



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*



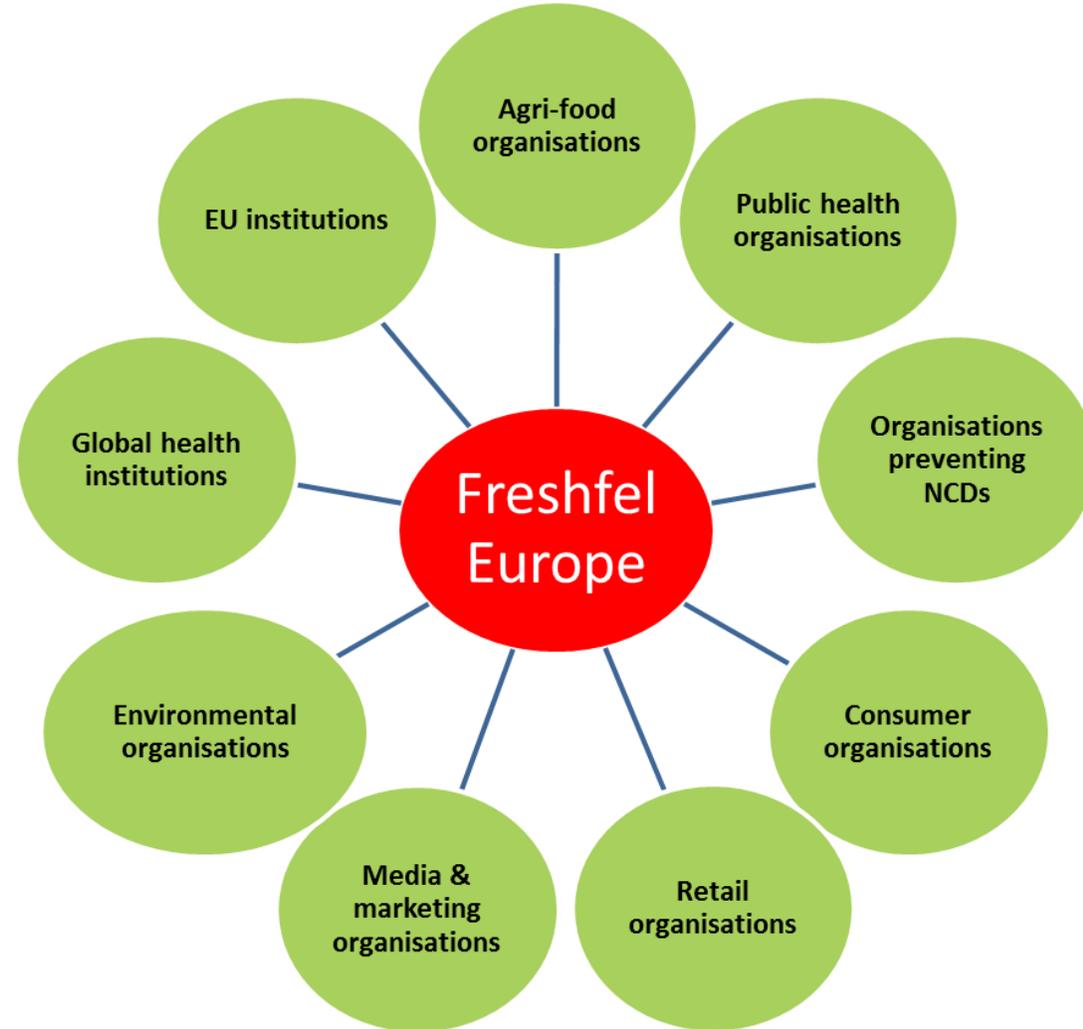
First ever
Thematic Network
on food!



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



freshfel
EUROPEAN FRESH PRODUCE ASSOCIATION

Thematic Network 2018

Stimulating fresh fruit and vegetable consumption for healthier European consumers

- Part 1 -



Introduction

In 2018 Freshfel Europe is leading a Thematic Network as part of the EU Health Policy Platform, which is coordinated by the European Commission, DG SANTE. Freshfel Europe's Thematic Network is entitled "Stimulating fresh fruit and vegetable consumption for healthier European consumers".

The objective of the Thematic Network is to develop a Joint Statement 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. Freshfel Europe will develop the Joint Statement in collaboration with key health and agri-food related stakeholders throughout 2018. Once finalised, the Joint Statement will be open for endorsement by stakeholders.

The Joint Statement will comprise of a set of two papers. The first paper will frame and contextualize the current situation of fresh fruit and vegetable consumption, and the second will formulate recommendations for future action. These two papers will be complemented with visual material in the form of infographics.

This first framing paper is divided into three parts:

1. Fresh fruit and vegetables and health
2. Understanding fresh fruit and vegetable consumption trends
3. The way forward for healthier European consumers

More information about Freshfel Europe's Thematic Network is available on the [EU Health Policy Platform](#) or via the Freshfel Europe secretariat.



EUROPEAN FRESH PRODUCE ASSOCIATION A.L.S.B.L.

Rue de Tervuren 45-51, box 8 - 1040 Brussels - Belgium Tel: +32 (0)2 777 15 88 Fax: +32 (0)2 777 15 81
e-mail: info@freshfel.org www.freshfel.org

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**

- 2nd 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”



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

EGEA VIII CONFERENCE, NOV. 7-9, 2018
Lyon, France. Nov. 7-9, 2018

NUTRITION & HEALTH FROM SCIENCE TO PRACTICE

42 days 18 hrs 51 min 58 sec

REGISTER FOR FREE PRACTICAL INFORMATION

HOME CONFERENCE PROGRAMME CONTEXT POSTERS NEWS PRESS

CONTINUING MEDICAL EDUCATION



EGEA is

Nutrition & Health: From science to practice

NOVEMBER 7th - 9th
Mertins Hotel - LYON - FRANCE

CALL FOR POSTER

August, 31st : Abstract submission deadline
November, 9th : 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



copa*cogeca
european farmers european agri-cooperatives

#FruitVeg4You
Treat yourself well every day

freshfel
EUROPEAN FRESH PRODUCE ASSOCIATION



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.

VEGPOWER

Home About **Supporters** Book News Downloads Contact
f t i

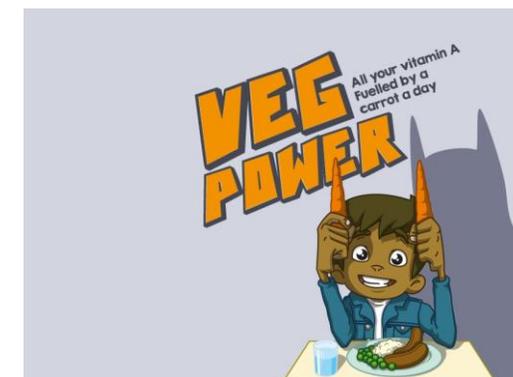


The screenshot shows a grid of supporter cards on the Veg Power website. The cards include:

- iknowwhyitsyumum**: A card with a rainbow and vegetables, featuring the text "I know why it's Yum, Mum!".
- The Vegan Society**: A card with the logo and text "One world. Many lives. Our choice." and "We support this campaign to raise funds to spread the message of Veg Power far and wide. Eating plants is good for our health, the environment and, of course, they're cruelty free, so lets get more of them on our plates."
- COOK SCHOOL**: A card with the text "Cook School" and "view website".
- Rosie Hills**: A card with the name "Rosie Hills".
- Eliza Gaffney**: A card with the name "Eliza Gaffney".
- Contriona Stiles**: A card with the name "Contriona Stiles".
- RIJK ZWAAN**: A card with a green logo and the text "RIJK ZWAAN".

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

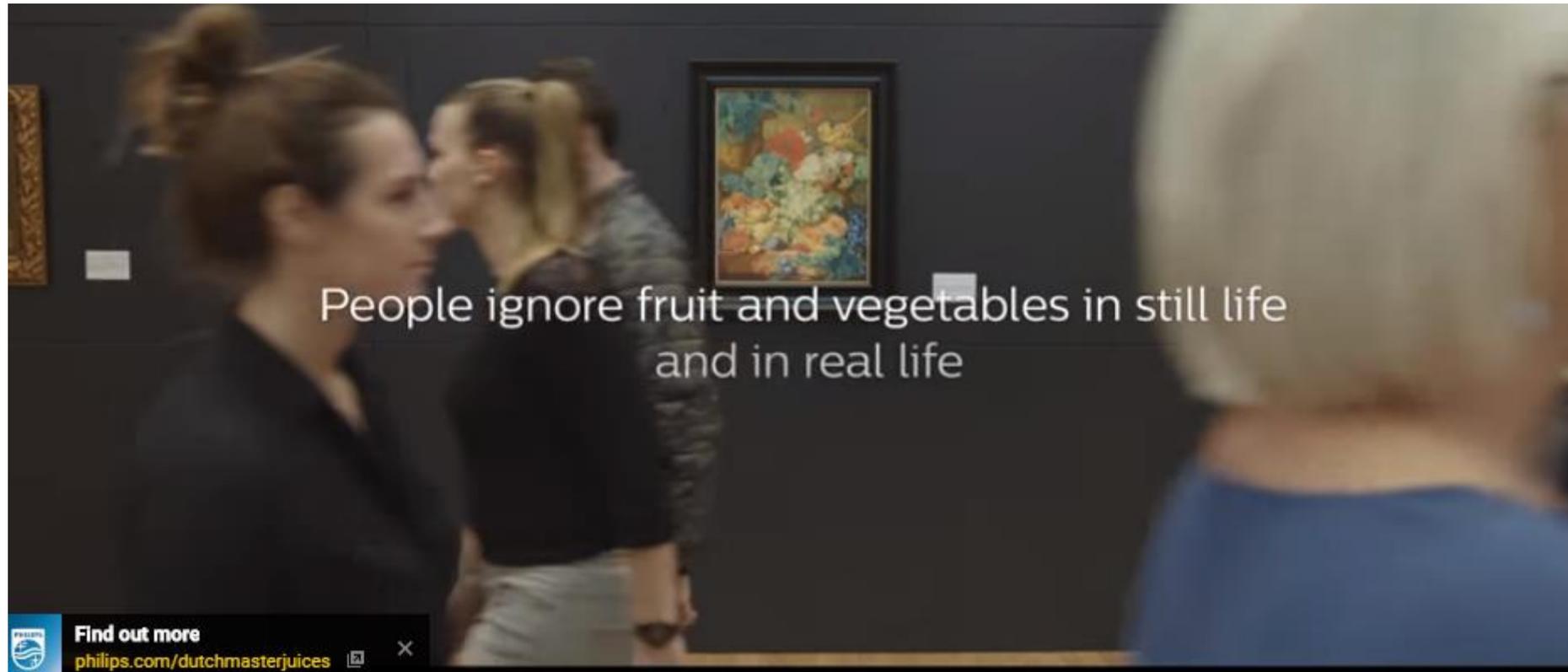
Economic Action



Preview “best practices”

The mystery of the missing fruit

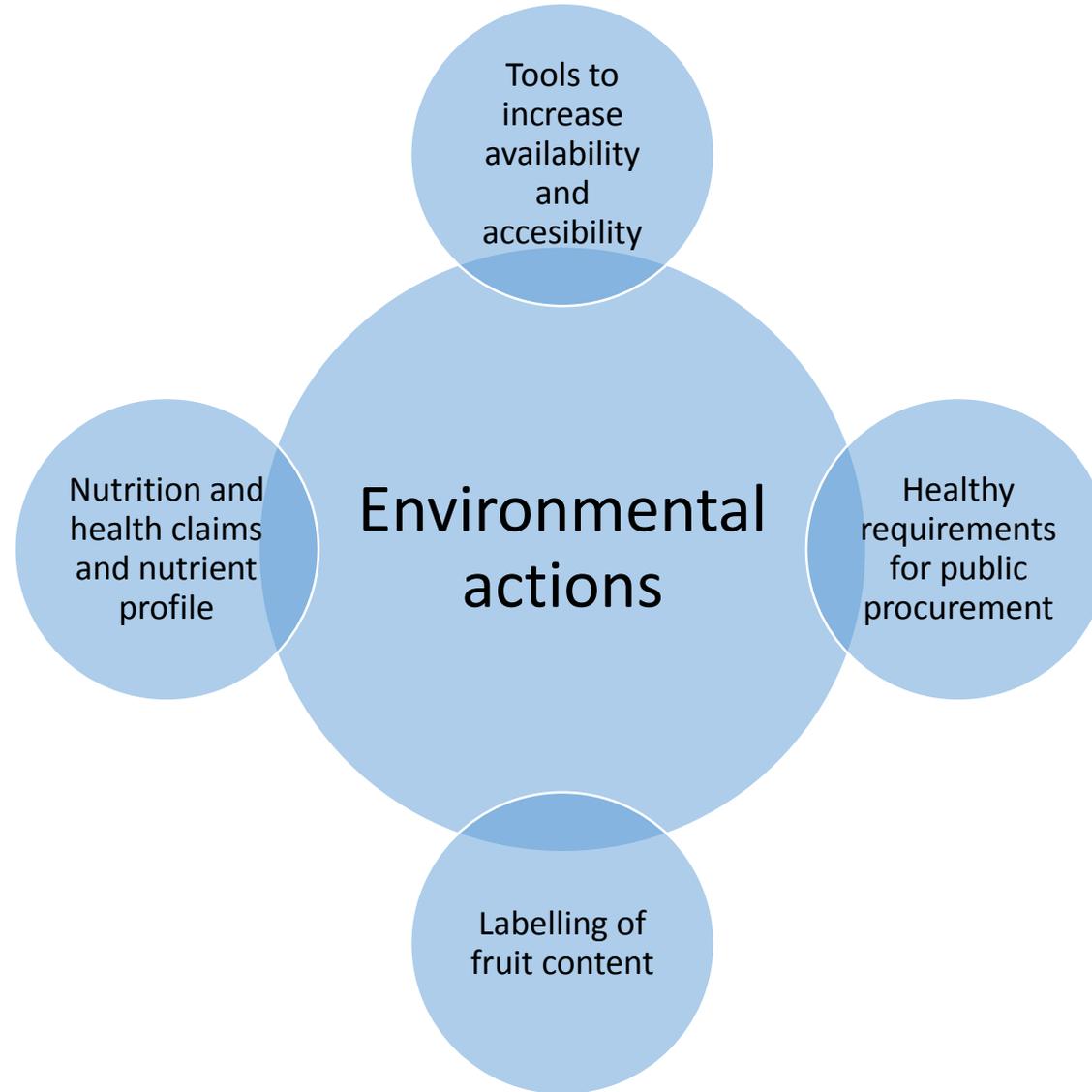
Visitors to the Dutch Rijksmuseum in Amsterdam were surprised by a campaign by Philips. For the ‘Dutch Masterjuices’ campaign, the company cooperates with the museum to make people aware of healthy lifestyles.



https://www.youtube.com/watch?time_continue=95&v=juV0hjGUymA

A Review of Recommendations for Future Action

Environmental
Action

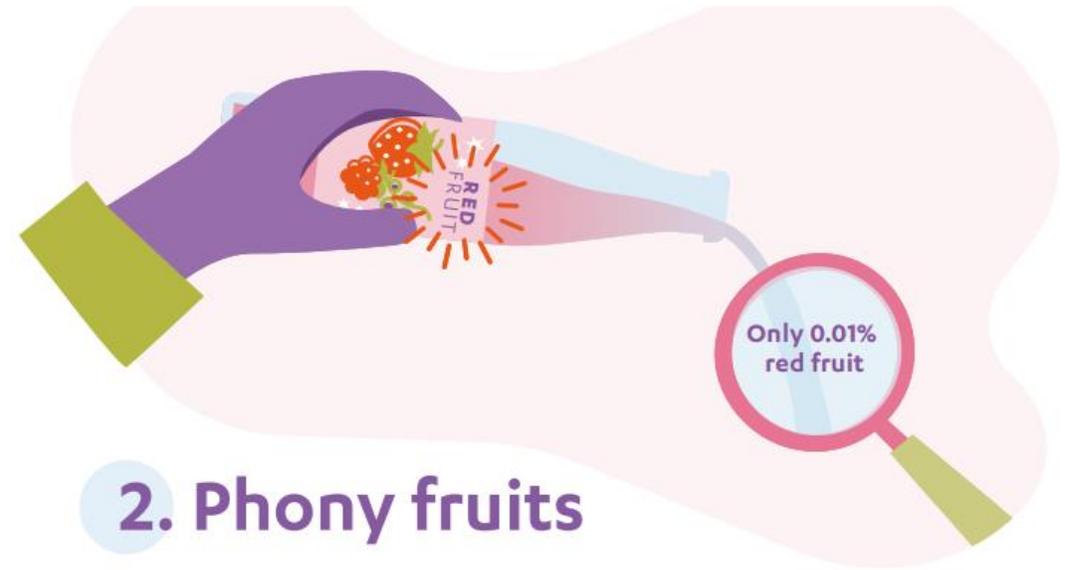


Preview “best practices”



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 **12th 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 as soon as possible

Thank you for your attention!

