



**Enjoy Fresh**  
Fruits & Vegetables



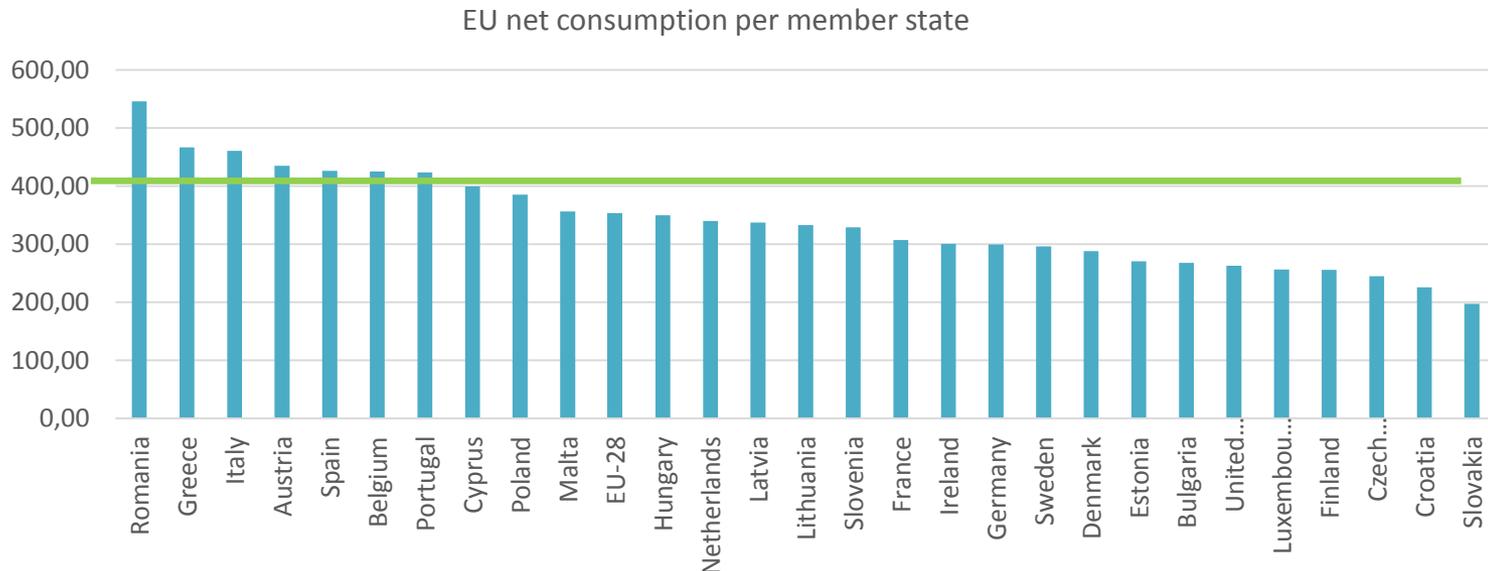
# Freshfel Europe

## Opportunities and initiatives to stimulate consumption



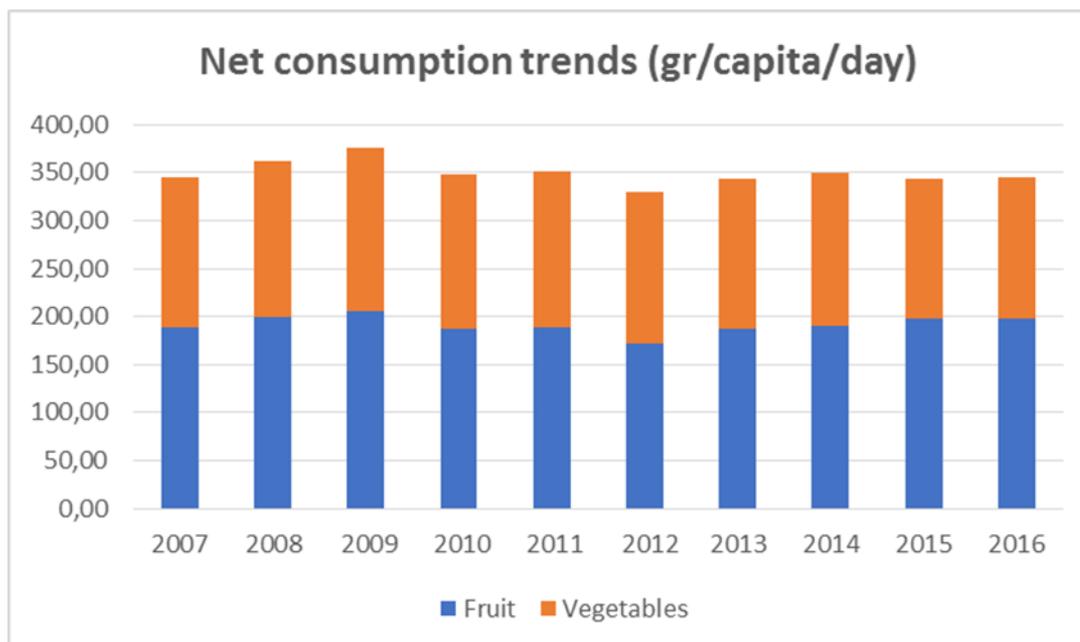
Regular consumption of fresh fruit and vegetables is an important element of a *healthy* and *balanced* diet.

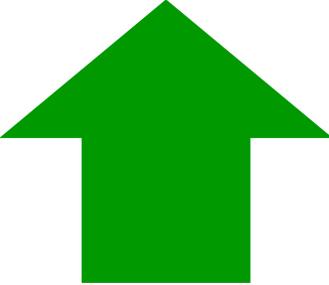
Consumption of fruit and vegetables in the Union currently remains below the WHO recommendation of 400g per capita per day at aggregate level of *just below 350 gr.*



Slow positive trend in consumption, stabilising over recent years, however:

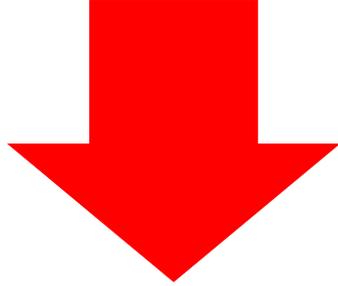
- Lower relative overall household expenditure for food
- Increasing share of food consumed in out-of-home settings
- Accessibility
- Gender
- Education level





## Success stories

- Innovation : Search for new varieties
- Meet societal expectation
- Adapting to new lifestyle: foodservices
- Improve accesibility and availability
- Some product driven success stories



## Challenging stories

- Heavy competition on food shrinking food expenditure
- Fragmentation of consumers
- Miuse of fresh produce image
- Changing lifestyle
- Difficulties to capture the generation Y and millenials
- Need for convenience
- Marketing budget
- Move from awareness into action !



# Opportunities to build a positive environment for consumption ?



# Stimulating fresh fruit and vegetable consumption for healthier European consumers

## Thematic Network DG SANTE



# Context behind the first Thematic Network on food

- This low intake is attributed to the onset of the four major **non-communicable diseases** (NCDs): cardiovascular disease, chronic respiratory disease, cancer and diabetes => leading cause of death



- While **less than 3%** of the EU's agricultural budget is dedicated to the F&V sector, the financial and human cost of low F&V consumption is significant.

- The EU signed up to 17 Sustainable Development Goals (SDGs):



**SDG 3.4:** reduce by one third premature mortality from chronic diseases and promote mental health and well-being by 2030.

**SDG 12.8:** ensure that people are aware of sustainable development and lifestyles

- Build upon EU agri existing tools ( SFS – promotion



# Context behind the first Thematic Network on food

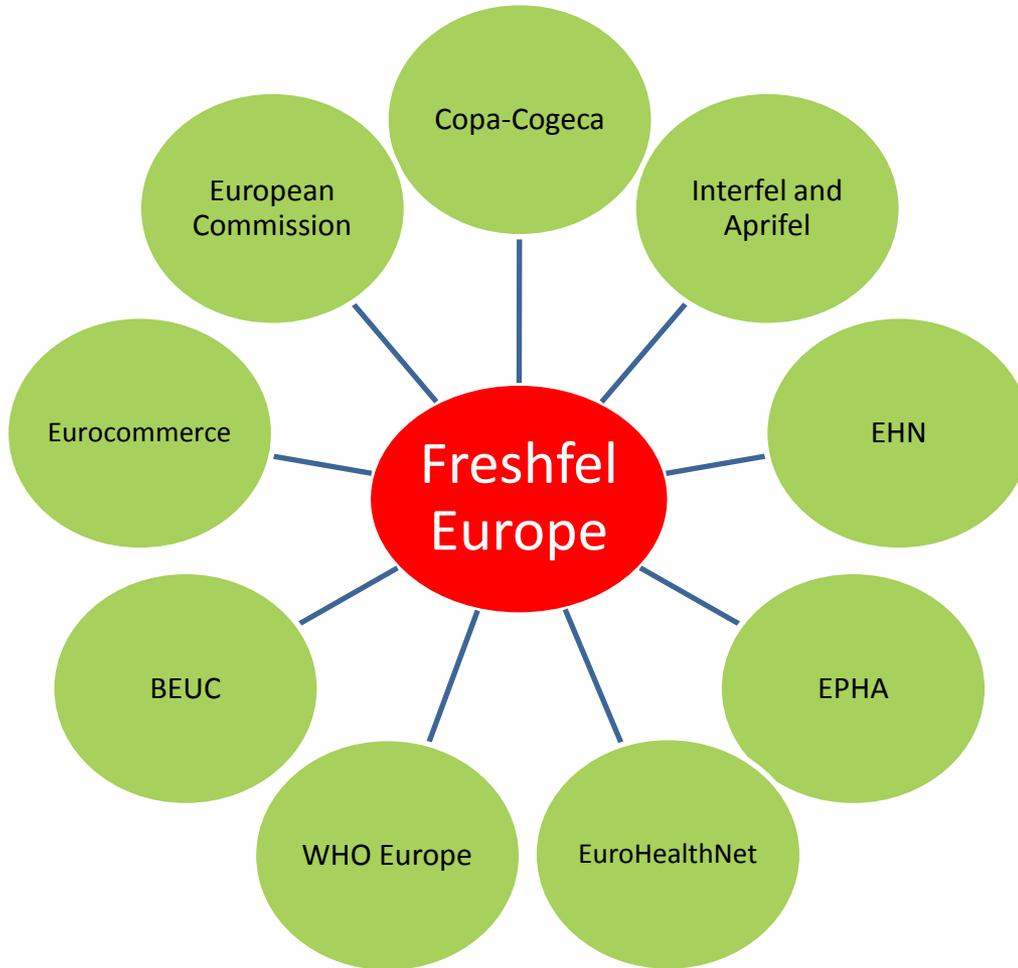
**Overall objective:** *To act as a platform for sharing information, knowledge and best practices targeted at increasing fresh fruit and vegetable consumption amongst those groups whose consumption of fruit and vegetables is low throughout Europe and globally, such as children and young adults.*



**Specific objective:**

- **Develop a joint statement** on best practices and what is needed to stimulate consumption
- **Act as a forum of dialogue** for enhancing best practices
- **Develop synergies**

# Context behind the first Thematic Network on food



**Suggested main partners**

Other potential partners from:

Agri-food, health, consumer, retail, media/marketing & environmental organisations

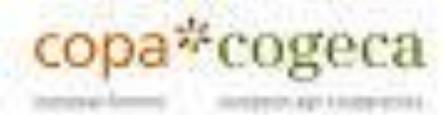


Other European & global institutions

- Kick –off : 10 April
- June –September : webinar to prepare the statement
- Delivery Statement and presentation to Health Policy Platform November

# #FruitVeg4You

Joint social media campaign between  
Copa-Cogeca & Freshfel Europe





# Joint Commitment at the EU Platform



Freshfel Europe & Copa-Cogeca both members of  
*EU Platform for Action on Diet, Physical Activity  
and Health*

#FruitVeg4You joint Platform commitment: trial  
year March 2017 - March 2018



EU Platform on Diet,  
Physical Activity and Health

## Aims:

1. Launch social media campaign to raise awareness of the importance of a healthy and balanced diet through fruit and vegetable consumption across the EU in all age groups;
2. Inspire the general public, and policy makers, in promoting the consumption of fruits and vegetables.

# Social media campaign



## #FruitVeg4You

- Using social media to reach an extensive EU-wide audience
- Focus on fresh F&V, but frozen and processed F&V are not excluded.
- Special focus on nutritional value of different F&V

# Content variety

- Fun creative content and messaging
- Freshfel & Copa-Cogeca share content from their members
- Facts and figures about F&V, especially nutritional information
- Interesting articles about F&V
- Diverse range (budget- and origin-wise) of seasonal recipes
- Highlighting other promotion campaigns and Member State initiatives
- Diversity of languages used
- Where appropriate use hashtag #FruitVeg4You with other current campaigns





Enjoy Fresh  
Fruits & Vegetables

# #shareyourplate posts



copa\*cogeca  
european farmers european agri-cooperatives

A perfect colourful healthy spring  
#FruitVeg4you plate 🍴🥗😊  
Share you plate too and support  
@Freshfel @COPACOGECA campaign 🌿



RETWEETS 4 LIKES 4

2:01 PM - 19 May 2017

Freshfel Europe and COPA COGECA - FOOD

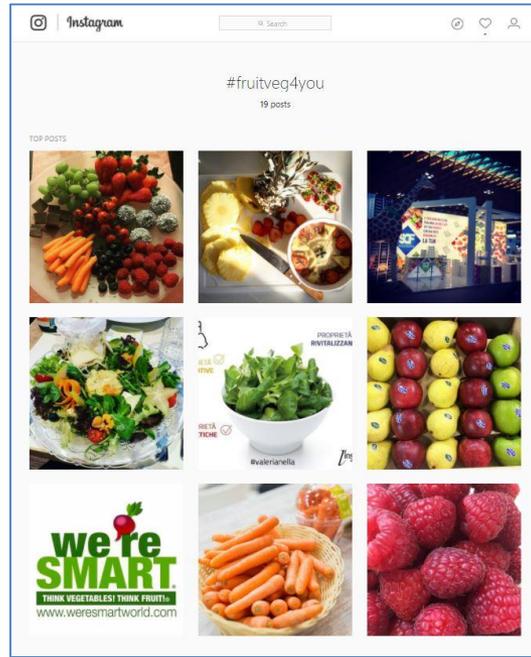
Start your morning with some #fruits!  
Breakfast is a great time to get some of your  
5 day! #FruitVeg4You



RETWEET 1 LIKES 2

8:14 AM - 16 Mar 2017

1 2



# #DYK posts

**Freshfel Europe** @Freshfel · Apr 11  
#DYK that the unassuming #cabbage is high in #VitaminC & #Vitamink? 🍌 It's also only 25 kcal per 100g! 🍌 Try out this nutritious #FruitVeg4You while it's still in season!



COPA COGECA - FOOD, Ksenija Simovic, Javier Valle and 6 others

7 6

**Freshfel Europe** @Freshfel · Feb 20  
#DYK that #lemons are high in Vitamin C? 🍌 #Lemons are also only 29 kcal per 100g! What's your favourite #lemon recipe? Show @Freshfel & @COPACOGECA using #FruitVeg4You 🍌



COPA-COGECA, COPA COGECA - FOOD, Javier Valle and 7 others

4 6



**Freshfel Europe** @Freshfel · Mar 14  
#DYK that #sweetpotatoes are high in #VitaminA, are a source of #fibre & are only 86 kcal per 100g! 🍌 They're also extremely #delicious making them all the more tempting to add to any hot or cold dish as part of your daily #FruitVeg4You! 🍌



COPA COGECA - FOOD, Ksenija Simovic, Javier Valle and 5 others

15 21



Enjoy Fresh  
Fruits & Vegetables

# Recipe posts



copa\*cogeca  
european farmers european agri-cooperatives



COPA-COGECA  
@COPACOGECA

Following

Don't let the cold ❄️ keep you away from the #Sunday #farmersmarket 😊 Get all your seasonal #FruitVeg4you, good #dairy and #meat for some healthy warm and nutritious #EUFarmRecipes 🍌🍎🍌🍌🍌



12:57 AM - 10 Dec 2017

8 Retweets 12 Likes

You, CEJA Young Farmers, Cia, Bruxelles and 7 others

🗨️ 🔄 8 📧 🍷 12 📧

EURIC and 6 others liked



Freshfel Europe @Freshfel · Mar 22

#Bananas are one of the most versatile #FruitVeg4You! 🍌 From smoothies, to desserts to spicy dinners, incorporating #banana into any meal is an easy way to get an extra portion of #FruitVeg4You into your day! 🍌🍌 See here ➡️ [buff.ly/2FRETOh](#) for recipe ideas! 🍌🍌



🗨️ 1 🔄 4 📧 🍷 12 📧



COPA-COGECA  
@COPACOGECA

Following

Good morning 😊! Don't forget to start of your week well with some colourful, fresh and nutritious #FruitVeg4You 😊 Share your favorites with us and @Freshfel via this hashtag! 🍆🍅🥗🍊🍌



11:55 PM - 4 Mar 2018 from Saint-Denis, France

7 Retweets 10 Likes



🗨️ 🔄 7 📧 🍷 10 📧



Freshfel Europe  
@Freshfel

It's one of the most commonly used #FruitVeg4You, but have you ever wondered what nutrients you're benefiting from by eating an #onion? 🍷🍷🍷 Find out with the latest #FruitVeg4You Fact Sheet on the #onion! ➡️ [bit.ly/2Bs2vle](#)



2:48 AM - 25 Jan 2018

8 Retweets 10 Likes

COPA-COGECA, COPA COGECA - FOOD, Ksenija Simovic and 5 others

🗨️ 🔄 8 📧 🍷 10 📧



COPA-COGECA  
@COPACOGECA

Following

#Frijay 🍌🍌 We looking forward to the weekend and making some lovely fruit desserts! Such as this amazing Polish 🍏 #applecake & Latvian #cranberry mousse from our #EUFarmRecipes book! Don't forget to share your creations with us also via #FruitVeg4You 😊



#EUFarmRecipes and stories to tell - Polish apple cake and ...  
Third in the series of Copa & Cogeca #EUFarmRecipes & stories to tell from the recipe book created to celebrate quality EU agriculture produce and healthy ...  
youtube.com

3:34 AM - 19 Jan 2018

2 Retweets 5 Likes



🗨️ 🔄 2 📧 🍷 5 📧

# Ad hoc posts

**Freshfel Europe** @Freshfel · Jan 26  
Vergiss nicht deine #FruitVeg4you für einen gesunden Start ins Wochenende!  
🍌 Teile deine Obst- und Gemüsekreationen mit uns unter #FruitVeg4You 🍌

Translate from German



**Treat yourself well every day with**

**#FruitVeg4You**

**Tasty & nutritious!**

copa\*cogeca freshfel

COPA-COGECA, COPA COGECA - FOOD, The Vegetables Chef® and 5 others

**Freshfel Europe** @Freshfel

Start 2018 as you mean to go on with lots of #FruitVeg4You incorporated into every meal - breakfast, lunch, dinner or a snack! 🍌🍌🍌 Happy healthy eating in 2018! 🍌🍌🍌



**Start 2018 afresh with #FruitVeg4You**

1:44 AM - 3 Jan 2018

12 Retweets 15 Likes

COPA-COGECA, COPA COGECA - FOOD, EUFIC and 6 others

**COPA-COGECA** @COPACOGECA

Voici la liste des fruits et légumes de février 🍌🍌🍌 Dites-nous quels sont vos favoris via #FruitVeg4You - Bon week-end 🍌! Illustré par la talentueuse artist Claire-Sophie Pissenlit 😊 bit.ly/2EtPqKH

Translate from French



**FÉVRIER**

FRUITS ET LÉGUMES QUI SE CONSERVENT

AL. BETTERNAIS. EGALITE. POIS. CHAUCHI. PANIS. PERTE. POMPE.

FRUITS ET LÉGUMES DE SAISON

CHOUX. CRESSON. MACHE. TOPINAMBOUR.

CHOUX DE BRUXELLES. CITRON. LE MENTON. ALOUVENTINE. ECHOLE. ANNA. NAVET. ORANGE. PIVOINETTE.

CELERI. CELERI BRU. CHOU FROSE. CHOU ROUGE. CHOU VERT. ENDIVE. FENOUIL. POMEAU. SALIFI.

2:03 AM - 16 Feb 2018

5 Retweets 12 Likes

You, EU Food Safety, AREPLH and 7 others

**COPA-COGECA** @COPACOGECA

#Sundays are perfect for #farmersmarket ! Lots of great seasonal #FruitVeg4you to inspire some #EUFarmRecipes for your friends & family 🍌🍌🍌



4:16 AM - 5 Nov 2017

21 Retweets 35 Likes

You, Thi Hogen, Cix, Brovailles and 7 others



Enjoy Fresh  
Fruits & Vegetable

# #FruitVeg4You Fact Sheets



## #FruitVeg4You

### Nutritional Fact Sheet: Beetroot

#### Nutritional and Dietary Information

Beetroot provides a wide range of minerals and in particular contributes to recharging the body with potassium, which acts to regulate blood pressure and allows the transmission of nerve impulses. Beetroot also helps to cover the daily needs regarding magnesium as a portion of 100 g provides 6-7% of the recommended daily intake. Due to its natural richness in sodium it must be consumed with moderation in a low-sodium diet. Rich in fibre, beetroot helps to fight against intestinal laziness as its cellulose and hemicellulose are indeed very effective in stimulating bowel movements. These fibres are tenderized by cooking, so that the beetroot is better tolerated by sensitive intestines when eaten cooked. Best when used raw, it is recommended to grate it very finely. Beetroot fibres also have the property to slow and regulate the assimilation of carbohydrates.



Beetroot contains an appreciable amount of Vitamin B9 (or folic acid) which is necessary for cell division and protein synthesis. A deficiency of this vitamin can cause fatigue, loss of appetite and a particular form of anemia called 'megaloblastic anemia' and would also favour the occurrence of cardiovascular disorders. The recommended daily intake for vitamin B9 is 300 mcg (increased need for pregnant women), and it is currently estimated that 5-10% of young women and elderly do not have an adequate intake of this vitamin. Beetroot can play a useful role as a source of folic acid, since a portion of 100 grams can cover 28% of the recommended daily intake.

#### Principle characteristics

The red beet (*Beta vulgaris* var. *Esculenta*) is a root vegetable, such as the carrot or turnip. It is unusual for the red beet to develop reserves of carbohydrates (sugars) during the final stages of its vegetative development. However, it contains 8 to 10 g per 100 g, which is more than most vegetables (in which the rate of carbohydrates is around 2 to 4 g per 100 g). Such as the sugar beet (which is a close relative), red beet has the characteristic of having its carbohydrate composed almost exclusively of sucrose (it represents more than 90% of the total carbohydrates). They are accompanied by small amounts of pentosans and hexosans and traces of glucose and fructose.

Due to this relative wealth of carbohydrates, the energy intake is rather high for a vegetable with on average 40 kcal (167 kJ) per 100 g. This amount comes mainly from carbohydrates as other energy components (protein and fat) are present in small proportions (1.5 g and 0.1 g per 100 g). Fibres are abundant in red beet, as they reach 2.5 to 3.1 g per 100 g. These are mostly (80% of total) insoluble fibres (cellulose and hemicellulose), which form the walls of plant cells and are largely responsible for the consistency and texture of this vegetable. The red beet provides also many

minerals and trace elements, which are well diversified: Potassium is at the top with a level exceeding 300 mg per 100 g. It is followed by sodium, which is at a level of around 60 mg present (a high rate for a vegetable). Calcium (29 mg per 100 g) and magnesium (25 mg) have quite high rates as well. Besides iron, copper, zinc and manganese one also finds substances such as boron, chromium, nickel, fluorine, selenium, all of them micronutrients which are very useful in cellular metabolism.

Red beet is well endowed with vitamins, especially from the vitamin B group (which are essential for the proper assimilation of carbohydrates by the cells of the body). Vitamin B9 (or folate) is particularly well represented, with a content of 83 mg per 100 g. Vitamin C is present at a level of 10 mg per 100 g raw beetroot, and still 5 mg in the cooked beetroot. Finally, there are also small amounts of vitamin E (0.047 mg per 100 g) present.

#### Nutritional Content

Components	(g)
Carbohydrates	8.40
Proteins	1.50
Lipids	0.10
Water	86.2
Fibres	2.50

Minerals	(mg)
Phosphorus	45.00
Calcium	29.00
Magnesium	25.00
Sodium	58.00
Boron	2.100
Iron	0.900
Copper	0.080
Zinc	0.340
Manganese	0.150
Nickel	0.008
Fluorine	0.020

Vitamins	(mg)
Vitamin C	10.00
Provitamin A	0.011
Vitamin B1	0.020
Vitamin B2	0.040
Vitamin B3 or PP	0.230
Vitamin B5	0.130
Vitamin B6	0.050
Vitamin B9	0.083
Vitamin E	0.047

Energy Intake	(kCalories)
Calories	40.00

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

Rue de Trèves 49-51, bte 8 - 1040 Brussels - Belgium Tel: +32 (0)2 777 15 80 Fax: +32 (0)2 777 15 81  
e-mail: info@freshfel.org - www.freshfel.org - www.freshquality.org - www.freshcongress.com - www.enjoyfresh.eu

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

Rue de Trèves 49-51, bte 8 - 1040 Brussels - Belgium Tel: +32 (0)2 777 15 80 Fax: +32 (0)2 777 15 81  
e-mail: info@freshfel.org - www.freshfel.org - www.freshquality.org - www.freshcongress.com - www.enjoyfresh.eu

Page 2



Enjoy Fresh  
Fruits & Vegetables

# Fruit distribution



copa\*cogeca

european farmers

european agri-cooperatives



#FruitVeg4You - MEP Hilde Vautmans supports the campaign and celebrates apples & pears



zurück zur Übersicht

Obst und Gemüse: Copa & Cogeca und Freshfel fördern #FruitVeg4You-Kampagne

24. November 2017

Da der Konsum unterhalb der Empfehlungen der Weltgesundheitsorganisation (WHO) liegt, unterstützen Copa & Cogeca und Freshfel diese Woche ihre #FruitVeg4You Kampagne, indem sie die vielen Nährwertvorteile hervorheben, die der Verzehr von Obst und Gemüse als Teil einer ausgewogenen Ernährung bietet.



Foto: Copa-Cogeca - Freshfel

Statistiken zeigen, dass europäische Verbraucher durchschnittlich 353 g Obst und Gemüse am Tag essen, was unter der Empfehlung der WHO von mindestens 400 g liegt. Diese Social-Media Kampagne will die Verbraucher ermutigen, mehr zu essen und das Bewusstsein für die Bedeutung erhöhen, sich gesund und ausgewogen zu ernähren, wobei die tägliche Minderaufnahme von Obst und Gemüse nicht fehlen darf.

Zur Unterstützung der Kampagne bei der Öffentlichkeit außerhalb des Europäischen Parlaments sagte das MEP Hilde Vautmans: „Ich unterstütze diese Initiative, weil ich die Leute wirklich ermutigen will, täglich mehr Obst und Gemüse zu essen. Es ist wirklich gut für Ihre Gesundheit und für unsere europäischen Erzeuger, die noch immer unter dem russischen Exportverbot leiden. Wir haben die besten europäischen Produkte. Wir ermutigen Sie, 3 bis 4 Stück täglich zu essen.“

Als sie Möglichkeiten herausstellte, wie der Konsum erhöht werden kann, sagte sie: „In Belgien zum Beispiel kann der zu zehnteilene Stunden weniger werden, wenn den Mitarbeitern ein Obstkorb angeboten wird, jede Woche wird für die Leute, die für mich arbeiten, ein Korb Obst geliefert.“ Sie betonte auch die Bedeutung des EU-Schulobst- und -gemüseprogramms, um gesunde Essgewohnheiten in jungen Jahren anzugehen.

Diese Kampagne ist ein gemeinsames Engagement von der European Fresh Produce Association Freshfel und Copa & Cogeca zu der EU-Plattform für Ernährung, Bewegung und Gesundheit (EU Platform on Diet, Physical Activity and Health). Klicken Sie hier, um das Video zu sehen: <https://youtu.be/Vk8WtdoRgkI>



Quelle: CopaCogeca/Freshfel

Veröffentlichungsdatum: 24.11.2017

zurück zur Übersicht



3



# Future of food and farming



Aprifel



epr<sup>ia</sup> european public health alliance



fighting heart disease and stroke  
european heart network



- The new CAP => results-driven delivery based on European policy objectives implemented through national Strategy Plans.
- Moving from compliance to a results-based policy => national strategy actions outreach be based on performance indicators, and be measurable.
- Inclusion of health and nutrition targets => new dynamic with smart and fresh objectives, in line with societal expectations.
- Opportunity to more prominently positioning fruit and vegetables in the CAP towards a better recognition of the share of the agricultural output value of more than 15% with a budgetary allocation well below 3% of the CAP budget).



## Tools

- SFS securing a daily delivery ( cost of ca 60 €/child)
- Budget for promotin: permanent f&v line
- Scheme for healthy recipe in public procurement
- Develloping infrastructure ( cantine /kitchen) and foster training and education of chef and shelf manger

## Egea recommendations

- Information and education
- Marketing and advertising
- Healthy food in public institutions
- Healthy retail environment
- Fiscal intervention and incentive
- Food system



[VIII EGEA](#)  
[Lyon \( Nov 7-9,](#)  
[2018](#) on  
Nutrition and  
health from  
Science to  
practice

4

## PROMOTION POLICY



- Role of promotion in the Single Market
- Need of a dedicated line to promote assets of fruit and vegetables consumption as part of a health diet and as part of a sustainable food option
- Triple win =>
  - economy of one of the most significant agricultural value share
  - Health of citizens
  - environment & biodiversity



**Enjoy Fresh**  
Fruits & Vegetables



# Thanks for attention

