



## Thematic Network 2018

Stimulating fresh fruit and vegetable consumption  
for healthier European consumers



# Thematic Network

*Stimulating fresh fruit  
and vegetable  
consumption for  
healthier European  
consumers*



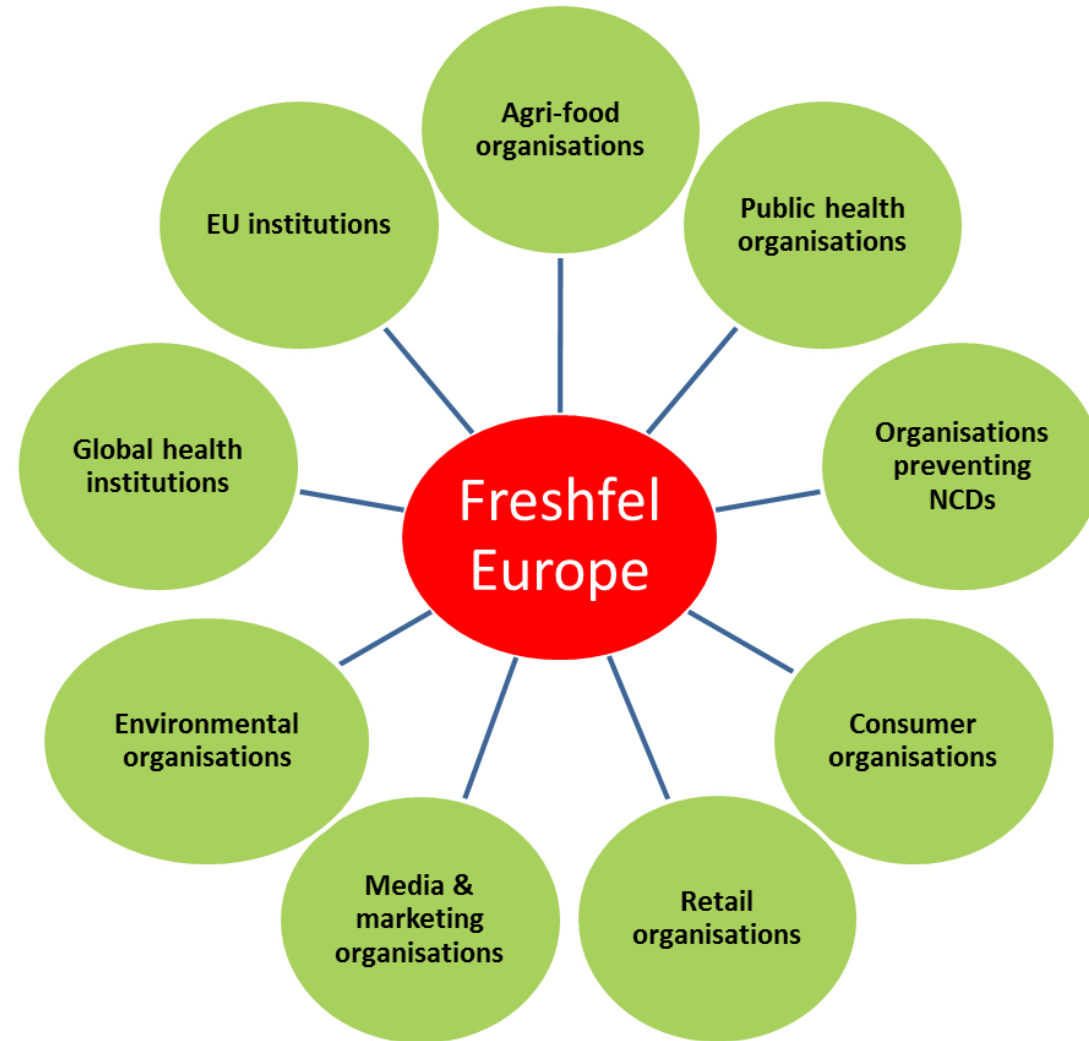
First ever  
Thematic Network  
on food!



## Overall objective:

*To act as a platform for **sharing information, knowledge and best practices** targeted at **increasing fresh fruit and vegetable consumption** amongst those groups whose consumption of fruit and vegetables is low throughout Europe, such as children, young adults and those with a lower socioeconomic background.*

Collaborate with a  
network of **public**  
& **private**  
stakeholders



## Specific objectives:

1. Develop **a Joint Statement**, with an accompanying visual representation, consolidating best practices of communicating fruit and vegetable consumption needs and of how to include fruit and vegetables in the diets of EU consumers in a changing lifestyle environment;
2. Act as a **forum for dialogue** between health, agri-food, consumer, media/marketing and environmental organisations to discuss the realization of these best practices;
3. Act as a platform from which **to develop collaboration and synergies** between organisations **beyond 2018** to realize these best practices by converting new (or renewed) awareness of the importance of fruit and vegetable consumption into effective actions, thereby increasing consumption levels.

## Joint Statement in three parts:

**1**

### **Framing paper:**

Frame & contextualize the  
current fresh F&V consumption

**2**

### **Recommendations paper:**

Suggestions for future action  
based on best practice examples

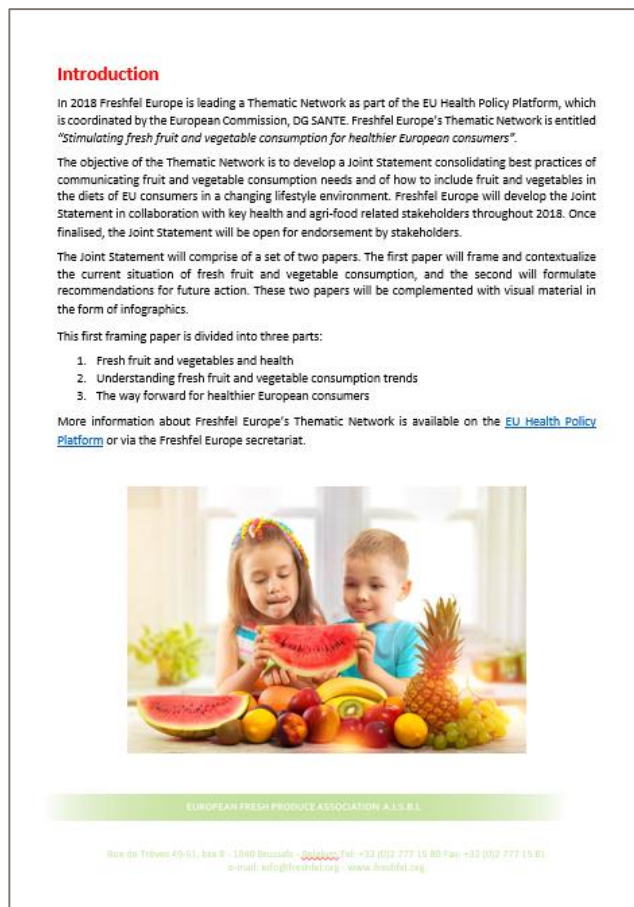
**3**

### **Visual material:**

Accompanying infographics



# Part 1 – Framing Paper



Fresh fruit & vegetables and health

Understanding fresh fruit and vegetable consumption trends

The way forward for healthier European consumers

First webinar  
20 participants  
500+ viewers of recorded version

# Thematic Network Update

**September 2018 – Joint Statement Part 1 (Framing Paper) completed**

*Stakeholders who actively contributed to the drafting of the  
Joint Statement Part 1!*



All Thematic Network information & updates available on  
the **EU Health Policy Platform** - <https://webgate.ec.europa.eu/hpf/>





# Thematic Network Update

September to November 2018 – drafting of **Joint Statement Part 2**

- 2<sup>nd</sup> part of Thematic Network Joint Statement
- Illustration of *recommendations* for future action
- Recommendations at *all levels/parts of society* (holistic perspective)
- Recommendations accompanied by *best practices* where possible



## Reminder of Thematic Network objective:

*To act as a platform for **sharing information, knowledge** and **best practices** targeted at **increasing fresh fruit and vegetable consumption** amongst those groups whose consumption of fruit and vegetables is low throughout Europe, such as children, young adults and those with a lower socioeconomic background.*

# A Review of Recommendations for Future Action



## Thematic Network Joint Statement - Part 2

# A Review of Recommendations for Future Action

## *Types of recommendations for future actions*

Cooperative  
Action

Social Action

Economic Action

Environmental  
Action

Communication  
Action

BEST PRACTICES

# A Review of Recommendations for Future Action

Cooperative  
Action



# Preview “best practices”





n° 54  
 July/August  
 2018

## Importance of involving children in the different steps of meal preparation

Children's nutrition education is one of the main tools to improving their health. However, what is and what is not nutrition education is still quite confused.

Nutrition education is not teaching children the nutrient content of different foods. Children don't have control of their behaviours to let this issue drive their decisions, and overall in a world where the offer of junk foods is so pervasive, long-standing and so appealing.

Nutrition education is not either informing them that some foods are good or bad for their future health. Children don't have the comprehension nor the feeling of their future, especially if the future is related to their health. Unfortunately this meaning belongs only to chronic sick children who wonder whether they will be able to overcome their problems.


Nutrition education is working in such a way to make healthy foods appealing, familiar, and tasty, in order to let children spontaneously choose "good foods" where "good" also means tasty and healthy.

To reach this goal the three papers presented in this issue are important because they help parents to act positively and not just to teach theoretically.

In conclusion, having healthy foods, mainly vegetables, at home largely visible and available, buying foods with children but without letting them use their "pocket power" in supermarkets and cooking with them helps to convince children to eat vegetables and like them.

However parents shouldn't forget that they are the main models for their children and that no child will eat healthy if his/her parents don't show the same behaviour.

**Margherita Caroli**  
 Pediatrician and nutritionist, Department of Prevention,  
 Azienda Sanitaria Locale, Brescia, ITALY



**Nutrition & Health:  
 From science to practice**  
 NOVEMBER 7<sup>th</sup> - 9<sup>th</sup>  
 Marriott Hotel - LYON - FRANCE

  
**CALL FOR POSTER**  
 August, 31<sup>st</sup> : Abstract submission deadline  
 November, 9<sup>th</sup> : Poster awards

AREAS TO BE ADDRESSED WILL INCLUDE:  
 • Current Research in Nutrition  
 • Nutrition and Health  
 • Nutrition and Prevention  
 • Nutrition and Cardiovascular diseases  
 • Nutrition and Obesity  
 • Nutrition and Diabetes  
 • Nutrition and Cancer  
 • Nutritional Neuroscience  
 • Nutritional Epidemiology  
 • Public Health Nutrition  
 • Prevention in General Practice  
 • Healthy Lifestyle  
 • Pediatric and Complementary feeding  
 • Nutritional Education  
 • Food Marketing  
 • Food Environment  
 • Food Systems  
 • Food Safety  
 • School Food Procurement  
 • School Schemes  
 • Nutrition and Sociology  
 • Nutrition and Behavioural Science  
 • F&V consumption  
 • Economics and Legislation related to F&V

EGEA VIII CONFERENCE, NOV. 7-9, 2018

**NUTRITION & HEALTH FROM SCIENCE TO PRACTICE**

42 days


18 hrs



51 min

58 sec


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european farmers   european agri-cooperatives



EUROPEAN FRESH PRODUCE ASSOCIATION

**#FruitVeg4You**

Treat yourself well every day





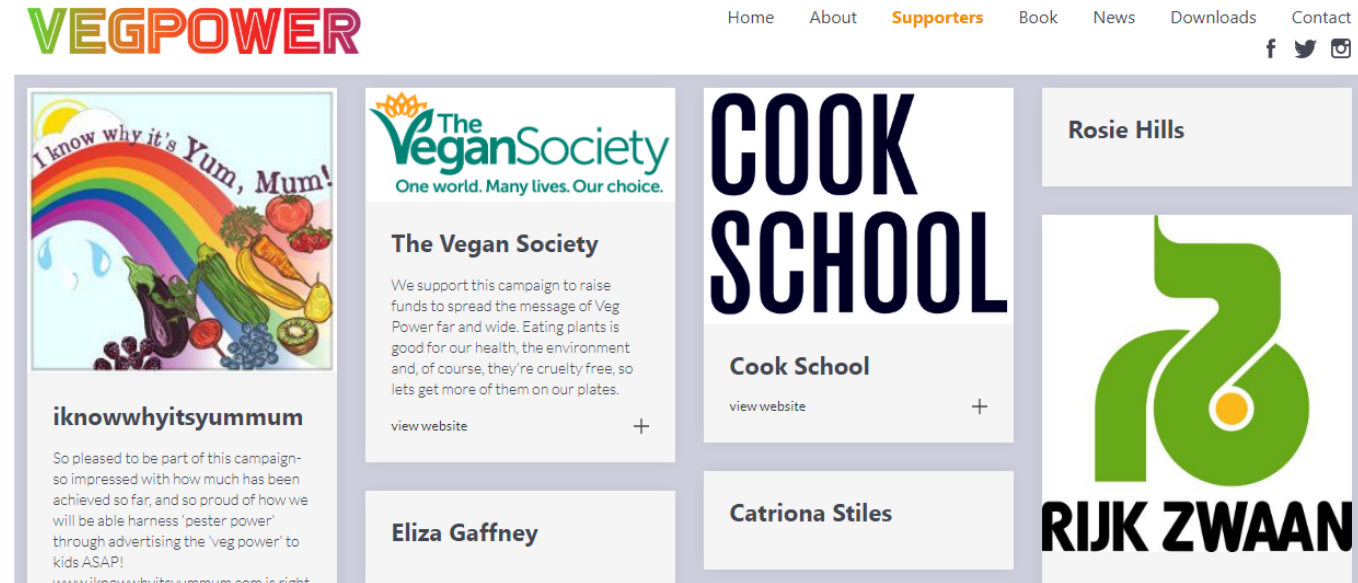
# Preview “best practices”

Supporters : 100.000 £

## Pledge for veg

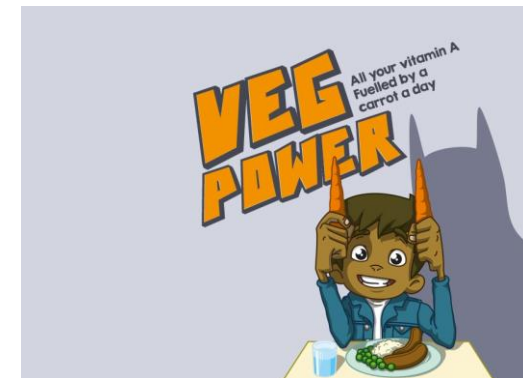
The worrying truth is that 95% of teenagers and 80% of younger children are not eating enough veg. So in 2017 we launched Peas Please. Since then we have secured pledges from 40 different food system stakeholders to take action to help us all eat more veg.

Our vision is to create an independent brand manager for veg which uses the full range of marketing techniques to increase the UK's consumption of veg. The fund will seek to inspire kids, support parents and encourage everyone to enjoy more veg.



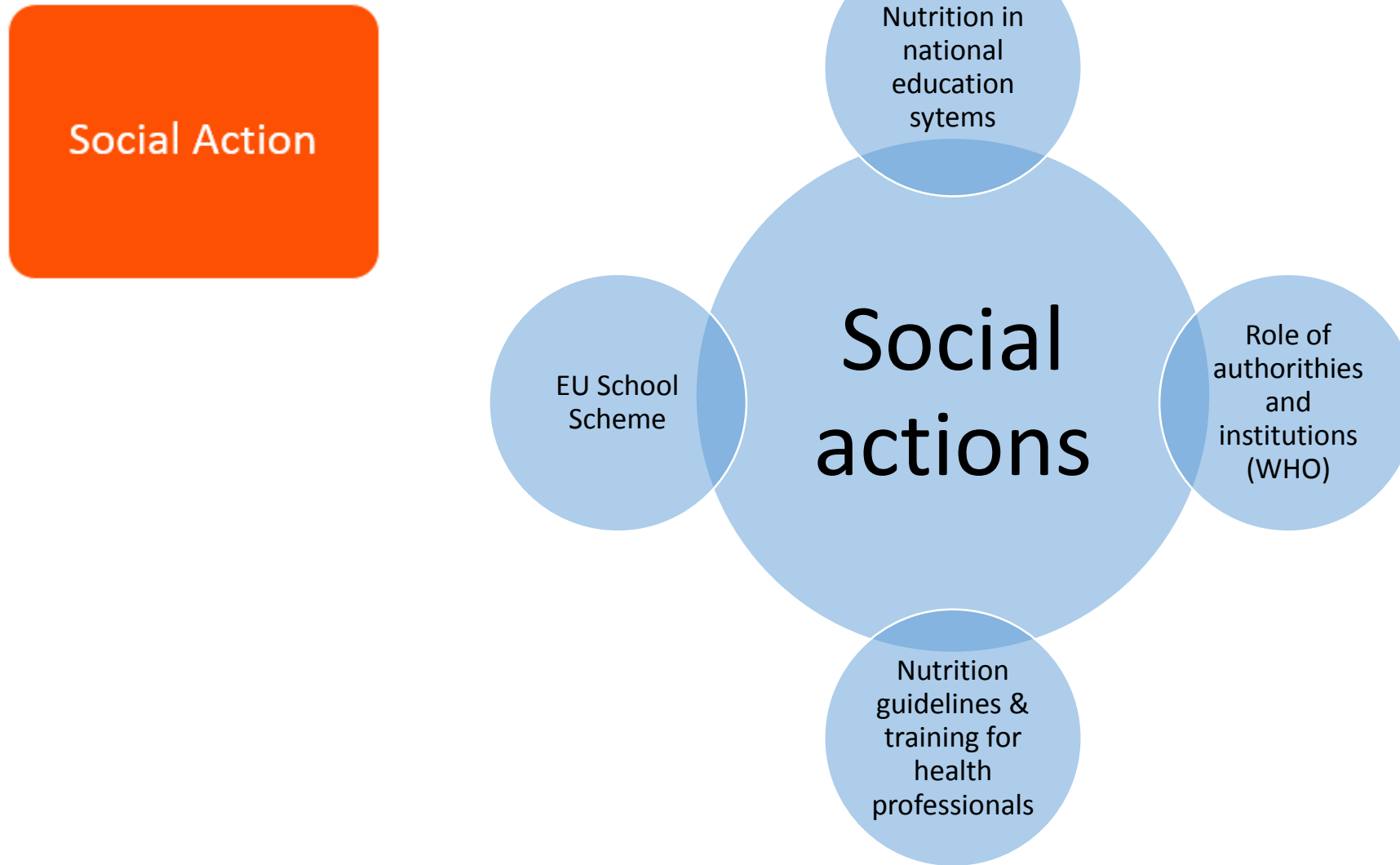
Celebrity chefs, politicians,  
academics, retail, growers...

<https://vegpower.org.uk/>





# A Review of Recommendations for Future Action



# Preview “best practices”

## Key Facts: EU – EU F&V School Scheme

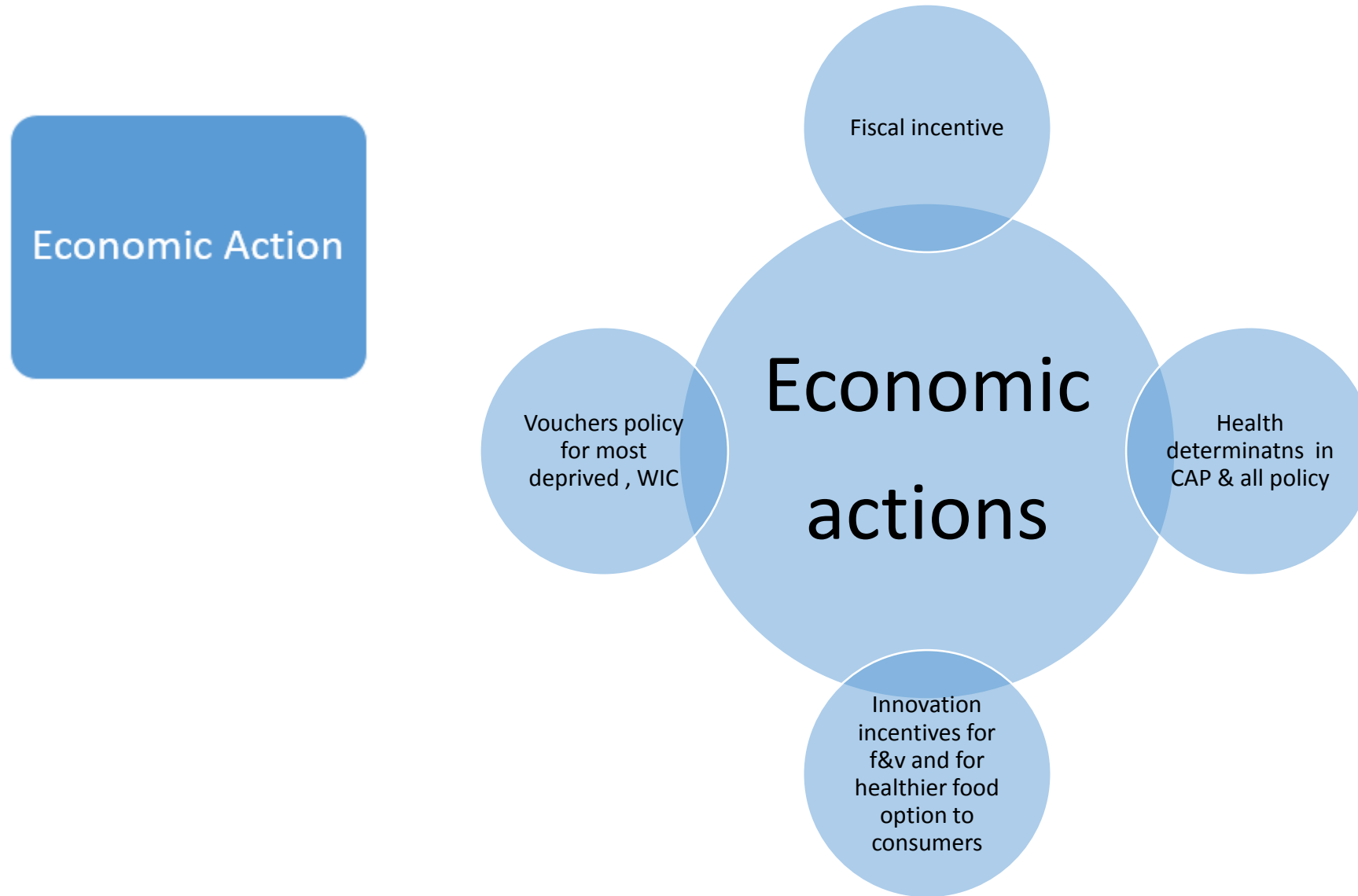
- Over 12 million children (4% more than last year) in more than 79,000 schools
- Mainly children aged 6-10 years
- Children received more than 74,000 tons of fruit/vegetables, mostly fresh (93% of total)
- Budget execution improved with 77% of the annual EU budget spent (73% for previous year) ‘ Annual budget 150 M €



## Case study: Food Dudes –Ireland



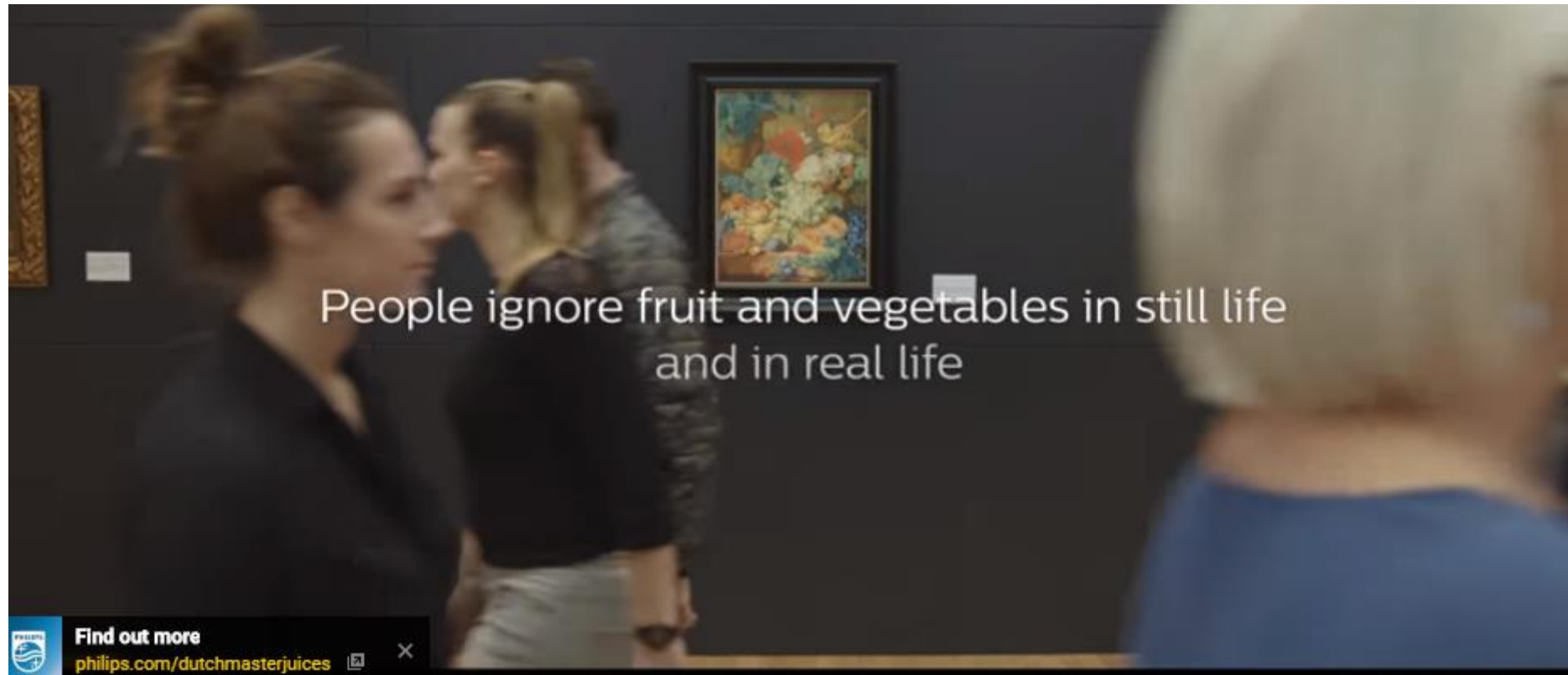
# A Review of Recommendations for Future Action



# Preview “best practices”

## The mystery of the missing fruit

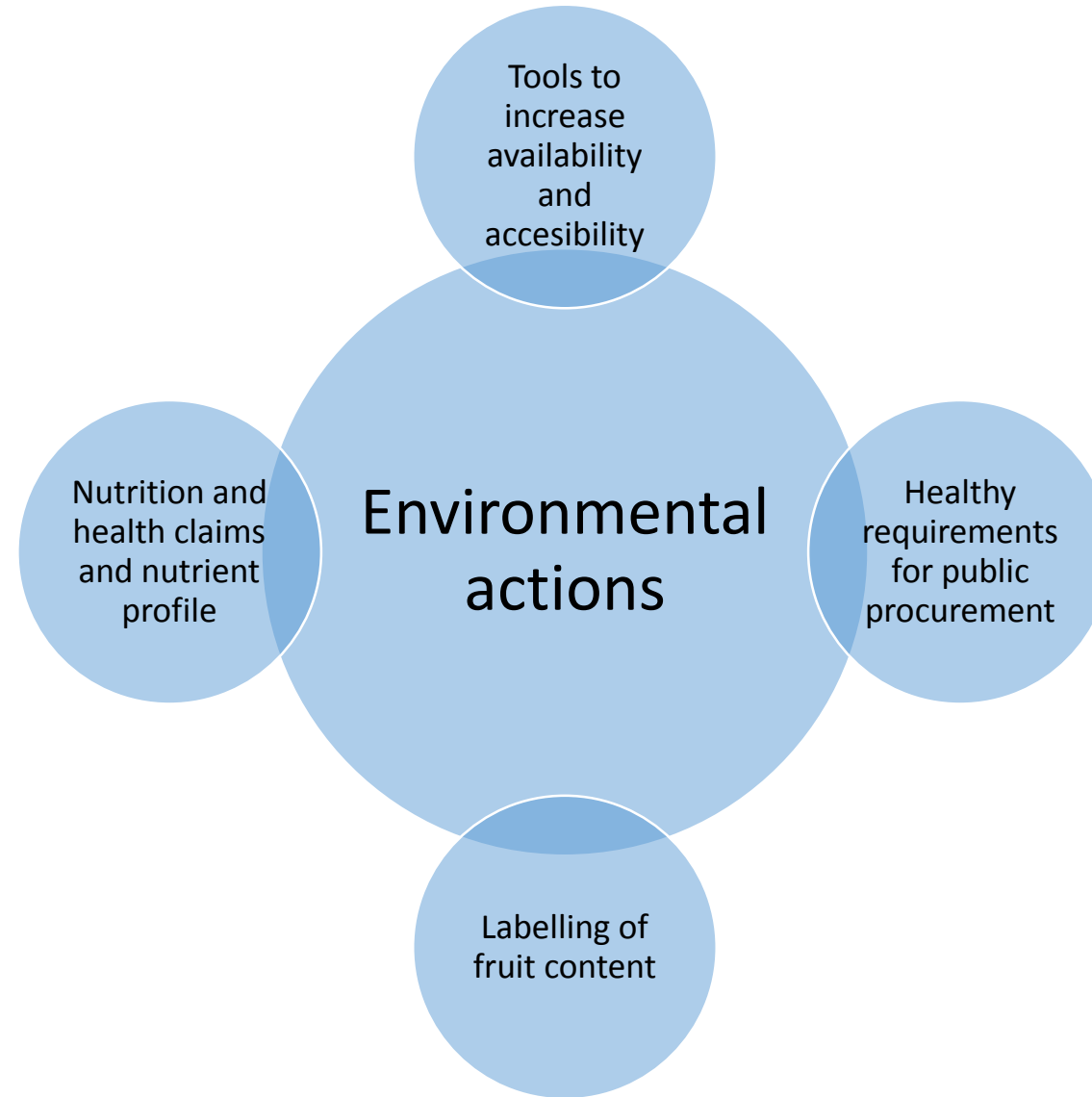
Visitors to the Dutch Rijksmuseum in Amsterdam were surprised by a campaign by Philips. For the ‘Dutch Masterjuices’ campaign, the company cooperates with the museum to make people aware of healthy lifestyles.



[https://www.youtube.com/watch?time\\_continue=95&v=juV0hjGUymA](https://www.youtube.com/watch?time_continue=95&v=juV0hjGUymA)

# A Review of Recommendations for Future Action

Environmental  
Action

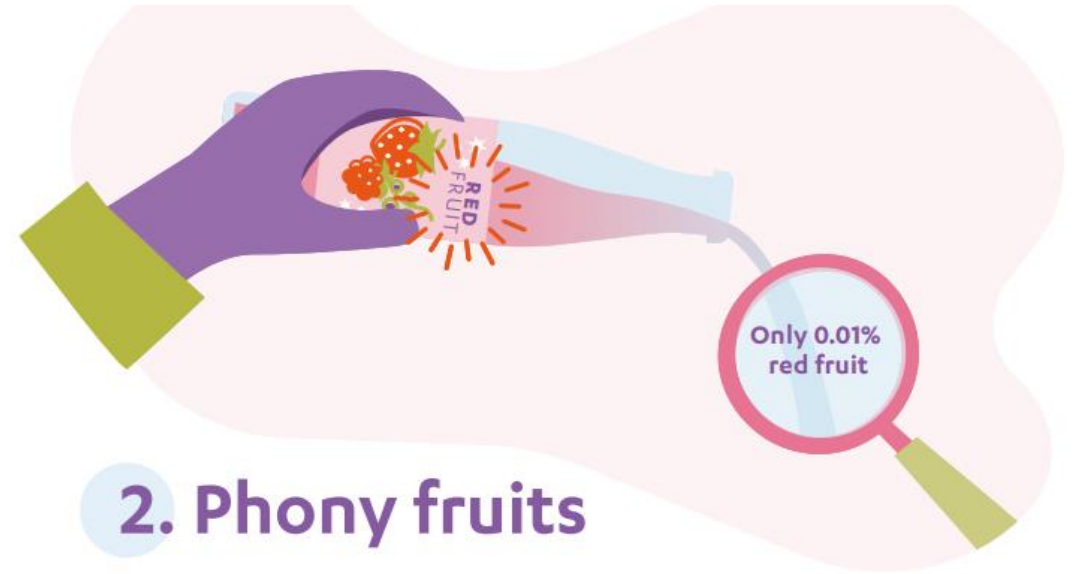


# Preview “best practices”



## WHERE IS THE FRUIT?

March 2017



### 2. Phony fruits



Foods and drinks with healthy fruit images on the package often turn out to have only a tiny amount of the displayed fruit, if any fruit at all.



# A Review of Recommendations for Future Action

Communication  
Action



# Preview “best practices”



<https://www.youtube.com/watch?v=3Dr-oKkwuEo>

# Preview “best practices”



**Editor's Note: Back to school and work!**



Does anyone remember the start of summer this year? This one's been a long one and we hope you have got to enjoy an abundance of seasonal

**Spain: The language of F&V**



The new school year means a new EU School Fruit and Vegetable Scheme! This year early childhood and primary schools in Comunitat Valenciana are embarking again on their successful **A MENJAR SA!**

**UK: 1 carrot, 2 carrots, 3 carrots, 4!**



Are all parents out there listening? Back to school also means back to school nights dinners. A new free app, called **Vegetable Maths Masters**, has been released to support children's learning about healthy eating and maths. While playing

**Germany: Lidl supports 5-a-day**



This school year Lidl is again supporting the popular 5-a-day campaign through the **Lidl Fruit School**, which has been running since 2016 throughout Germany. This year 200 third and fourth year classes will participate in the Lidl Fruit School. At the Fruit School qualified nutritionists visit classes and teach students how

# An overview of the Joint Statement Part 2 and call for input





# Next steps: overview of Part 2 and call for input



**Aim:** to have draft completed/near completion by **end October** for presentation at the annual EU Health Policy Platform meeting on **12<sup>th</sup> November** .

**Current stage:** Freshfel Europe currently drafting the **first draft** of the Joint Statement Part 2.

# Next steps: overview of Part 2 and call for input

I want to be part of the drafting process

I have information about a best practice

I'm an interested stakeholder

I have recommendations to share





# Next steps: overview of Part 2 and call for input

Specifically Freshfel is looking for:

- 1. Recommendations** to stimulate fresh F&V consumption in Europe – all ideas are welcome!
- 2. Best practices** examples from all parts of society that demonstrate the success of a recommendation in a similar circumstance ‘on the ground’

*Please email [nicola@freshfel.org](mailto:nicola@freshfel.org) as soon as possible*

# Thank you for your attention!

