

EUROPE PROMOTES A HEALTHY FUTURE

WELCOME TO THE LEMON AGE

WITH LEMONS FROM SPAIN

The European Lemon Launches First-Ever Campaign to Share its Virtues in Canada: “Welcome to the Lemon Age”

- The European lemon, a world leader in fresh production, launches an information campaign in Canada for the first time to highlight its sustainability, certified quality, traceability and food safety
- The campaign called Welcome to the Lemon Age, which will take place over the next three years, and highlights the demanding production model of the European lemon, a natural product, without cholesterol, without fat and a source of Vitamin C that contributes to the normal functioning of the immune system
- The campaign uses the website Thelemonage.com as a central axis, and among the most outstanding actions the European Lemon will take over a prominent corner billboard on Yonge St. & Dundas Square in Toronto

(Canada – October 28, 2020). For the first time in history, the **European Lemon** launches a promotional and information campaign to spread its virtues in Canada. Under the slogan **Welcome to the Lemon Age**, the mission of this campaign is to give visibility to the values of the European production model including the certified guarantee of quality, sustainability, food safety and traceability; and identifying the European lemon with the **Mediterranean Diet**, declared by UNESCO in 2010, as Intangible Cultural Heritage of Humanity.

The lemon is a food **without fat, without saturated fat, very low in sodium, without cholesterol, low in calories and with a high content of Vitamin C that contributes to the normal functioning of the immune system**. It is, therefore, a product highly appreciated mainly by Canadian women, due to its health benefits. Between 2010 and 2018, **the consumption of fresh lemon in Canada has increased by 43%**, from about 37,000 to more than 66,000 tons.

A lemon influencer

Aimed at young people between the ages of 25 and 45, Welcome to the Lemon Age campaign, which will also take place over the next three years in the United States, Spain, Germany and France, introduces **Lemonencer**, the first lemon influencer in the world. He connects with the youngest public through Instagram ([@thelemonage_can](https://www.instagram.com/thelemonage_can)), Facebook (www.facebook.com/WelcometotheLemonAge/) and the website www.thelemonage.com.

Versatility in gastronomy

Lemons are a tremendously versatile product in gastronomy. It is part of the Mediterranean Diet, declared by UNESCO in 2010 as Intangible Cultural Heritage of Humanity. For this reason, different **video recipes for cooking and cocktails will be disseminated through the web and the campaign's**

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social media networks, that will show that the European lemon is a multidisciplinary, natural, healthy, fresh product, that all of it can be used when cooking.

Lemons from Europe, a world reference

Lemon production in Europe, mainly Spain, amounted to 1,557,000 tons on average between 2010 and 2018, according to data from Eurostat, Faostat and Comtrade, thus leading the world ranking. With a turnover of more **than 700 million euros per year and more than 20,000 direct jobs**, the lemon sector has 40,000 hectares dedicated to production, housing more than **9 million lemon trees that are located mainly in the Mediterranean basin** and that contribute, in addition, to environmental sustainability, with a **positive net balance of 304,840 tons of CO2 sequestered per year**.

Welcome to the Lemon Age, coordinated by AILIMPO (Lemon and Grapefruit Interprofessional Association) and co-funded by the European Union, has a budget of 6.5 million euros for the next three years (2020-2022): 5.23 million will address the programs in France, Spain and Germany; and 1.27 to shares in the United States and Canada.

More information

www.thelemonage.eu
www.thelemonage.com

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