

Freshfel initiative to stimulate consumption



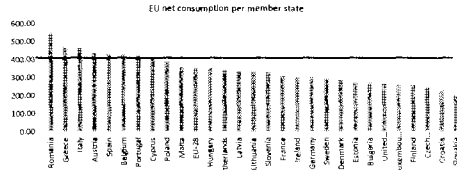
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Consumption trends Context

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

Consumption of fruit and vegetables in Europe currently remains below the WHO recommendation of 400g per capita per day at 353.07g.

EU net consumption per member state



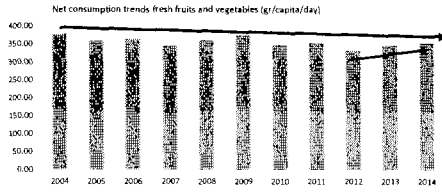
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Consumption trends Context

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

Net consumption trends fresh fruits and vegetables (g/capita/day)



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Consumption trends Context

Success stories

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

Challenging stories

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




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Presentation 2017 

- The largest fruit category consumed, but shrinking
- Huge difference of consumption among MS
- On average 70% local, 25% other MS, 5% import
- Large segmentation, limited brand
- Reducing purchasing frequency and smaller quantities per purchase


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Presentation 2017 


- Smaller market share than apples (ca 4 kg EU average v 17 kg apples)
- Less segmentation, two dominant varieties, less impact of club varieties
- Consumption almost exclusively fresh
- Sharing same concerns of apples in regard to frequency and quantities

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How to build of positive environment for consumption ?

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Stimulating fresh fruit and vegetable consumption for healthier European consumers
Thematic Network DG SANTE

 **EU Health Policy Platform**

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Context


- 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

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First ever thematic network focuses 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.*



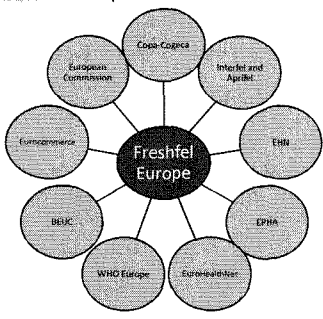
Specific objective:

- 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

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Potential stakeholder network and process



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

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#FruitVeg4You


Joint social media campaign between Copa-Cogeca & Freshfel Europe





copa-cogeca

freshfel


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Joint Commitment

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

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.

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Social media campaign







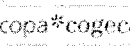
#FruitVeg4You

- 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


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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



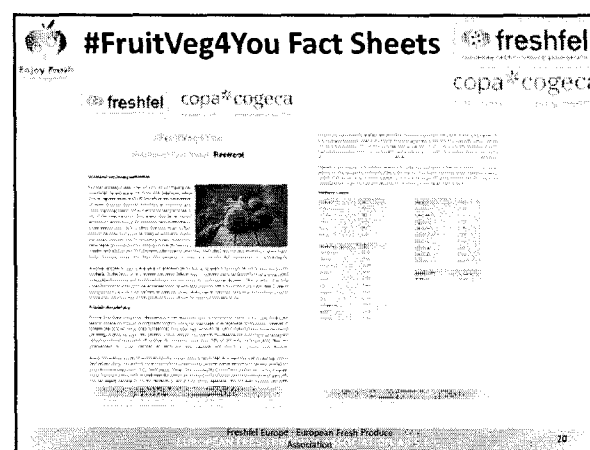
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#shareyourplate posts

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Fruit distribution

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copa cogeca



fruitVest you - We encourage you to eat fruit and vegetables!

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Future of food and farming

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Commission européenne
European Commission

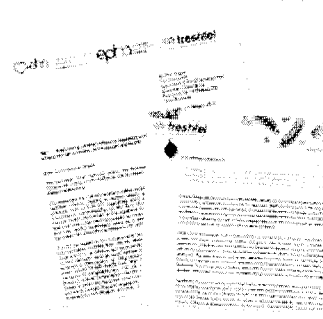
#futureofCAP

freshfel Europe - European Fresh Produce Association

Enhancing plant based diet in CAP reform

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- Coalition between Freshfel and health organizations (EPHA and EHN) to position plant based diet in the CAP reform
- Build upon Communication on the future of Food and Farming highlighting the role fruit and vegetables play in promoting healthier nutrition
- Recognition of role of F&V in contributing to addressing critical health issues such as the reduction of obesity and prevention of non-communicable disease (NCD)

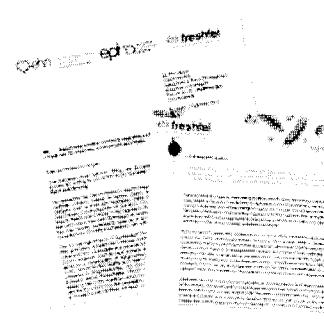


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Enhancing plant based diet in CAP reform 


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- 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).

eat right.

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Enhancing plant based diet in CAP reform 

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Tools

- Securing a delivery based on a 30% value added for promotion, vegetable quality, climate for healthy recipe, public procurement, developing infrastructure (canteen, kitchen) and food training and education of chef and staff manager.

Egea recommendations

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

VIII EGEA
Lyon, 1 Nov 7-9, 2018
Nutrition and Health for Schools in Europe


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Thanks for attention



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