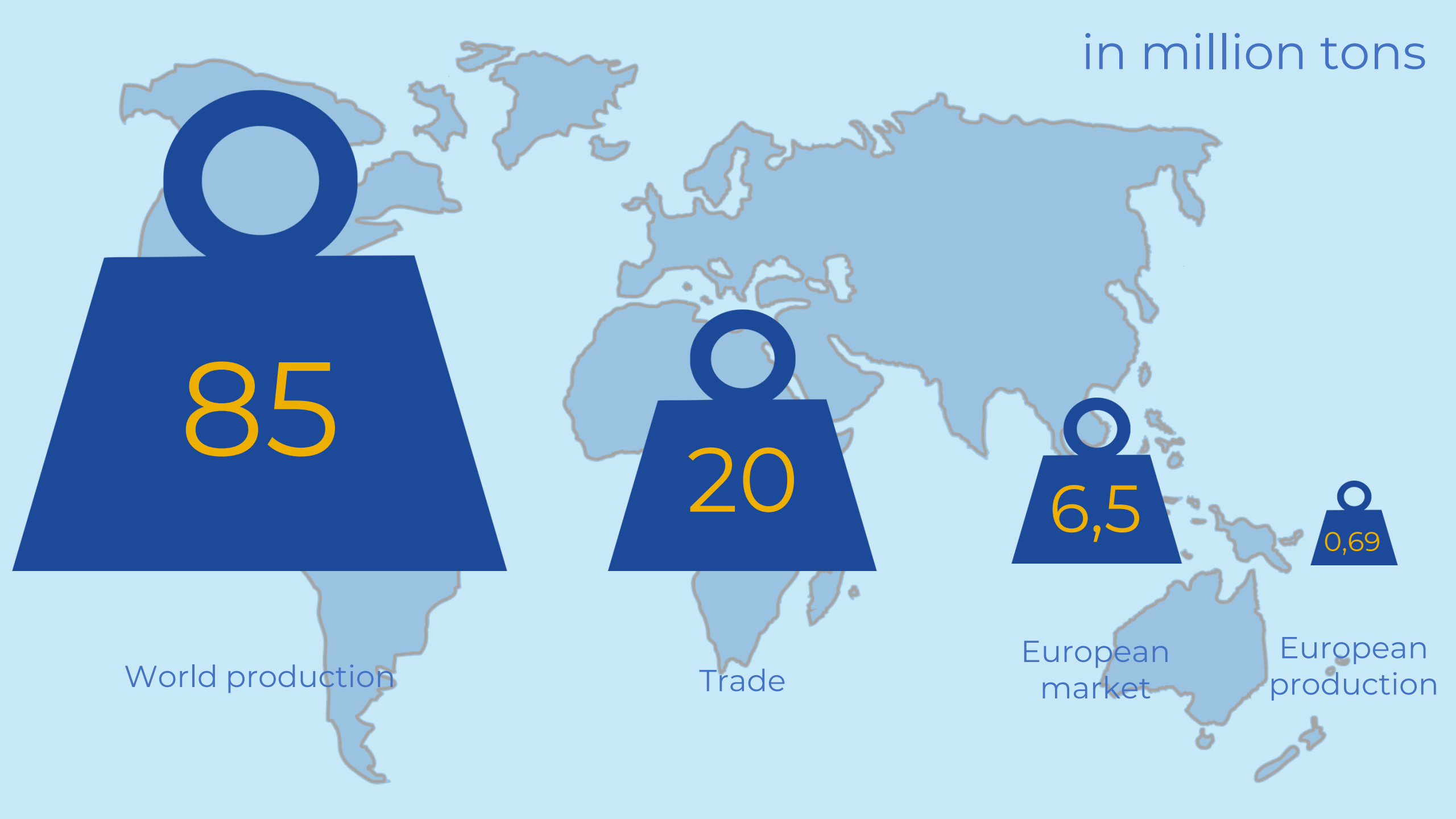
Trade

6,5

European
market

0,69

European
production







OUTERMOST REGIONS' LABEL

Born under lucky stars



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**OUTERMOST REGIONS LABEL
BORN UNDER LUCKY STARS**
SUSTAINABLE, TASTY, TRACEABLE

OUTERMOST REGIONS' LABEL

Born under lucky stars



CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS
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An aerial photograph of a rugged coastline. On the left, the deep blue ocean meets a steep, reddish-brown rocky cliff. To the right of the cliff, the land is covered in terraced vineyards, with rows of green grapevines separated by low stone or concrete walls. The sun is high, casting shadows on the terraces.

26 destinations

91 455 visitors

732 media clippings

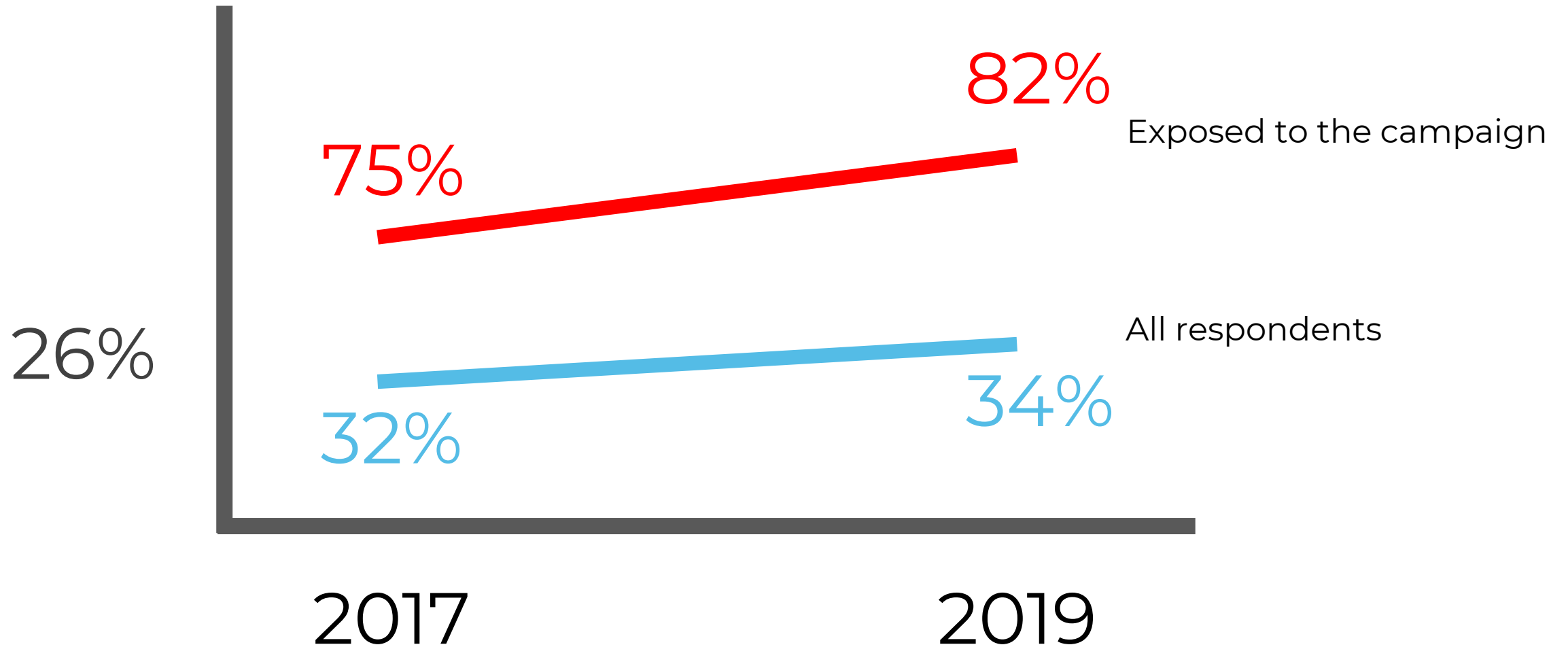
+ 54 000
recruited fans
on Facebook

8 millions
Facebook reach





AWARNESS



Differences in reception

Germany
Belgium

France
Spain
Portugal

Poland





What future for the European banana ?



THANK YOU FOR YOUR ATTENTION



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