



GROUPEMENT EUROPEEN DES PRODUCTEURS DE CHAMPIGNONS PROMO

Mushroom promotion programme in the EU – November 2023

The mushroom promotion programme is cofinanced by the EU. It is a three-year period programme held on 2023-2025, **aimed at the Millennials** (26-41 years old) and implemented in **nine European countries**: Belgium, France, Germany, Hungary, Ireland, Italy, Netherlands, Poland and Spain.

It is coordinated by GEPC Promo, association of the mushrooms' growers created by GEPC to work on the mushrooms promotion topic.

The objectives of this programme are:

- Strengthen awareness about the positive aspects of European Mushrooms
- Improve positive attitude towards European grown mushrooms
- Increase Buying Intention of European mushrooms
- Growth of production and sales of European grown mushrooms

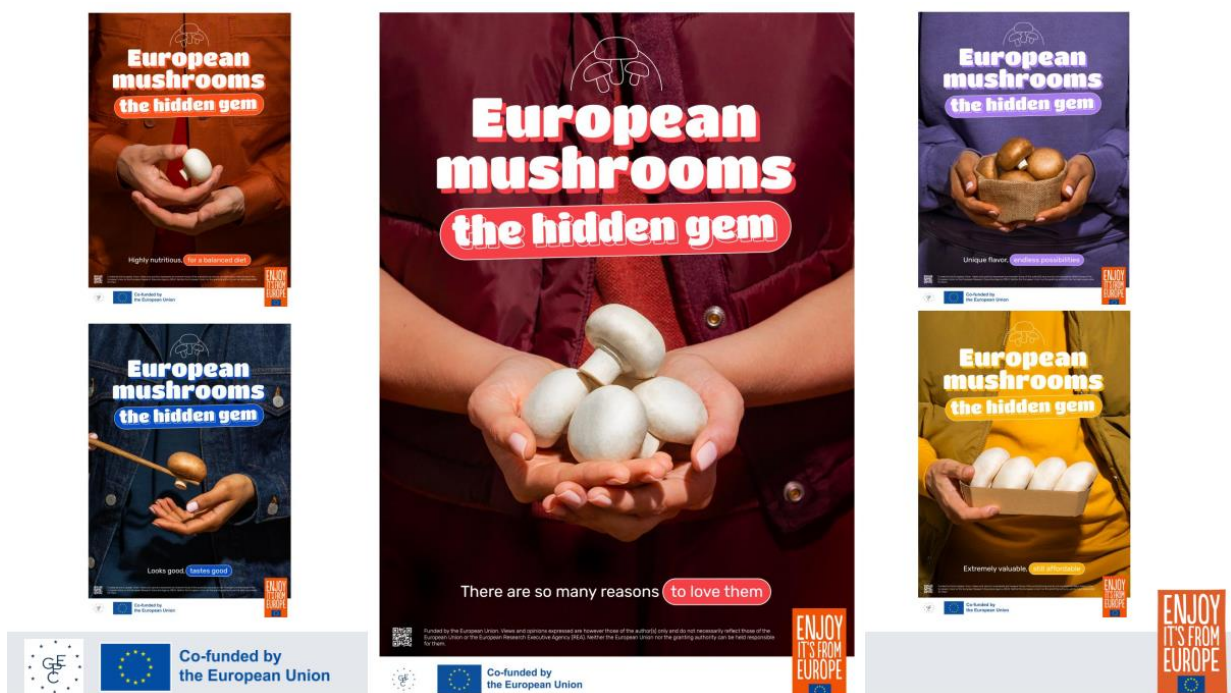
The promotion actions are essentially based on digital support and social media:

You Tube: <https://www.youtube.com/channel/UC5OdKZNzY2q2RLKrG6jI2tA>

Website: <https://europeanmushrooms.eu/en/>

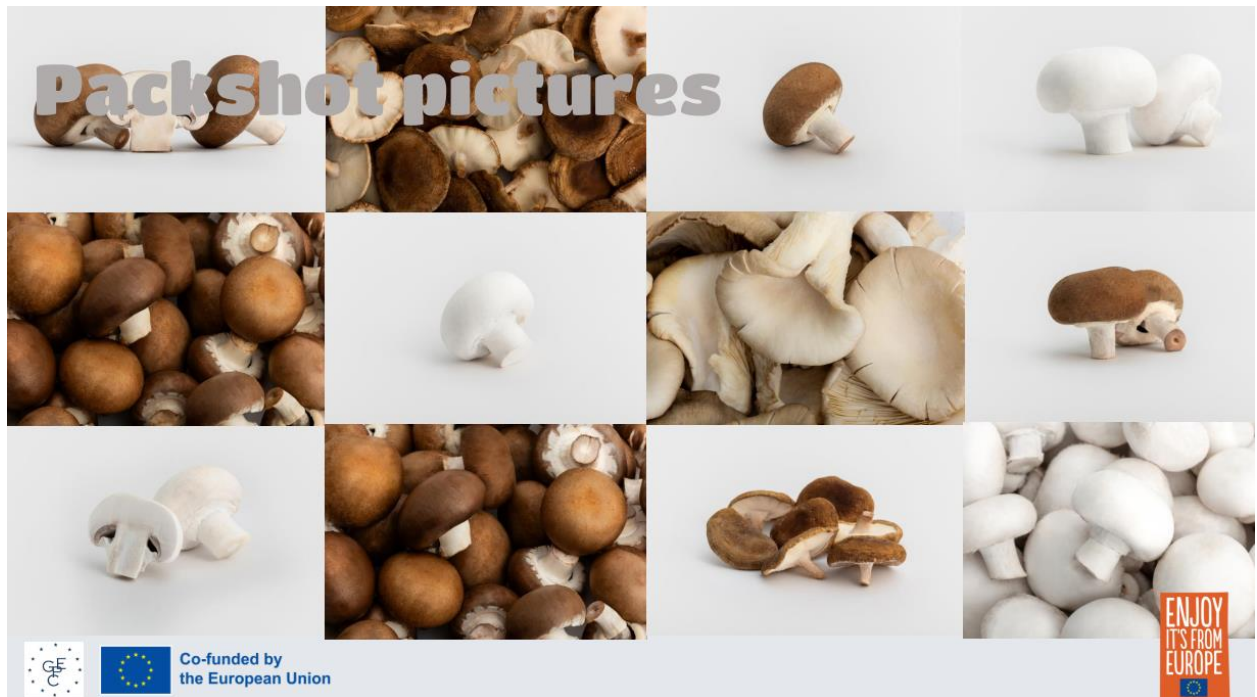
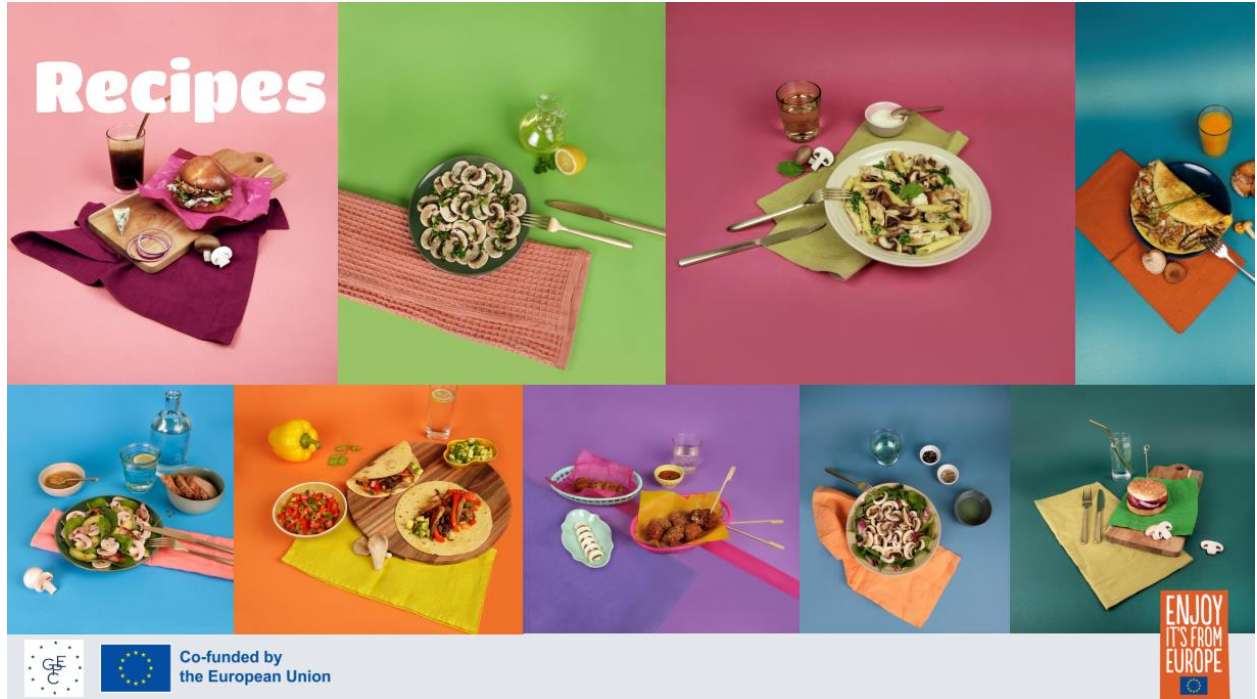
Instagram: <https://www.instagram.com/europeanmushrooms/>

Facebook: <https://www.facebook.com/europeanmushrooms>





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Still life pictures



Co-funded by
the European Union