

Pomegranate is Fruit Of The Year 2024

Frank Fol - Chairman of WE'RE SMART WORLD had randomly chosen ten fruits from hundreds for the annual vote Fruit Of The Year. He has more than thirty years cooking experience, consults, coaches and teaches peers in workshops all over the world, whilst promoting his slogan „Think Vegetables! Think Fruit!“.

The election was on social media, for SOS-Kinderdorf Berlin and was recently taken to FRUIT LOGISTICA and BIOFACH. Renate Künast voted her favorite at the exhibition Grüne Woche in January. She is spokeswoman of the Food and Agriculture Working Group of her parliamentary group, Bündnis 90/Die Grünen, in the German parliament, Bundestag.

The winner for the next twelve months as Fruit Of The Year 2024 is pomegranate with 17,47 % of all votes. Second became passionfruit (13,25 %) and third is plum (12,05 %). In order of the votes 4th-10th place are: jackfruit, clementine, apricot, nectarine, kumquat and mulberry.



The beautiful, apple-shaped pomegranate has a leathery, red-golden skin and a large calyx tip which looks like a crown. Inside are countless white edible seeds encased in a translucent shell of deep pink to scarlet red flesh. These are set in segments of bitter, inedible yellow skin. Pomegranate seeds with their refreshingly sour taste are very juicy. The seeds look very pretty like red pearls and are an attractive decoration for any dishes. The juice can also be used for a syrup which is called grenadine for long drinks and cocktails.

Pomegranates originally come from Persia and Caucasus. They have been a symbol of fertility since ancient times because of their numerous seeds. Venus, the goddess of love, is said to have offered pomegranates as a gift to her favorites. The cultivation of pomegranates quickly spread across the globe with settlers and traders wherever they sow or dropped seeds.

The vote is part of International Fruit Day and was created by a group of students in Berlin. Since 2007 Fruit Day has become a worldwide festival day to celebrate the diversity of fruit. Top countries are India, Nigeria, Indonesia, Pakistan and USA.

International Fruit Day is celebrated annually July 1st worldwide by sharing fruits with family, friends, team at work, sports club or NGO of your choice. Inspired by Franks smart „think fruit!“ and the Venus this year’s motto for pomegranate as Fruit Of The Year for International Fruit Day is: „Smart nurturing, eating is an art“.

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

<https://www.facebook.com/internationalfruitday>

#internationalfruitday

#fruitoftheyear

Please forward this press release to whom it may concern. I will be happy to answer any further questions.

With fruity Regards
socialjoker - fruit for life
International Fruit Day
Christian Fürst
Schwartzkopffstr.2
10115 Berlin - Germany
Tel.: + 49 (0) 157 7238 3778

