

STIMULATING FRESH FRUIT & VEGETABLE CONSUMPTION FOR HEALTHIER EUROPEAN CONSUMERS

2018 EU Health Policy Platform Joint Statement

F&V AND HEALTH

Onset of NCDs can be prevented through a diet rich in F&V

- Non-communicable diseases (NCDs) are the leading cause of death globally.
- Diets rich in F&V have undisputed health & nutrition benefits.
- Insufficient F&V intake is a direct cause of NCDs.
- Regular fresh F&V consumption is vital in a diversified, healthy, nutritious & sustainable diet for NCD prevention.



LOW EU F&V CONSUMPTION

Over 85% of Europeans have low F&V consumption

- WHO recommends a minimum consumption of 400g F&V per capita per day for a healthy diet.
- The average EU fresh F&V consumption is only 353.07g per capita per day (2014).
- EU F&V consumption trends are stagnating due to changing lifestyles & other socio-demographic factors.



HEALTHIER EU CONSUMERS

Let's take action for EU consumers

- Multi-level & multisectoral approaches are needed to change F&V consumption trends.
- Changes in policy and within health & agri-food sectors are necessary.
- Best practices should be shared at EU level to effectively & quickly increase consumption levels in Member States.



AREAS FOR ACTION



to stimulate **fruit & vegetable** consumption across the EU



ECONOMIC ACTION

Financial incentives change habits

Economic action is fundamental to stimulating F&V consumption as financial incentives create both short & long term positive changes to consumption levels.



SOCIAL ACTION

Empowering consumers with tools

Social action is fundamental to changing eating habits over the long term & involves empowering consumers with the necessary skills to make healthy diet choices.



ENVIRONMENTAL ACTION

Changing the food environment

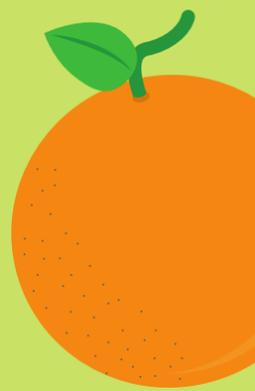
Positive changes in consumers' immediate surroundings where they choose and/or consume food can nudge them towards healthier food choices, including increased F&V consumption.



COMMUNICATION ACTION

Spreading the message effectively

Communicating the message of the importance of F&V consumption is vital. Actions should target consumers, stakeholders & decision makers within the health & agri-food sectors.



COOPERATIVE ACTION

Health-in-all policies approach

To achieve & sustain an increased consumption of fresh F&V in different population groups across the EU, cooperative action is essential at all levels of society.

