



## 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!



# Thematic Network Objective

## 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.*

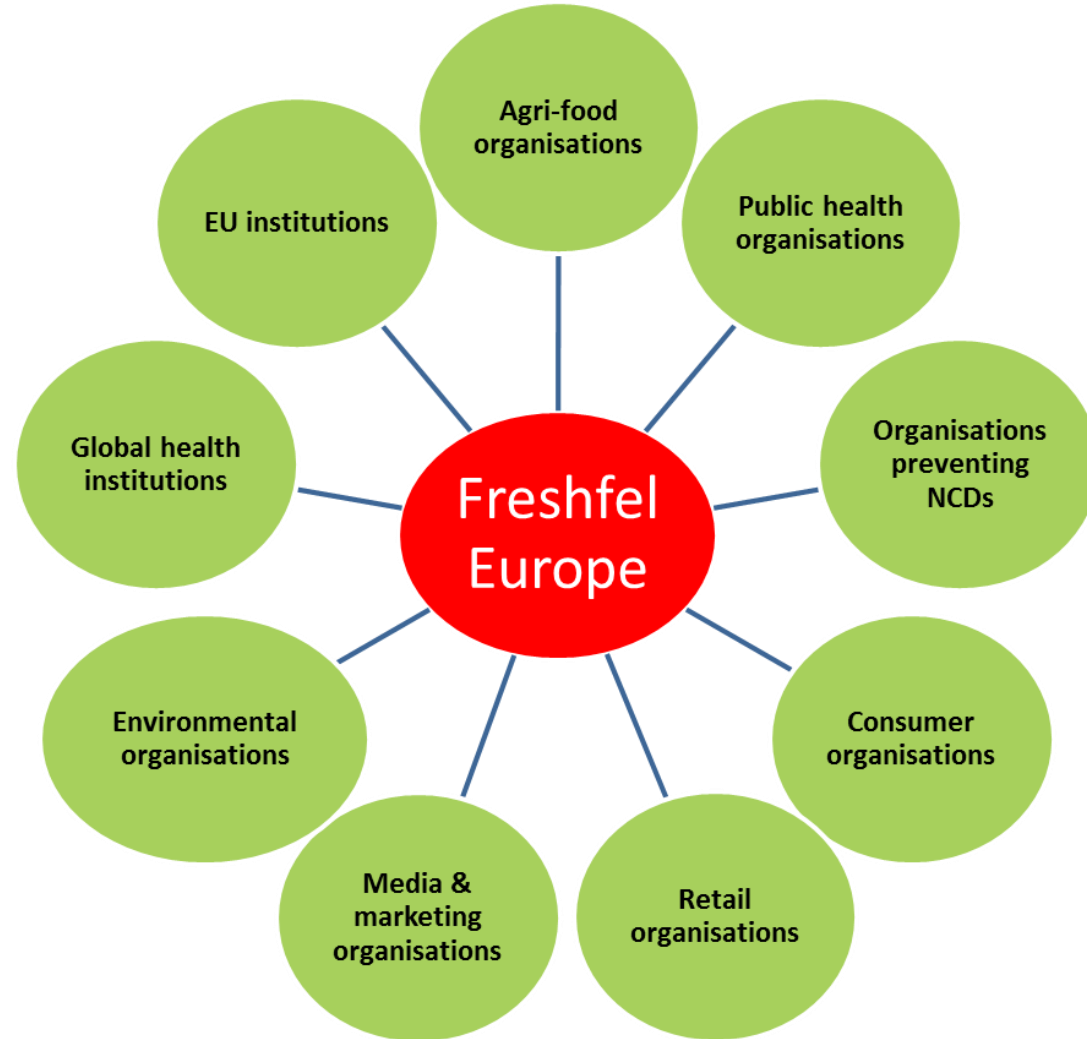
# Thematic Network Objective

## 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.

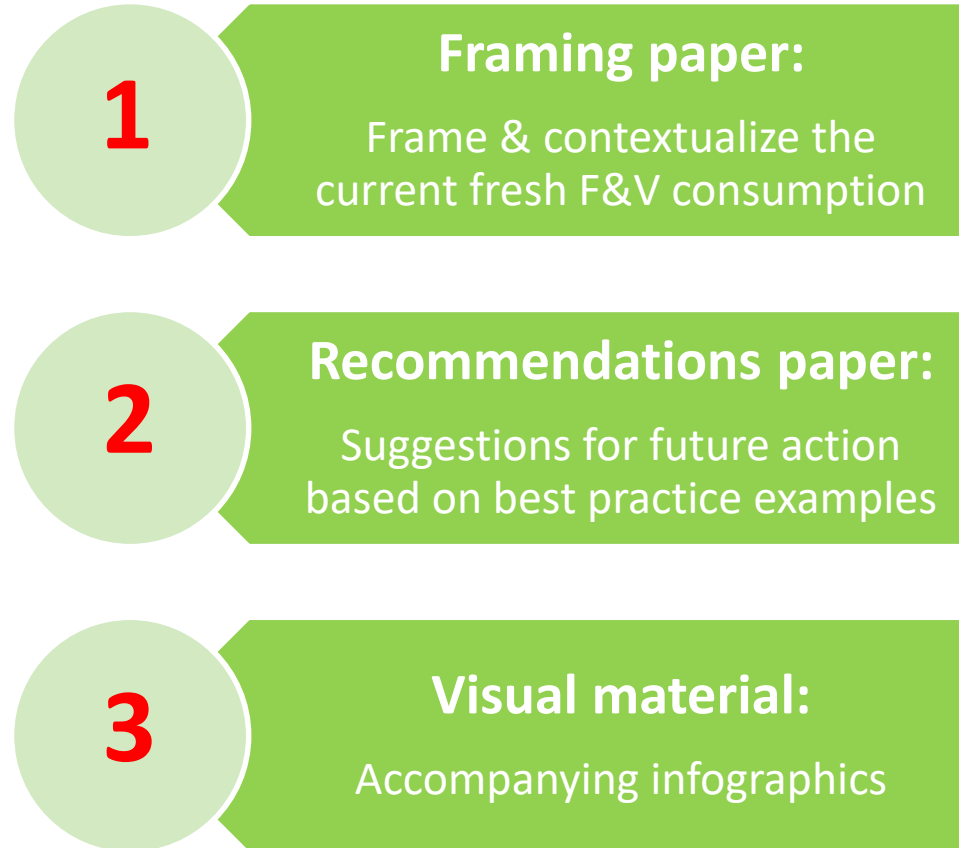
# Focus on collaboration

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



# Thematic Network Joint Statement

Joint Statement  
in three parts:



← **Current stage**



# Part 1 – Framing Paper

3 aspects  
covered

Fresh fruit &  
vegetables and  
health

Understanding  
fresh fruit and  
vegetable  
consumption trends

The way forward for  
healthier European  
consumers



## 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.



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# Part 1 – Framing Paper

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

*Active contributions from agri-food & health stakeholders*



Drafting of the Framing Paper informed by a **public webinar** hosted by the European Commission on 4 July 2018

20 participants – **500+ views of recording**

Thematic Network Joint Statement Part 1  
available on the **EU Health Policy Platform**  
<https://webgate.ec.europa.eu/hpf/>





# Part 2 – Recommendations Paper



## Thematic Network 2018

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

*- Part 2 -*



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

- Illustration of *recommendations* for future action
- Recommendations at *all levels/parts of society* (holistic perspective)
- Recommendations accompanied by *best practices* where possible

**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**.

# Part 2 – Recommendations Paper

## *Types of recommendations for future actions*

Cooperative  
Action

Social Action

Economic Action

Environmental  
Action

Communication  
Action

BEST PRACTICES

# Part 2 – Recommendations Paper

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



# EU Health Policy Platform



**All Thematic Network information/updates available on the EU Health Policy Platform**

<https://webgate.ec.europa.eu/hpf/>

1. **Are you registered in the Agora network or in any other Expert or Stakeholder network?** Then, you do have access to Freshfel's Thematic Network. Participate!
2. **Willing to receive the latest updates?** The Platform newsletter gathers the latest news of the Thematic Networks and sends it to you twice a week.
3. **Download the latest documents** from the Thematic Network library.
4. **Comment on the draft Joint Statement and endorse it** before its presentation during the EU Health Policy Platform Annual Meeting.
5. **Contact Freshfel Europe (Thematic Network) leaders** for a fruitful collaboration.

# EU Health Policy Platform



Stimulating fresh fruit and vegetable consumption for healthier European consumers

Platform for sharing information, knowledge and best practices on the benefits of fresh fruit and vegetable consumption.

[Participate >](#)

Access granted



The screenshot shows the EU Health Policy Platform website. The header includes the European Commission logo and the title "EU Health Policy Platform". Navigation links include "Legal Notice", "Support/Help", "Subscriptions", "PISANO Nicola", "Logout", and a language selector set to "English (en)". A main navigation bar contains "Stimulating fresh fruit an...", "All contents", "Events", "Library", "News", "Search", "My networks", and "Other networks". The "LATEST NEWS" section features a "Thematic Network Kick-off Meeting" article dated 10th April 2018. The "LATEST DOCUMENTS" section includes a "Thematic Network proposal" and a "Freshfel Europe presentation of Thematic Network". The right sidebar highlights the "Stimulating fresh fruit and vegetable consumption for healthier European consumers" initiative, showing a photo of children with vegetables, the "Aim" of the platform, and a list of "Network leaders" including Philippe BINARD and Nicola PISANO.

# Join or endorse the Thematic Network

The Thematic Network is first and foremost a collaborative platform:

## Join the Thematic Network!

- All stakeholders are welcome to **join** the Thematic Network.
- If you would like to join the Thematic Network and **contribute to discussions and drafting of the Joint Statement** it is not too late - please contact Freshfel for more information.

## Endorse the Thematic Network Joint Statement!

- All stakeholders are welcome to **endorse** the Thematic Network Joint Statement.
- Once the Joint Statement has been completed it will be **open for endorsement by stakeholders** at the end of 2018 into the beginning of 2019.







## **#FruitVeg4You**

### **Social Media Campaign**

Joint commitment with Copa-Cogeca to the EU Platform  
on Diet, Physical Activity and Health



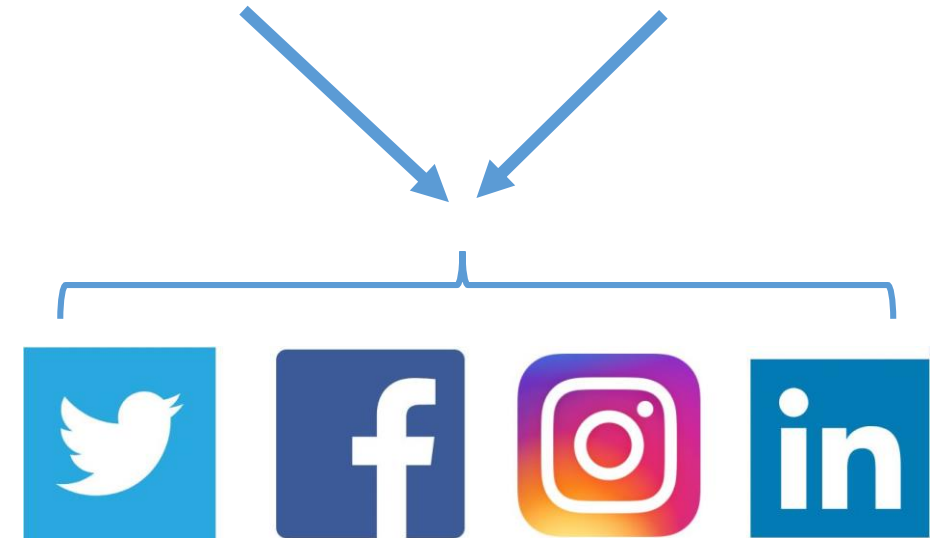
EU Platform on Diet,  
Physical Activity and Health

# #FruitVeg4You social media campaign

Launched in March 2017

Two main aims of the campaign:

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.



**Focus on content variety**

specifically on fresh & nutritional value of products, but frozen not excluded

# #FruitVeg4You social media campaign

**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 COGEGA - FOOD, Ksenija Simovic, Javier Valle and 6 others

7 6

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

**freshfel** **copa\*cogeca**  
EUROPEAN FRESH PRODUCE ASSOCIATION european farmers european agri-cooperatives

#FruitVeg4You  
Nutritional Fact Sheet: Beetroot



A perfect colourful healthy spring  
#FruitVeg4you plate! 🍴  
Share you plate too and support  
@Freshfel @COPACOGECA campaign 🍌



RETWEETS 4 LIKES 4

2:01 PM - 15 May 2017

Freshfel Europe and COPA COGEGA - FOOD

**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



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

2 7

You Retweeted  
**COPA-COGECA** @COPACOGECA · 21 Nov 2017  
Thank you @hildevaumans for supporting our & @Freshfel #FruitVeg4You social media campaign and commitment to @EU\_Food platform for action on #diet, physical activity and #health - Great 🍌 distribution today 🍌



EU Food Safety, Phil Hogan, A Health Blog and 6 others

1 6 12

**Freshfel Europe** @Freshfel · 20 Nov 2017  
We'll be with @COPACOGECA & @hildevaumans tomorrow outside the @Europarl\_EN 11-12 noon with 🍌 to raise awareness of the importance of treating yourself well everyday with #FruitVeg4You! Join us for seasonal apples 🍏 & pears 🍐!



COPA-COGEGA, COPA COGEGA - FOOD, Ksenija Simovic and 6 others

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# Contact Freshfel Europe



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# Thank you for your attention!

