

## 2009-03-02 press-release: Yes we apple!

Apples are the most popular and most consumed fruit in Germany. The apple wins, after the strawberry (2007) and the raspberry (2008), the election „fruit of the year“ 2009. The apple makes the number one position of this year's top Ten with 12.67% of the given votes.

„Worldwide there are more than 20,000 apple kinds. Regularly eaten, they increase the well-being and work like a Jung's well. 70% of the healthy materials are under the bowl. Apples deliver mineral substances and trace elements, like potassium, iron and phosphorus as well as vital vitamins. A Boskoop, e.g., already contains one quarter of the everyday need in vitamin C“, a Potsdam fruit scientist quotes his choice.

From the 26 th of January to the 27th of February, 2009 children, youngsters and adults in charitable associations (e.g. Sport, child help and youth welfare) and organisations for education and employment in Berlin, but also customers as well as experts of the fruit and vegetable business at FRUIT LOGISTICA and FRESHCONEX 2009 or the professional audience of the fair BioFach 2009 (Nuremberg), were questioned.

People from, e.g., the Netherlands, Kenya, Turkey, India, Mexico, Tasmania and China chose their favorite fruit for International Fruit Day which was initiated in 2007 as a festival day for fruit as well as vegetables and was fixed yearly for 01st of July. The third International Fruit Day has the motto „creativity and innovation“ in addition to the European year for the support of the relations between creativity, culture and education. Fruits stand symbolically for the variety of the cultures.

People invite each other to share fruits and vegetables. Wherever they are – at work, in schools or by local appointments – they invite, as for a picnic in the park, people to come together and share food. They can talk and exchange knowledge all around the subjects fruits and food to create positive living conditions.

More than 70 different kinds of fruits were named as fruit of the year. From all given votes for 2009 around two-thirds quoted for the fruits of the top Ten. Firstly, the apple, followed by the mango (9.09 %) and the strawberry (8.49 %) which was in 2007 “fruit of the year”. The positions from four to ten are held by the banana (7.3 %), pineapple (5.81 %), cherry (4.77 %), kiwi (3.87 %), raspberry (3.13 % [fruit of the year 2008]), melon (2.83 %) as well as grape and pomelo (each 2.24 %). Other people chose fruits, e.g., quince, passion-fruit, elder, longan, peach, orange or blueberry. Even vegetables like tomato or pumpkin were named which are fruits in the botanical sense.

Now the fruit of the year 2009, the apple, is used as a logo to International Fruit Day on the 01st of July, 2009.

For further informations please contact me.

Fruity Regards

**International Fruit Day**

socialjoker – fruits for life

Christian Fürst

Schwartzkopffstr.2

10115 Berlin - Germany

Tel.: +49 30 39877653

internationalfruitday[at]web.de

<http://internationalfruitday.jimdo.com>

<http://internationalfruitday.jimdo.com/aktuell.php>

