



Common Market Organisation (CMO) Fruit and vegetables sector

Consumption of fruit and vegetables in the EU

Unit G.2. - Wine, spirits, and horticultural products
DG Agriculture and Rural Development
European Commission

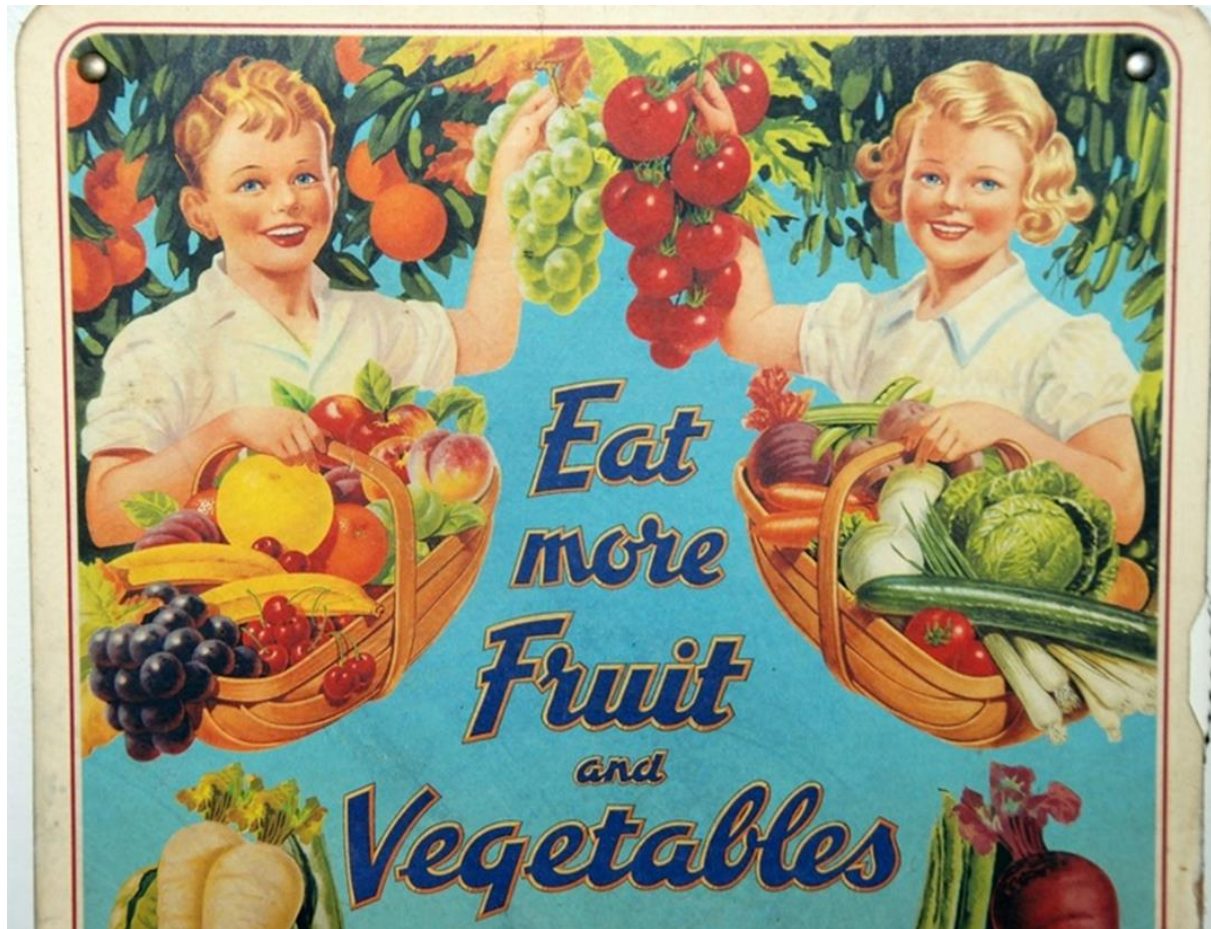
Working Group "Peaches & Nectarines" – 29 May 2018



Consumption fruit & vegetables

- Introduction
- Statistics
- Drivers
- Promotion
- EU school scheme

1- Introduction



1- Introduction

- **Declining** consumption in the EU
- **Recommended** consumption 
 - 400 gr /day / person
 - 5 portions /day / person (80 gr each)
- **Impact** reduced consumption:
 - *Health*: Risk obesity, cardiovascular diseases, cancer
 - *F&V sector*: Most F&V trade is intra EU

2- Statistics



2- Statistics

- EU consumption below WHO recommendations
- **FRESHFEL:** Based on total supply
 - 2014: 353 gr /day / person (192 gr *fruit* + 161 gr *veg*)
 - But recent slight recovery
- **EUROSTAT:** Health survey EU population aged 15 or over:
 - 14% eat at least 5 portions F&V a day
 - 34% do not eat F&V daily

3- Drivers



3- Drivers

- **Healthy lifestyle**, weight loss, vegetarian food
- **No F&V health crisis** so far:
 - Exception *E. coli* 2011
 - But increasing concerns about pesticides
- **Member States:** Significant differences
- **Convenience:** Easy to eat (easy peelers, cut fruit, 4th range)
- **Taste:** Ripening, new varieties, new products

3- Drivers

- **Price:** Cheap (but "basic" products purchased during crisis)
- **Availability:** All year round
- **Proximity:** Local, regional products
- **Sustainability:** Organic products
- **Gender, age, education:** Women, elder, educated consumers
- **Weather:** Hot (stone fruit), cold (apples, oranges)
- **Promotion**

3- Drivers



4- Promotion



4- Promotion

- **EU Promotion Policy**
 - 80 ongoing programmes on F&V
 - Total budget EU aid: EUR 143.5 million
 - Priority 2018: Multi programmes to increase consumption F&V



4- Promotion

- **Common Market Organisation F&V:**
 - Crisis prevention and management measures
 - Promotion & communication activities
 - 2015: EUR 10.4 million (21% crisis measures)

4- Promotion

- National & private measures

4- Promotion



5- EU school scheme



5- School scheme

- **Period:** 2017 – 2023
- **Budget:** EUR 1.5 billion
 - 87% for school fruit/veg/milk
 - 9% for educational measures
- **Main target:** Children in primary schools



Thank you for your attention!

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