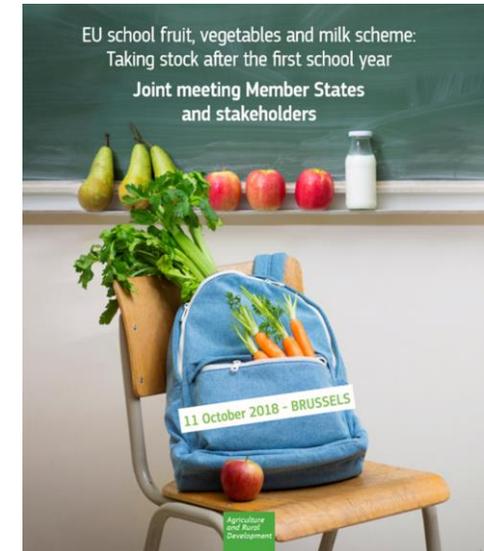




Thematic Network 2018

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.*

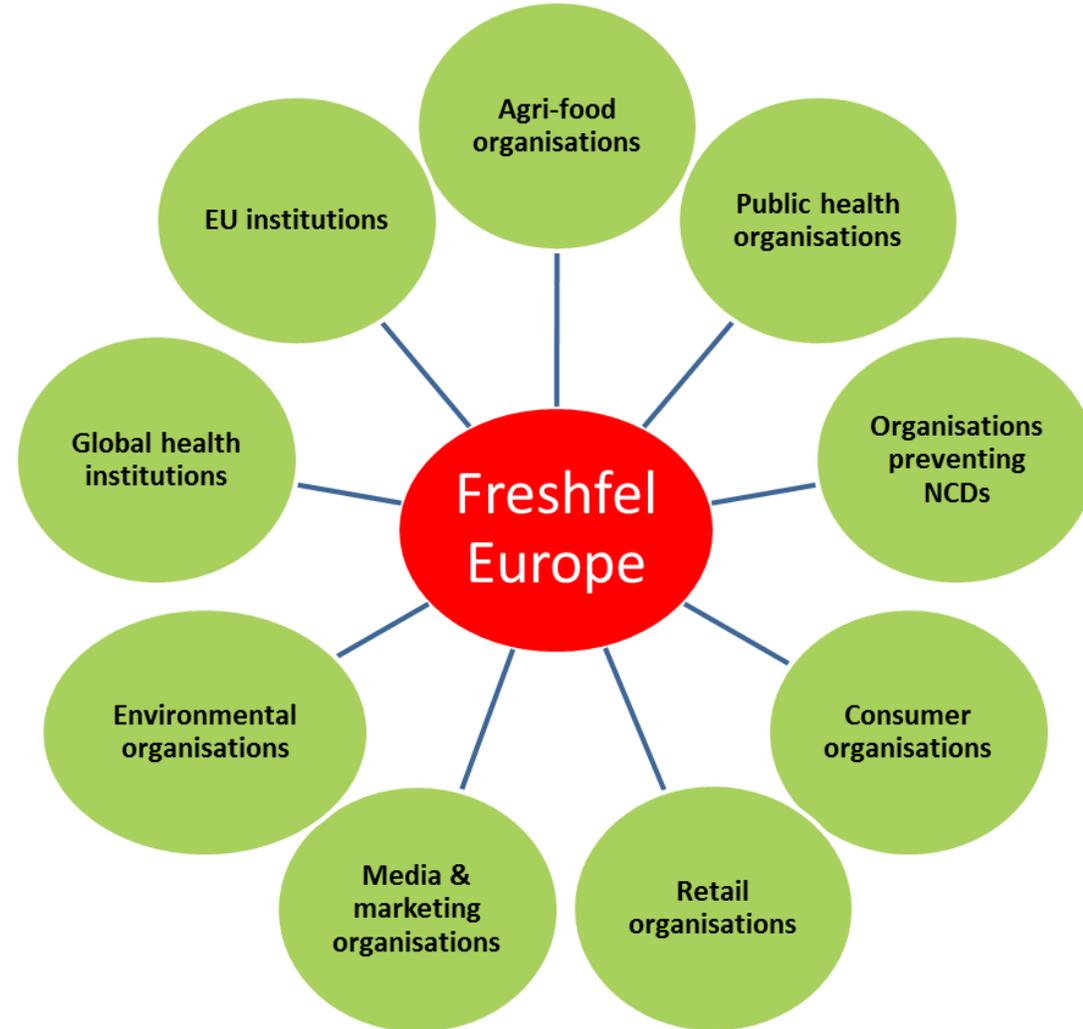
Thematic Network Objective

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:

1 **Framing paper:**
Frame & contextualize the
current fresh F&V consumption

2 **Recommendations paper:**
Suggestions for future action
based on best practice examples

 **Current stage**

3 **Visual material:**
Accompanying infographics

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 **12th 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 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.

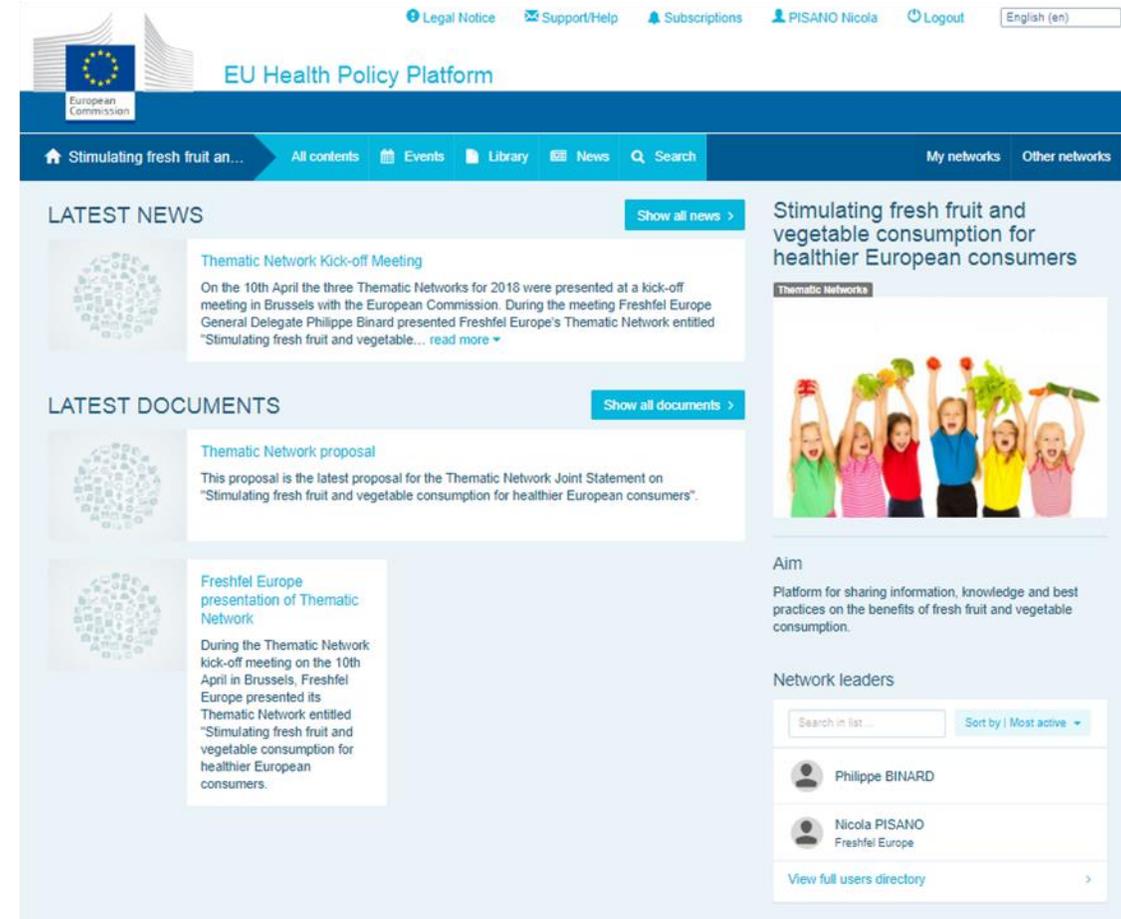
EU Health Policy Platform



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  



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EU Health Policy Platform

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Thematic Network Kick-off Meeting

On the 10th April the three Thematic Networks for 2018 were presented at a kick-off meeting in Brussels with the European Commission. During the meeting Freshfel Europe General Delegate Philippe Binard presented Freshfel Europe's Thematic Network entitled "Stimulating fresh fruit and vegetable... [read more >](#)

LATEST DOCUMENTS

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Thematic Network proposal

This proposal is the latest proposal for the Thematic Network Joint Statement on "Stimulating fresh fruit and vegetable consumption for healthier European consumers".

Freshfel Europe presentation of Thematic Network

During the Thematic Network kick-off meeting on the 10th April in Brussels, Freshfel Europe presented its Thematic Network entitled "Stimulating fresh fruit and vegetable consumption for healthier European consumers."

Stimulating fresh fruit and vegetable consumption for healthier European consumers

Thematic Networks



Aim

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

Network leaders

Search in list... | Sort by | Most active >

-  Philippe BINARD
-  Nicola PISANO
Freshfel Europe

[View full users directory >](#)

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



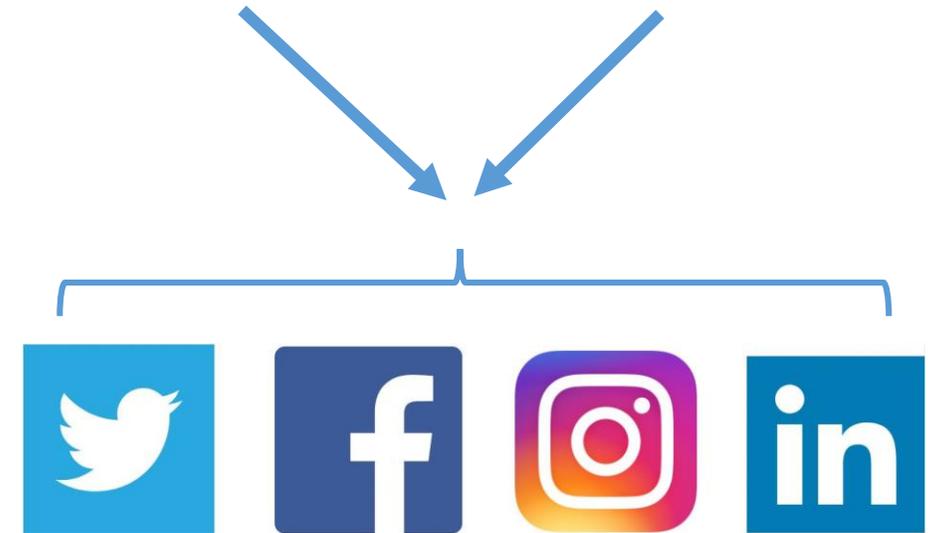
EU Platform on Diet,
Physical Activity and Health

#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/2FRETh](#) for recipe ideas! 🍌



1 4 12

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

#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 100g 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 flatulence as its cellulose and hemicellulose are broken very effectively in stimulating bowel movements. These fibres are tenderised by cooking, so that the beetroot is better tolerated by sensitive intestines when eaten cooked. But 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 anaemia called "megaloblastic anaemia" 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 5-20% 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 200g can cover 20% of the recommended daily intake.

Principal characteristics

The red beet (*Beta vulgaris* var. *Escholtzii*) 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 10g per 100g, which is more than most vegetables (in which the rate of carbohydrates is around 2 to 4g per 100g). 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 proteins and lipids and traces of glucose and fructose.

Due to its relative wealth of carbohydrates, the energy intake is rather high for a vegetable with an average 40 kcal (167 kJ) per 100g. This amount comes mainly from carbohydrates as other energy components (protein and fat) are present in small proportions (1.5g and 0.3g per 100g). Fibres are abundant in red beet, as they reach 2.5 to 3.5 g per 100g. These are mostly 100% of total available 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

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



RETWEETS 4 LIKES 4

2:01 PM - 19 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 @hildevautmans 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 & @hildevautmans 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

5 10

Contact Freshfel Europe



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Thank you for your attention!

