



Practical Applications from the
International Fruit and Vegetable Summit
Carmel Ireland
28 August 2008



Overview

- IFAVA – International Fruit and Vegetable Alliance
- International Fruit and Vegetable Summit – Paris, May 2008
- School-based initiatives
- Workplace-based initiatives
- United Fresh/5+ A Day overview – DVD
- Questions

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IFAVA



www.ifava.org

International Fruit and Vegetable Summit – Paris, May '08



- Key areas of presentation:
 - Nutrition – from scientific knowledge to intervention studies
 - Marketing – from environmental changes to social marketing
 - Economy – from agricultural economy to food policies

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F & V Scientific Evidence



- Health benefits of F&V well recognised
- Impact on obesity primarily through energy density
- WHO population goals – over 400g/day
- 60 countries have F&V recommendations in dietary guidelines

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F & V Scientific Evidence



Energy density is the key

- Studies show F&V intake is the best way to lower energy density in the diet
- Consumption of low calorie, low energy dense vegetables (salad, soup, fruit) at the start of a meal can reduce overall energy intake
- Increasing F&V on the plate increased F&V intake while decreasing overall energy density

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School-based Initiatives



European School Fruit Scheme

- Post summit announcement \$180m(NZD) annually for EU-wide free school F&V scheme
- Funds to be matched by member states that use the programme
- Requires national strategies/education and awareness and sharing of best practice
- Programme to begin 2009-10 school year

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School-based Initiatives



Fruit in Schools - Paula Dudley (NZ)

- International interest focused on:
 - Size of programme
 - Logistics
 - Health Promoting Schools framework
 - Evaluation
 - Anecdotal feedback/outcomes

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Work Place Initiatives



WHO and World Economic Forum examining work place as important setting

- 65% of population aged >15 years in workforce
- 2007 – 3.1 billion people economically active
- Workplace programmes effective in:
 - Reducing BMI
 - Reducing blood pressure and other CVD risk factors
 - Reducing diabetes risk factors
 - Improving cardio-respiratory fitness

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Work Place Initiatives



Workplace programmes effective in:

- Facilitating organisational level changes
 - Reducing absenteeism
 - Enhancing employee productivity
 - Improving corporate image
 - Moderating medical care costs

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Work Place Initiatives



Key elements of success:

- Linking to business objectives
- Forming employee advisory boards
- Effective communication/supportive environment
- Using employee incentives
- Appropriately focused programme

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Work Place Initiatives



Gaps in current knowledge:

- A lack of understanding of best practice
- Lack of study designs for examining outcomes
- Lack of self reporting instruments for diet and physical activity measurement
- Lack of case studies from low and middle income studies

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General Observations



The Summit highlighted:

- Continuing development of F&V campaigns
- Widening gap between rich and poor and methods required to effect dietary change
- Continuing challenge to engage government, leverage private industry and public sector resources and develop effective partnerships
- Need for community approaches towards long-term prevention
- Growing concern worldwide about food insecurity and sustainable food supply

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Key Messages



- There is a need to continue to document the scientific evidence of the health benefits of fruit and vegetables and to use this to shape appropriate interventions for specific disease risk.

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Key Messages



- While consumption of fruit and vegetables increases when access is increased, consideration is required to address current levels of social inequity in consumption patterns.

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Key Messages



- Well targeted interventions are able to increase the availability and consumption of fruit and vegetables.

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5+ A Day - 2008



- New primary school and early childhood resources themed around: Horticulture – where our fruit and vegetables come from
- Record enrolments
 - 1285 primary schools
 - 1759 early childhood centres
- Order resources online: www.5aday.co.nz

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Don't judge each day by the harvest
you reap, but by the seeds you plant.

- Robert Louis Stevenson

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