

PROGRAMME



XIII INTERNATIONAL CONGRESS ON PROMOTION OF VEGETABLES AND FRUITS

ORGANISERS



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im. prof. Wacława Dąbrowskiego



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*Una manzana al día,
el médico te ahorraría.*


*Apples are red, Berries are
blue, Pears are sweet and
they're all good for you.*

*Niedaleko pada jabłko
od jabłoni.*

13th International Congress on Promotion of Vegetables and Fruits

19–20th September 2017
Warsaw, Poland





**Zumo de limón,
zumo de bendición.**

**Carrots will improve your
sight by day and night.**

**Chrup owoce, jedz
warzywa - to na zdrowie
świetnie wpływa!**

INTRODUCTION

The AIAM5 Congress is organised every year on a different market of the world as the answer to the problem of the low consumption of vegetables and fruit. The purpose of the event is to promote the “5 a day” idea connected with the role of vegetables and fruit in the nutrition of people as well as the correct pro-health policy. The Congress is also a platform for the exchange of experiences for the entities which are engaged in production and trade in the vegetable and fruit industry.

This year’s edition of the Congress is co-organised by the Polish Association of Juice Producers (KUPS) and AIAM5 Global Alliance to Promote Fruit and Vegetable Consumption “5 a Day” and will be held between 19th and 20th September 2017 in the InterContinental Hotel in Warsaw in Poland. Representatives of the government administration and institutions responsible for the pro-health policy and the promotion of correct dietary behaviours as well as subject matter experts from about 30 countries around the world have been invited to take part in discussions.

“Recognised authorities of the scientific world, entrepreneurs as well as the representatives of the public administration will take part in the event. The Congress is an undisputed opportunity to learn about the latest news from the scientific and business world and it is also an occasion to establish relations between representatives of various countries and every year, it has a positive influence on trading between participants”, says Julian Pawlak, President of KUPS. “AIAM5 International Congress on promotion of Fruit and Vegetables consumption is held each year since 2005, in a different location – for example in Europe (in Hungary or Spain), also in Latin America – in Mexico, Brazil, Chile or Colombia, among others. AIAM5 Congresses allow the reinforcement of national programmes of fruit and vegetables promotion and provide the most suitable scenario to establish relationships with new countries and stakeholders around the world. Our aims are sharing and acquiring knowledge, experiences in research, implementation of promotion programmes and information on fruit and vegetable consumption. Warsaw 2017, thanks to KUPS, offers a great opportunity to advocate for policies and national and international strategies to promote effectively fruit and vegetables consumption, and 27 National entities from 26 countries all over the world are willing to participate actively on that”, – says Manuel Moñino, Coordinator of AIAM5 – Global Alliance to Promote Fruit and Vegetable Consumption “5 a day”.

“We believe that the Congress, which is a platform for the exchange of knowledge, experiences and ideas between specialists in the field of nutrition, processing, trade and promotion from different countries from all over the world, will have a positive impact on the national policy of promoting fruit, vegetables and their valuable products, such as 100% juices”, says Barbara Groele, Secretary General of KUPS.

This year’s edition of the Congress provides for six thematic panels:

- Agrarian policy as a challenge in the context of sustainable production, environmental protection, feeding the population and preventing non-communicable diseases, with particular emphasis on fruit and vegetables production;
- Pro-health policy and the consumption of fruit and vegetables and their nutritional value in the context of the latest scientific reports;
- Non-communicable diseases (diseases of civilisation) – fruit and vegetables in the prevention of non-communicable diseases;
- Examples of fruit and vegetables consumption promotion programmes, including the “5 a day” idea;
- Global and Polish fruit and vegetables market;
- Global trends in fruit and vegetables consumption.

We wish you a successful participation in the
XIII International Congress on Promotion of Vegetables and Fruits!

19 September 2017

(Tuesday)

Opening of Congress and welcoming of guests (09:00 - 11:00)

08:00 - 09:00

Registration of participants

09:00 - 10:30

Opening of Congress

Krzysztof Jurgiel – Minister of Agriculture and Rural Development, Poland

Dr Czesław Siekierski – Chair Committee on Agriculture and Rural Development, European Parliament

Jens Schaps – Director of Agriculture Markets, DG AGRI, European Commission

Dr Marek Posobkiewicz – Chief Sanitary Inspectorate, Poland

Łukasz Hołubowski - Deputy General Director, National Support Centre for Agriculture (KOWR)

Waldemar Sochaczewski - Deputy General Director, National Support Centre for Agriculture (KOWR)

Prof. Mirosław Jarosz – General Director of Food and Nutrition Institute, Poland

Representative of World Health Organization (WHO)

Manuel Monino Gomez – Coordinate of AIAM5 - Global Alliance Global Alliance to Promote Fruit and Vegetable Consumption "5 a day", Spain

Julian Pawlak – President of Polish Association of Juice Producers, Poland

Barbara Groele – General Secretary of Polish Association of Juice Producers, Poland

10:30 - 10:40

Signing of declaration established during General Assembly AIAM5

10:40 - 11:00

Time for Media

11:00 - 11:30

Coffee Break

PANEL 1 (11:30 – 12:50 – Part One)

Agrarian policy as a challenge in context of sustainable production, environmental protection, feeding the population and preventing non-communicable diseases, with particular emphasis on fruit and vegetables production

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|---------------|--|
| 11:30 – 11:50 | EU instruments to promote healthy food
Jens Schaps – Director of Agriculture Markets, DG AGRI, European Commission |
| 11:50 – 12:10 | Polish policy on fruit and vegetables market
Marian Borek – Deputy Department Director, Ministry of Agriculture and Rural Development, Poland |
| 12:10 – 12:30 | Sustainable production of fruit and vegetables in the context of the challenges of the modern market
Prof. Małgorzata Korbin – Director of Institute of Horticulture, Poland |
| 12:30 – 12:50 | Innovation in fruit and vegetables processing
Prof. Artur Hugo Świergiel – Director of Institute of Agricultural and Food Biotechnology, Poland
Dr Sylwia Skąpska – Manager of the Department of Fruit and Vegetables Product Technology, Institute of Agricultural and Food Biotechnology, Poland |

PANEL 1 (12:50 – 13:30 – Part Two)

Agrarian policy as a challenge in context of sustainable production, environmental protection, feeding the population and preventing non-communicable diseases, with particular emphasis on fruit and vegetables production

12:50 – 13:30

DISCUSSION: Importance of fruit, vegetables and their products in agri-food policy in Europe and in the world

Moderator: Prof. Andrzej Kowalski – Director of Institute of Agricultural and Food Economics – National Research Institute, Poland

Panelist: Dr Czesław Siekierski – Chair Committee on Agriculture and Rural Development, European Parliament

Panelist: Jens Schaps – Director of Agriculture Markets, European Commission

Panelist: Marian Borek – Deputy Department Director, Ministry of Agriculture and Rural Development, Poland

Panelist: Prof. Kazimierz Tomala – Vice Rector for Didactics, Faculty of Horticulture, Biotechnology and Landscape Architecture, Department of Fruit Growing, University of Life Science in Warsaw, Poland

13:30 – 14:30

Lunch

PANEL 2 (14:30 – 16:30)

Pro-health policy and the consumption of fruit and vegetables and their nutritional value in the context of the latest scientific reports

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| 14:30 – 14:50 | Supporting consumption of fruits and vegetables in Brasil
Isabela Sattamini – National Cancer Institute, Brazil |
| 14:50 – 15:10 | Nutrition recommendations in 2017 – Poland
Prof. Mirosław Jarosz – General Director of Food and Nutrition Institute, Poland
Dr Katarzyna Stoś, prof. IŻŻ – Deputy Director of Food Safety and Dietary Supplements, Food and Nutrition Institute, Poland |
| 15:10 – 15:30 | Pro-health policy based on fruit and vegetables in Costa Rica
Dr Cecilia Gamboa Cerda – Department of Strategic Planning and Evaluation in Health, Ministry of Health, Costa Rica |
| 15:30 – 15:50 | Activities and some results to increase the consumption of some F&V to improve vitamin A status in preschool children
Dr Consuelo Macias Matos – Institute of Nutrition and Food Hygiene in Havana, Cuba |
| 15:50 – 16:30 | DISCUSSION: Practical solutions within the framework of health policy
Moderator: Prof. Krystyna Gutkowska – Dean of Faculty of Science in Human Nutrition and Consumption, University of Life Sciences in Warsaw, Poland
Panelist: Laura Astete-Robilliard – “5 a day” Coordinator in Peru
Panelist: Marta Chavez – “5 a day”, Honduras
Panelist: Prof. Witold Płocharski – Research Institute of Horticulture, Poland
Panelist: Dr Piotr Albrecht – Head of the Clinic of Gastroenterology and Child Nutrition in the Medical University of Warsaw, Poland |
| 16:30 – 17:00 | Coffee Break |

PANEL 3 (17:00 – 19:00)

Non-communicable diseases (diseases of civilisation) – fruit and vegetables in the prevention of non-communicable diseases

17:00 – 17:20

Fruit and vegetables – in human diet
Dr Agnieszka Koziół-Kozakowska – Head of Department of Pediatrics, Clinic of Pediatrics, Gastroenterology and Nutrition, Jagiellonian University, Collegium Medicum, Poland

17:20 – 17:40

Revisiting fruit and vegetables in food habits: association with NCDs and other health outcomes
Dr Maria Soledad Tapia – Institute of Food Science and Technology, Central University of Venezuela; Caracas, Venezuela

17:40 – 18:00

Prevention of non-communicable diseases in Chile
Dr Fernando Vio Del Rio – President "5 a day", Chile
Alejandra Domper Rodriguez – Executive Secretary "5 a day", Chile

18:00 – 19:00

DISCUSSION: Practical experience in the prevention of non-communicable diseases

Moderator: Dr Marek Posobkiewicz – Chief Sanitary Inspector, Poland

Panelist: Wojciech Kałamarz – Head of Unit C4 Health Determinants and Inequality, DG SANTE Public Health and Food Safety, European Commission, Belgium

Panelist: Prof. Bolesław Karwowski – Acting Head of the Chair of Bromatology Department, Medical University of Łódź, Poland

Panelist: Gabriella Fretes Centurion – Friedman School of Nutrition Science and Policy, Tufts University, Paraguay

19:00 – 23:00

Networking/Dinner

20 September 2017

(Wednesday)

PANEL 4 (09:00 - 11:00)

Examples of fruits and vegetable consumption promotion programmes including "5 a day" idea

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| 09:00 - 09:20 | <p>The use of social media in promotion of F&V in Finland
Jyrki Jalkanen - CEO of the Finnish Glasshouse Growers Organisation, Finland
Minna Rantala - Information Manager of Finnish Glasshouse Growers Organisation, Finland</p> |
| 09:20 - 09:40 | <p>Fresh fruit and vegetables promotion in France
Dr Saida Barnat - Scientific Director and Deputy Director of APRIFEL, France</p> |
| 09:40 - 10:00 | <p>"5 a day" promoting fruit and vegetables consumption in Spain
Nuria Martinez Berea - Director of "5 a day", Spain</p> |
| 10:00 - 10:20 | <p>Examples of the promotion programmes about fruit and vegetables consumption
Łukasz Hołubowski - Deputy General Director, National Support Centre for Agriculture (KOWR), Poland</p> |
| 10:20 - 11:00 | <p>DISCUSSION: Practical experience in promotion of fruit and vegetables consumption
Moderator: Jyrki Jalkanen - CEO of the Finnish Glasshouse Growers Organisation, Finland
Panelist: Dr Katarzyna Stoś, prof. IŻŻ - Deputy Director of Food Safety and Dietary Supplements, Food and Nutrition Institute, Poland
Panelist: Dr Aleksandra Łuszczynska Prof. SWPS - Leader of Center for Applied Research on Health Behavior and Health at SWPS University, Wroclaw, Poland
Panelist: Andrea Gysi - Project Manager "5 a day", Switzerland</p> |
| 11:00 - 11:30 | <p>Coffee Break</p> |

PANEL 5 (11:30 – 13:10)

Global and Polish fruit and vegetables market

11:30 – 11:50

Polish production of fruit, vegetables and their products
Dr Bożena Nosecka – Institute of Agricultural and Food Economics – National Research Institute, Poland
Anna Bugała – Institute of Agricultural and Food Economics – National Research Institute, Poland
Łukasz Zaremba – Institute of Agricultural and Food Economics – National Research Institute, Poland

11:50 – 12:10

Norway – promotion of fruit and vegetables consumption
Guttorm Rebnes – Managing Director of Norwegian Fruit and Vegetables Marketing Board – frukt.no, Norway

12:10 – 12:30

Mexico role in world fruit and vegetables market
Alfredo Moises Ceja – President of the Foundation “5XDIA”, Mexico

12:30 – 13:10

DISCUSSION: Quality and availability of fruit and vegetables in local and world market

Moderator: Piotr Trojanowicz – CEO of ZPOW Polkon Sp z o.o., Poland

Panelist: Dr Witold Boguta – President of National Union of Fruit and Vegetables Producers Groups, Poland

Panelist: Waldemar Żółcik – President of Association of Polish Fruit and Vegetables Distributors “Fruit Union”, Poland

Panelist: Robert Remiszewski – Vice president of Polish Grower Association, Poland

13:10 – 14:10

Lunch

PANEL 6 (14:10 - 16:10)

Global trends in fruit and vegetables consumption

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|---------------|---|
| 14:10 - 14:30 | The fruit and vegetables market in Sweden
Elin Windfäll, Master of Horticulture at LRF Horticulture, Federation of Swedish Farmers, Sweden |
| 14:30 - 14:50 | Behaviour of the consumers of vegetables, fruit and their products in Poland
Barbara Groele, General Secretary of Polish Association of Juice Producers, Poland |
| 14:50 - 15:10 | Consumption trends of fruit and vegetables in Uruguay
Sergio Carballo - FISEMA Fresh Cut Director, Uruguay |
| 15:10 - 15:30 | 5 to the day - Social Responsibility Project of Portugal
Dr Susana Santana - National Coordinator of Program "5 a day", Portugal |
| 15:30 - 16:10 | DISCUSSION: Is there a single universal model diet based on fruit and vegetables?
Moderator: Adriana Senior Mojica - CEO Corporacion Colombia Internacional (CCI), Colombia
Panelist: Paula Elizabeth Alvarado Peralta - Environmental Engineer, National Autonomous University of Nicaragua
Panelist: Mariano Winograd - Coordinator "5 a day", Argentina
Panelist: Dr Dariusz Włodarek - Head of the Chair of Dietetics in the Faculty of Human Nutrition and Consumer Sciences, Warsaw University of Life Science, Poland |
| 16:10 | Congress closing |

The organisers reserve the right to make changes in the programme.

***Ajo, cebolla y limón,
y aléjate de la infección.***

***Fruits and Vegetables
are neat, they make
you feel good from
your head to your feet.***

***Kto sok zawsze rano pije,
temu serce równo bije!***



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