

Science, business, processing in global food policy

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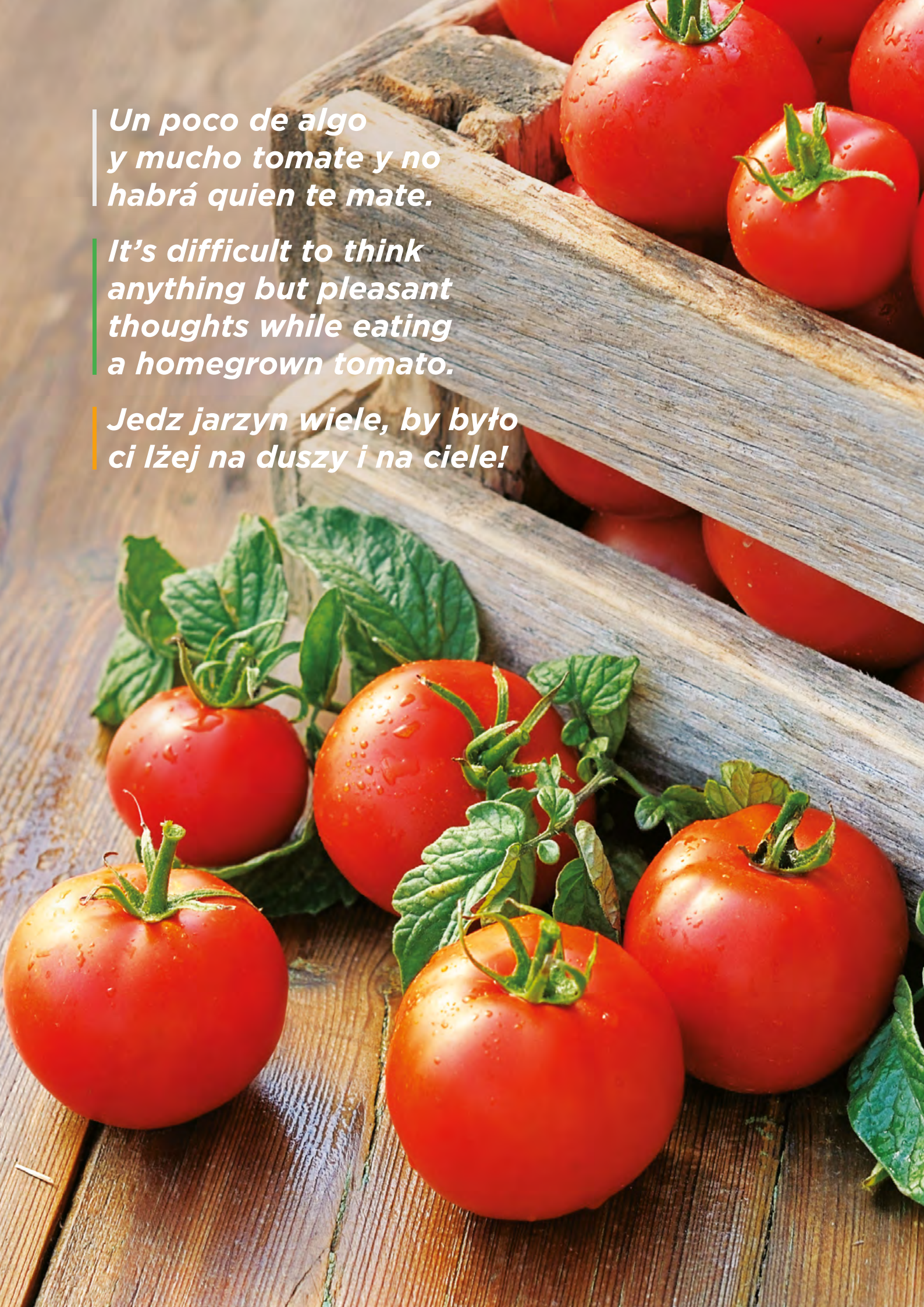


ORGANISERS



HONORARY PATRONS





*Un poco de algo
y mucho tomate y no
habrá quien te mate.*

*It's difficult to think
anything but pleasant
thoughts while eating
a homegrown tomato.*

*Jedz jarzyn wiele, by było
ci lżej na duszy i na ciele!*

INTRODUCTION

Global problem regarding the low consumption of vegetables and fruit

Too low consumption of vegetables and fruit is a global tendency. The problem regarding the low consumption of the products from that group concerns practically all people, regardless of their place of residence, material status, age or gender. Diet poor in fruit and vegetables is one of the main causes of obesity and other diseases of civilisation which afflict modern society.

AIAM5 – Global Alliance to Promote Fruit and Vegetable Consumption “5 a day”, which associates around 30 countries from all over the world, is the organisation which conducts activities aiming at increasing the consumption of vegetables and fruit at the international level. One of the initiatives, the purpose of which is to increase the consumption of those products, is the “5 a day” idea, which encourages regular eating of vegetables and fruit as part of every meal.

Recommendations of experts regarding the consumption of vegetables and fruit

According to the guidelines of the World Health Organization (WHO), the minimum daily intake of vegetables and fruit should be at least 400 g and should be consumed in 5 portions, many experts note that a glass of juice can be one of 5 portions. In practice, the average consumption of the products from that group is significantly lower – for instance, the consumption in the EU countries is at the level of 341.8 g daily¹. Apart from WHO, also the public administration in particular countries, various national and international organisations as well as non-governmental institutions, such as the AIAM5 Alliance, deal with the issues regarding a balanced diet and increasing the consumption of vegetables and fruit.

Aiming at increasing the consumption of vegetables and fruit as the answer to the diet-related diseases

The regular consumption of vegetables and fruit decreases the risk of obesity, diabetes, cardiovascular diseases, nervous system diseases as well as cancer. Dieticians encourage people to eat even more than 5 portions of vegetables and fruit – there can be as many as 10 portions. In many cases, people are familiar with the recommendations, however, they do not obey them because they consider them too complicated. In order to increase the impact of messages on the society, experts try to formulate them in such a way that they are practical and easy to remember. The aim of such messages is to promote food which is affordable, easy to get, diverse and suitable for different social groups. Importantly, the guidelines should not impose the radical change of habits, but they should rather lead to the gradual modification of eating patterns. Vegetables and fruit in a balanced diet should be diverse and served fresh or in a low-processed form. A glass of 100% juice may count as one of 5 portions of vegetables and fruit. Europeans drink around 31 ml of 100% juice daily², which is as little as 3 tablespoons! If every citizen of the Old Continent included a glass of juice in their diet, the consumption of vegetables and fruit would increase by more than 50%.³ Initiatives undertaken in order to increase the consumption of vegetables and fruit, such as “5 a day”, are needed to build awareness and educate societies in the field of healthy nutrition.

Increasing production and extending the availability and diversity of vegetables and fruit

New technologies provide more and more possibilities in the field of production, storage and distribution of vegetables and fruit as well as the development of local farms. Nowadays, the purchase and transport of those products from one side of the world to the other is way easier and safer, which renders it possible to diversify diet with exotic vegetables and fruit. Taking into consideration the market data, there is a potential which is becoming visible in particular countries and if this potential is used skilfully, it may influence the extension of the nutritional offer of societies and the development of enterprises.

¹ Freshfel Report, 2015

² AIJN Market Report, 2017

³ Comprehensive European Food Consumption Database EFSA – 2016 (accessed in August 2016)

Initiatives aiming at increasing the consumption of vegetables and fruit

Different promotional and educational campaigns and programmes are addressed e.g. to schools, universities, media, the producers of fruit and vegetables and mostly to consumers. There are also more and more initiatives undertaken by entrepreneurs who more often get involved in different activities and support campaigns and programmes for a healthy diet dominated by vegetables and fruit. For instance in Poland, apart from the public administration bodies, also the Polish Association of Juice Producers (KUPS) undertakes pro-social information activities aiming at educating about benefits resulting from the consumption of the appropriate amount of vegetables and fruit and their products.

The project of promoting the idea of 5 portions of vegetables and fruit a day is aimed at encouraging the society all over the world to eat more products from that group in a diverse form. Developing an easy habit of reaching for vegetables and fruit during every meal will have a positive impact on the correct functioning of the body.

13th International Congress on Promotion of Vegetables and Fruits is an important initiative in the context of public health and creating activities regarding the prevention and minimisation of negative consequences of events concerning health. The Congress is also a platform for the exchange of experiences between organisations and specialists from all over the world and it constitutes the source of information of the newest trends for producers and processors.

This folder includes the brief description of particular markets and initiatives undertaken by countries all over the world in order to increase the consumption of vegetables and fruit. We encourage you to read the folder.





ARGENTINA

PROMOTION

“5 a day – Argentina” is the local version of an international programme created to promote a reasonable diet, including 5 portions per day of fruit and vegetables.

This proposal, which has been proved successful in 40 countries, gets support of the principal international organisations related to health, agriculture and nutrition.

In Argentina “5 a day” is represented by a multidisciplinary group, which promotes interactive activities. The group creates a forum integrated by representation of the multiple activities of the F&V value chain, and nutritional experts.

What is recommended? The consumption of at least 5 daily portions of fruit and vegetables: a balanced diet, rich in vegetables is the platform for good health.

Across Argentina, fruit and vegetables are hugely produced and exported. Consumption is low and insufficient for the international recommendations. Vegetables do not have enough importance in Argentinian culture.

This is the reason, why it is necessary to not only offer recommendations but work in different matters:

- Educative actions oriented to consumers reporting about benefits of a healthy diet, especially for children and teenagers.
- Activities related to home gardening and cropping.
- Promotion of local consumption.
- Developing of professional agreements.
- Synergy with other organisations.

MARKET

ARGENTINA	Population: 43.4 million	Area: 2,780,400 km ²	GDP (PPP): USD 879.4 billion ^[1]
Total production of fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
	14,762	861	
Production of the most popular fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
Vegetables Primary	3,367	190	
Grapes	2,635	226	
Lemons and limes	1,402	48	

SOURCES: ^[1] Data according to the International Monetary Fund for 2016, ^[2] Data according to FAOSTAT for 2014

Contact:

“5 a day – Argentina”
<http://www.5aldia.com.ar>
info@5aldia.com.ar



BOLIVIA

PROMOTION

5 Al día Bolivia is a non-profit foundation, currently working in complementarity with Todo Horticultura – an international consulting firm. The foundation has autonomy and its own legal status. It cooperates with institutions – especially social and productive organisations of different specialties to introduce the healthy eating component. Every year it holds a fair of healthy consumption in coordination with public and private institutions and with the participation of women's organisations engaged in crafts.

Bolivia has characteristic strategies to promote the consumption of vegetables and fruits, mainly because the production of vegetables and fruits is in charge of small and very small producers, there are no companies that are dedicated to production and the problem of consumption of vegetables and fruits.

In recent years the government has organised banana and pineapple producers, for export purposes only (currently exported to Argentina and some to Uruguay). The surplus is put on the Bolivian market but there is no promotion strategy.

MARKET

In the cold regions, **potatoes** and other products of the region are cultivated but only for domestic consumption. Being one of the main producers of **quinoa**, in last years the market has intensified its cultivation for export purposes. Local quinoa is of very good quality and with a good international market.

The production of vegetables and fruits is in control of small and very small producers, there are not many large companies that are dedicated to the production and consumption of vegetables and fruits.

Bolivia produces a wide range of vegetables, fruits, and other food crops, mostly for local consumption. **The principal vegetable crops included kidney beans, green beans, chick peas, green peas, lettuce, cabbage, tomatoes, carrots, onions, garlic, and chili peppers.** Other main destinations for Bolivian export fruits and vegetables are the European Union and the United States, although negotiations are already underway to enter the Japanese market. Shipments are made by both sea and air.

BOLIVIA	Population: 11.4 million	Area: 1,098,581 km²	GDP (PPP): USD 83.6 billion ^[1]
Total production of fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
	1,735	312	
Production of the most popular fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
Plantains and others	374	41	
Vegetables Primary	352	92	
Oranges	168	25	

SOURCES: ^[1] Data according to the International Monetary Fund for 2016, ^[2] Data according to FAOSTAT for 2014



BRAZIL

PROMOTION

Brazil has been developing several interministerial initiatives to promote the consumption of fruit and vegetables that affect production, access and consumption.

In this perspective, the Family Agriculture Food Acquisition Program stands out. Created in 2003, it uses commercialisation mechanisms that favour the direct acquisition of products from family farmers or their organisations, stimulating local production and consumption, increasing access to fruit and vegetables and supporting producers throughout the agrifood system. The Ministry of Health, in particular the National Cancer Institute, has been developing educational actions to promote the consumption of fruit and vegetables with the recommendation of at least 400 grams of fruit and vegetables per day per person for cancer prevention, meaning 5 portions of 80 grams of each food. **Among the national actions for the population in general, highlights are:**

- **The “Health Warehouse”, an interactive activity where people simulate a purchase and then the choices are discussed with nutritionists;**
- **Brochure Recycling ideas about food and cancer, material widely distributed in state, municipal and local actions;**
- **Dissemination of educational videos in social media and institutional channels.**

Brazil carry out actions that aim to train professionals as multipliers for the promotion of healthy food practices and cancer prevention, such as workshops with radio broadcasters that resulted in the product Voices for Prevention; Training Workshop for health professionals in the Brazilian states that culminated in several multiplication actions gathered in the Collection of Multiplication Experiences; Distribution of technical-scientific material to support local actions.

Regular consumption of fruit and vegetables increased in the country in the last eight years, from 33% in 2008 to 35.2% in 2016, according to data released by the Ministry of Health. However, only one in three adult Brazilians consume this type of food on at least five of the seven days of the week. The Vigitel Surveillance of Risk Factors and Protection for Chronic Diseases by Telephone Inquiry (Vigitel) also reveals that the habits in this case are better among women – the regular consumption of fruits and vegetables in the group went from 38.6% to 40.7% in the period – than among men, whose percentage went from 26.4% to 28.8%.

MARKET

Brazil is the third largest fruit producer in the world, behind only China and India, with around 45 million tonnes per year, of which 65% is consumed internally and 35% is destined to the foreign market. The **Brazilian vegetable market is highly diversified and segmented, with production volume concentrated in six species – potato, tomato, watermelon, lettuce, onion and carrot, with family farming accounting for 80% of the production.**

For processed fruits, orange juice remains the great highlight, with a total of 1.9 million tonnes exported in 2014.

BRAZIL	Population: 207.4 million	Area: 8,515,767 km²	GDP (PPP): USD 3,217.0 billion ^[1]
Total production of fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
	60,872	3,205	
Production of the most popular fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
Oranges	16,928	680	
Vegetables Primary	11,731	477	
Bananas	6,954	479	

SOURCES: ^[1] Data according to the International Monetary Fund for 2016, ^[2] Data according to FAOSTAT for 2014

Main companies/associations:

Brazilian Association of Producers Exporters of Fruits and Derivatives (Abrafrutas)

<http://abrafrutas.org/index.php?lang=pt-br>

Brazilian Fruticulture Society: <http://fruticultura.org/>

Brazilian Horticulture Association: <http://www.abhorticultura.com.br/>

Contact:

Brazil

<http://www.5aodia.com.br/>



CANADA

PROMOTION

Based in Ottawa, Ontario, CPMA is a not-for-profit organisation that represents companies that are active in the marketing of fresh fruits and fresh vegetables in Canada from farm gate to dinner plate. CPMA's vision is to enable and lead the produce industry by enhancing the market and facilitating trade of fresh fruits and vegetables for its members.

"Half your Plate" is a new healthy living initiative that empowers Canadians of all ages to eat more fruits and veggies to improve their health while providing simple and practical ways to add a variety of produce to every meal and snack. Half Your Plate is fun, practical and informative while providing tips on how to prepare fruits and vegetables using different colours, flavours and textures for meals and snacks at home, at school, at work, eating out or on the go.

SLOGAN:

Make a healthy choice! Fill half your plate with fruits and veggies.

PROGRAM KEY MESSAGING:

- Fill half your plate with fruit and vegetables at every meal!
- Pick a fruit or vegetable when snacking!
- Increased consumption of fruit and vegetables has been proven to reduce the risk of chronic diseases such as some cancer, heart disease and stroke.

COLLATERAL MATERIALS:

- www.halfyourplate.ca features healthy eating tips, tricks to include more fruits and veggies with every meal, recipes and nutritional facts on fruits and vegetables.
- blog.halfyourplate.ca is updated twice per week and features recipes, tips on how to work with specific vegetables, guest bloggers and more.
- [@halfyourplate](https://twitter.com/halfyourplate), [Facebook \(halfyourplate\)](https://www.facebook.com/halfyourplate), and [Pinterest \(Half Your Plate\)](https://www.pinterest.ca/halfyourplate/).

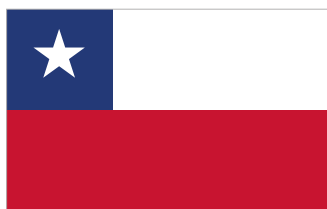
MARKET

CANADA	Population: 35.2 million	Area: 9,984,670 km²	GDP (PPP): USD 1,672.0 billion ^[1]
Total production of fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
	5,650	266	
Production of the most popular fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
Vegetables Primary	2,327	92	
Apples	444	16	
Tomatoes	368	5	

SOURCES: ^[1] Data according to the International Monetary Fund for 2016, ^[2] Data according to FAOSTAT for 2014

Contact:

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Ottawa, Ontario, Canada
[http://www.cpma.ca/
question@cpma.ca](http://www.cpma.ca/question@cpma.ca)



CHILE

PROMOTION

The average fruit and vegetable consumption in Chile does not reach the recommendations. Chileans only consumes 178 grams per day. Even though Chile is a country that produces and exports large quantities of fruit and vegetables.

In 2006, lead by INTA of the University of Chile, the “5 a day” non-profit corporation was established to bring together organisations involved in the production, distribution and sales of fruits and vegetables (F&V).

“COOL SNACK” PROGRAMME (“COLACIÓN BKN”) – The Cool Snack (Colación BKN) programme started in 2013 and included: training school teachers and parents in the context of healthy eating and the benefits of vegetable and fruit consumption. Educational intervention in classrooms of those from 4 to 10 years old to promote healthy eating and carry out physical education activities.

“HOW GOOD IS IT TO GROW HEALTHY WITH TOTTUS” PROGRAMME (“QUE RICO ES CRECER SANO CON TOTTUS”) – in 2014 an alliance was born with the Supermarket chain Tottus through its role as a good neighbour within the framework of Corporate Social Responsibility (CSR).

“GREEN KIOSK” PROGRAMME (“KIOSCO VERDE”) – the largest wholesale market in Chile (Lo Valledor) developed the “Green Kiosk” programme in three vulnerable schools near his office by e.g providing fruit as a snack to 1,500 beneficiaries or providing healthy eating education in classrooms.

MARKET

According to FAO, global production of fresh fruit in 2013 yielded a total of 679 million of tonnes with 3% annual growth, accompanied by an annual increase of 1.5% in the global surface area dedicated to fruit production and in accordance with the numbers indicated by FAO it reached a total of 59.8 million hectares in 2013.

10 fruit types make up 74% of global fruit production and 69% of the global planted surface area, among which are **grapes, apples, mangoes, bananas, plantains, mandarins, oranges, plums, pears and peaches**.

The increased demand for healthy food and the growing global consumption of fruit has driven in Chile a strong development of national fruit production in order to supply these markets. Chile is a great producer and exporter of fruits, being the first in the world in **table grapes, blueberries, plums, salmon, pacific trout**; and second in the world in the export of products like **avocados, kiwis, raspberries, other berries and dried apples**.

The national consumption of fruits and vegetables (F&V) is low, reaching an average of 178 grams per person per day.

CHILE	Population: 18 million	Area: 756,096 km²	GDP (PPP): USD 455.9 billion ^[1]
Total production of fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
	10,476	525	
Production of the most popular fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
Grapes	2,457	198	
Vegetables Primary	2,211	73	
Apples	1,757	37	

SOURCES: ^[1] Data according to the International Monetary Fund for 2016, ^[2] Data according to FAOSTAT for 2014

Main companies/associations:

Federación de productos de fruta de Chile www.fedefruta.cl
Sociedad Nacional de Agricultura www.sna.cl
Asociación de Exportadores de Fruta de Chile www.asoex.cl

Contact:

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COLOMBIA

PROMOTION

From the national perspective, a large part of the population suffers from food insecurity and malnutrition, approximately 28% do not consume vegetables daily and 35% do not consume fruits daily. Also, dietary habits of the population do not include fruits or vegetables. In addition, Colombians do not pay attention to the diet related diseases such as obesity, affecting the youth more and more.

Strategic alliances have been formed with public and private entities with which it has developed ludic activities within the framework of different scenarios; influenced more than 200,000 people directly, encouraging the consumption of F&V and the adaption of healthy habits and lifestyles.

RESULTS:

- More than **100,000 athletes impacted** with the programme message.
- More than **4,000 school children from Bogotá approached with 5 a day messages**.
- **500 people impacted** in nutrition and dietetics workshops.
- **World Guinness record, delivering 250,000 units of fruit**, for 4 hours in 7 cities simultaneously.
- **International Congresses** for the Promotion of Fruit and Vegetable Consumption 2012 and 2016 with more than 400 public and private companies linked.
- **Mass delivery of fruit** with more than **21,000** units in Bogotá.
- **Forming a working table with the National Federation of Merchants FENALCO** and the country's retailers, in order to generate strategies for the consumption of fruits and vegetables.
- **5 companies using the brand 5 a day** and disseminating the objective of the programme in the image of their products.

MARKET

Important fruits and vegetables in Colombia:

Fruits: pitahaya, mango, baby Banana, lima tahiti, feijoa, hass avocado, cape gooseberry, pineapple, passion fruit, tomato-like fruit, mulberry, granadilla, gulupa, tree tomato, watermelon, melon, papaya.

Vegetables: chili, asparagus, onion bulb, broccoli, cauliflower, gourmet lettuce, artichoke, aubergine.

In Colombia the commercialisation of fruit and vegetables is carried out in large percentage following traditional or centralised model.

In this model, production is carried out in small and heterogeneous units, at the level of available resources and factors of production, which may be distant or close to consumption centers and are generally dispersed. In this model, intermediation significantly affects the process of price formation, since it is usually done in long chains in which numerous agents are involved, from the producer to the retail distributors, which reach consumers, through local, regional and wholesalers.

COLOMBIA	Population: 49.3 million	Area: 1,141,748 km²	GDP (PPP): USD 720.2 billion ^[1]
Total production of fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
	13,304	993	
Production of the most popular fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
Plantains and others	3,467	400	
Vegetables Primary	2,039	117	
Bananas	1,771	74	

SOURCES: ^[1] Data according to the International Monetary Fund for 2016, ^[2] Data according to FAOSTAT for 2014

Main companies/associations:

The Directory of Colombian Exporting Companies
of Fruits and Vegetables
www.paginasamarillas.com.co/servicios/exportadores-de-frutas

Contact:

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COSTA RICA

PROMOTION

The National Network of “5 a Day Costa Rica” is an initiative created with the objective of increasing the consumption of fruit and vegetables to help reduce non-communicable chronic diseases and to improve the quality of life of the population. In addition, this initiative seeks to increase agricultural production, and improve safety practices in the food sector, as well as promoting healthy eating habits in the formal and non-formal education.

This network was created in the 2007, by the Minister of Health, Minister of Agriculture, Minister of Education and the President of the Republic.

The Network is a strategy that is framed within the Global Strategy of Diet, Physical Activity and Health of the World Health Organization, in which Costa Rica committed itself to increase the consumption of fruit and vegetables in the population.

The Network is a participatory organisation of national scope, which acts through the interagency coordination and partnerships with the government sector, non-governmental and the private sector in order to promote the consumption of fruit and vegetables in all groups and sectors of society. It is conducted by the Intersectoral Committee consisting of representatives of the Ministry of Health, WHO coordinates, Ministry of Agriculture, Ministry of Public Education, National Council of Production, Comprehensive Program of Marketing of Agriculture and the Institute of Social Security, with the technical support of the Pan American Health Organization (PAHO/WHO) and the Interamerican Institute for Cooperation on Agriculture (IICA).

MARKET

Costa Rica has a long tradition in the production of agricultural products, which in the first instance are marketed directly and without subjecting them to processes of industrialisation.

Among the main features of this food industry, it is necessary to cite that a large part of the companies that constitute it are of national capital and of family tradition; mostly micro, small and medium-sized enterprises (PYMES). It is a dynamic sector, with products of quality and willingness to take on challenges. However, the current situation of globalisation, the signing of trade agreements, quality requirements and the need to develop innovative, healthy, functional and environmentally friendly products impose on these companies great challenges. Series of opportunities to achieve higher levels of competitiveness that allow them to obtain economic, social and environmental returns that guarantees their survival in the long term. The current competitive dynamics subject PYMES to a highly changing environment to which they have to adapt to survive.

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COSTA RICA	Population: 4.9 million	Area: 51,100 km²	GDP (PPP): USD 74.3 billion ^[1]
Total production of fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
	6,766	226	
Production of the most popular fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
Pineapples	2,916	46	
Bananas	2,195	43	
Vegetables Primary	416	15	

SOURCES: ^[1] Data according to the International Monetary Fund for 2016, ^[2] Data according to FAOSTAT for 2014

Main companies/associations:

Asociacion De Pequeños y Medianos Productores Del
Guarco – Agritec agriteclegumbres@gmail.com

Asociacion De Productores Agrícolas Ambientalistas De
Bijagua De Upala Asopabi asopaabi@gmail.com 8693-8565

Asociacion De Productores Agropecuarios y Ambientalistas
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Asociacion Nacional De Organizaciones Agropecuarias
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y Evaluación de Acciones en Salud
Ministerio de Salud, Costa Rica
Correo: cecigambo13@yahoo.com



CUBA

PROMOTION

In Cuba, the Center of Nutrition and Food Hygiene and the Center for Health Promotion and Education, both belong to the Ministry of Public Health. These institutions have been carrying out and coordinating national programme to improve Cuban food culture and promote the consumption of fruits and vegetables. **An important detail is that in Cuban TV it is not allowed to advertise unhealthy foods.** Surveys carried out during the last couple of years among different population groups, mainly children and adolescents, show that the consumption of fruits and especially vegetables is far below the 400 g/day recommended by the WHO.

During the years 2014-15 a project “Nutritional Intervention to improve vitamin A status in children under 5 years” was carried out in several provinces of Cuba. This project was created according to the results of a research about vitamin A, that showed severe or moderate subclinical deficiency of that vitamin among the respondents from 5 of the 15 provinces of the country. The objective was to increase the production and the consumption in quantity and variety of vegetables rich in provitamin A. Green leaves vegetables were not consumed by 90% of the children. The project begun in each of these provinces with a workshop where authorities of health, education and agriculture received information of the situation and proposal of solutions. They all together proposed actions to improve vitamin A status, mainly by the consumption of fruits and vegetables. The project received the support and accompaniment of UNICEF.

A training manual “Vitamin A and maternal-infantile health” was created for the health team and was distributed during the workshop and later on in the provinces and its municipalities. A page about vitamin A was made with advice on the consumption of vegetables and three recipes with vegetables. This page was distributed to the population, especially to mothers. The most outstanding activities that have been carried out in the intervened provinces were developed in the fairs (where the vegetables are sold) and where children of primary schools participated.

MARKET

CUBA	Population: 11.2 million	Area: 109,884 km²	GDP (PPP): USD 254.9 billion ^[1]
Total production of fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
	6,753	550	
Production of the most popular fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
Vegetables Primary	2,525	198	
Vegetables, fresh nes	1,066	54	
Plantains and others	633	56	

SOURCES: ^[1] Data according to the International Monetary Fund for 2016, ^[2] Data according to FAOSTAT for 2014

Contact:

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Fax: 33-8313



FINLAND

PROMOTION

Finnish Glasshouse Growers' Association is a nationwide, non-profit organisation for commercial growers. Members of the FGG are mainly producers of glasshouse vegetables, but the Association co-operates with the whole horticultural sector.

Promotion of F&V is one of the main tasks of the Association, together with other grower organisations and especially with Finnish Horticultural Products Society. In Finland, Facebook and Instagram are the strongest channels, but YouTube and Pinterest are also used.

Main target groups are young urban people, who are not that familiar with the use of F&V. The themes are purity of products, local production, freshness, healthiness, taste of products plus ecological points with less transportation. **The main goal is to increase the consumption of F&V from the current level of 350 grams per person to 500 grams.**

MARKET

In Finland production of vegetables, fruits and berries is done outdoors on a large scale. **Due to hard winters, the growing season is limited between mid-May until late September.** More than half of the year, it is both too dark and too cold to grow anything in the field. This has shaped the production of F&V. **The main outdoor crops are carrots, onions and cabbages in different forms. These make the core of the production.** There are also ca. 30-40 other crops, which are produced seasonally, i.e. in summer months. However, about 70-90% of the annual consumption is domestic.

Finland does not export F&V, everything is consumed within the country.

Total area for outdoor vegetables is around 10,300 hectares and total crop around 177 thousand tonnes. The number of growers is ca. 2,800. Glasshouse production has a very strong role in the F&V business. The area for tomatoes, cucumbers, herbs and lettuce is around 220 hectares, tomatoes cover half of that area, the rest is divided between cucumber, lettuce and herbs.

Year-round production brings fresh vegetables 365 days through the year for Finnish consumers. About 90 hectares of glasshouses cover major part of the consumption even through the Winter months. The production is around 100 thousand tonnes. Finnish consumers prefer domestic vegetables – 60-99% of consumed vegetables consumed by Finnish people comes from Finland.

Main berry is strawberry, which is produced in about 13-14 thousand tonnes. There is also an increase of plastic house production to expand the season towards Spring and Autumn.

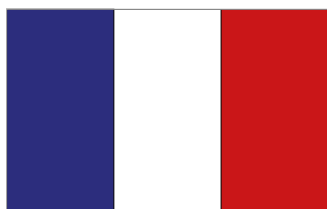
The only commercial fruit is apple, which is produced in seven thousand tonnes, which covers only a slight part of the consumption. However, the area of apples is increasing and there is strong trend to prefer home grown F&V in Finland. Increasing the consumption of F&V from the current level of 350 grams per person to 500 grams is hard, as the level of consumption of these products in Finland has been stable for several years, there are even some signs of decreasing the consumption.

FINLAND	Population: 5.5 million	Area: 338,424 km²	GDP (PPP): USD 239.7 billion ^[1]
Total production of fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
	581	26	
Production of the most popular fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
Vegetables Primary	280	10	
Carrots and turnips	75	2	
Cucumbers and gherkins	48	1	

SOURCES: ^[1] Data according to the International Monetary Fund for 2016, ^[2] Data according to FAOSTAT for 2014

Contact:

Finnish Glasshouse Growers' Association
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www.kauppapuutarhaliitto.fi



FRANCE

PROMOTION

To promote fresh fruit and vegetables consumption France uses communication and information scientifically evidence based.

FOR CHILDREN:

- National network of Dieticians (35)
- Interventions at school
- 10,000 schools
- 1,5 million children
- 6,000 canteens
- 5 TV Spots
- Online Games
- Press conferences
- Cooking workshops
- Press trips

FOR ALL:

- FOR INTERNATIONAL F&V SECTOR (7)
- European Program «Relance de la Consommation»
- Digital communication
- F&V guide for consumers

FOR F&V SECTOR, HEALTH PROFESSIONALS, SCIENTISTS, FRENCH&EU POLICY MAKERS:

- Conferences:
 - 1) National Conference on F&V Trust in F&V – 22.10.2015 – Paris Conferencia National sobre F& V: Confianza en las F&V – 22.10.2015
 - 2) International Conference – EGEA 2015 – 7 edition – Milan Healthy diet, healthy environment within a fruitful economy: the role of F&V Conferencia Internacional – EGEA 2015 – 7 edición – Milan La alimentación y el medio ambiente sanos en una economía equilibrada: El papel de las F&V
- 30 countries/84 posters/22 international journalists
- European deputies, CE, WHO, FAO, WCRF International

MARKET

FRANCE	Population: 64.9 million	Area: 543,941 km²	GDP (PPP): USD 2,833.0 billion ^[1]
Total production of fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
	19,167	1,326	
Production of the most popular fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
Grapes	6,173	758	
Vegetables Primary	5,232	229	
Apples	1,532	37	

SOURCES: ^[1] Data according to the International Monetary Fund for 2016, ^[2] Data according to FAOSTAT for 2014

Contact:

INTERFEL/Les fruits et légumes frais
<http://www.lesfruitsetlegumesfrais.com/>
 19, rue de la pépinière 75008 Paris, France
 Phone: 00 33 1 49 49 15 15

APRIFEL: French Agency for Research and Information on F&V
<http://www.aprifel.com/>
 4 Rue de Trévis 75008 Paris, France
 Tel : 01 49 49 15 15



HONDURAS

PROMOTION

Bridge of Peace Incorporation is a private, non-profit entity with legal status to operate under the laws of the United States of America and Honduras. Fundamental purpose of the association is to contribute to the sustainable human development of the Honduran population through the creation of alliances and strategies for children, youth and adult population with interest and capacities to build a democratic and environmental community and promote peace.

MAIN AXES:

1. Education
2. Sustainable Human Development
3. Environment

5 AL DÍA HONDURAS

In 2016, Bridge of Peace joined the movement as full partner creating the Programme 5 al día Honduras. Main aim was to develop activities to **promote the consumption of 5 daily portions of fresh fruits and vegetables**, and spread **“More fruits and vegetable, the best choice for your health”** in order to increase the daily consumption of fruits and vegetables of the Honduran population to raise the level of nutritional health.

5al día Honduras has carried out the following activities:

- Creation of the magazine Fruti Vegi, designed for children of the ages from 6 to 12. The purpose of the magazine was to educate in an interactive and funny way, about the importance and benefits of eating fruits and vegetable every day.
- Promotion of the consumption of fruits and vegetables through the activities of Formula 3V+2F, which consists of talks and cooking courses, for mothers so they can learn how to prepare healthy food for the family.

Cooperation with the German NGO Shutzengel für Honduras Kinder e.V., through the implementation of the Project “Construyendo Mi Jardín, un Huerto Orgánico”. The project consists of applying appropriate technologies for the production of Fruits and Vegetables Gardens on preschools and schools backyards, in order to create accessibility of healthy food in poor areas.

By the middle of 2017, agreements have been achieved with private companies and local universities, through which the association pretend to develop a communicational network that should allow for massive promotion in Tegucigalpa.

MARKET

HONDURAS	Population: 8.2 million	Area: 112,492 km²	GDP (PPP): USD 45.6 billion ^[1]
Total production of fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
	3,063	128	
Production of the most popular fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
Vegetables Primary	841	31	
Bananas	736	24	
Melon, other (inc. Cantaloupes)	308	10	

SOURCES: ^[1] Data according to the International Monetary Fund for 2016, ^[2] Data according to FAOSTAT for 2014

Contact:

5 al día Honduras

Marta Chávez, Executive Director
(504) 22707082/ 89667485
contactobridgeofpeace@gmail.com
www.5aldiahn.com



HUNGARY

PROMOTION

FruitVeB Hungarian Interprofessional Organisation for Fruit and Vegetables launched the Hungarian campaign called “3x3 a day” according to the model of the original American “5 A Day”. The slogan of the campaign is “Eat 3 times and 3 types of fruit and vegetables for your health!” and it focuses on improving the health of the Hungarian population, raising the attention of the importance of buying national products, expanding domestic consumption and production, favouring both the population and the growers, traders, processors of fruit and vegetables.

Several sporting events, family events, children’s programmes, poster campaigns, advertisements and television shows help to bring closer to the consumers the message of the “3x3 a day” programme. Through the tasting campaigns, the public get a chance to taste seasonal fresh fruits and vegetables. As a part of an innovative thinking, to arouse younger generation’s interest, the association offer new and exciting products, such as apple and vegetable chips.

Five-time Olympic champion Hungarian female kayak athlete, Kozák Danuta, joined the programme and became the face of it in October 2016, to ensure the success of the communication in the future.

The “3x3 programme” participates in the FINA 2017 world championship in several places in Budapest by promotional activities.

To the success of campaigns and events, Hungary improve more and more the communication through social media surfaces.

“Eat 3 times and 3 types of fruit and vegetables for your health!”

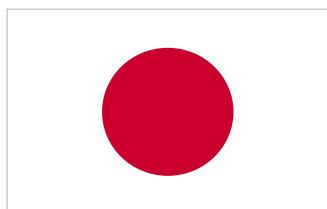
MARKET

HUNGARY	Population: 9.8 million	Area: 93,030 km ²	GDP (PPP): USD 284.3 billion ^[1]
Total production of fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
	4,595	310	
Production of the most popular fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
Vegetables Primary	1,547	80	
Apples	780	33	
Maize, green	467	30	

SOURCES: ^[1] Data according to the International Monetary Fund for 2016, ^[2] Data according to FAOSTAT for 2014

Contact:

FruitVeB Hungary
<https://fruitveb.hu/>
info@fruitveb.hu



JAPAN

PROMOTION

The 5ADAY Association Japan is a non-profit organisation established in 2002 and now consists of 100 members across retailers, fresh produce distributors, wholesalers, fresh-cut processors and growers. The mission is to consistently provide information on health benefits of fruit and vegetable consumption and to take a leadership role to develop educational programmes for children and adults maintaining close coordination with supermarkets across Japan.

In Japan, 3.7% of the population is considered obese. According to the national survey, 75% of adults 20 years and older are trying to maintain a healthier diet. Due to the influence of westernisation and rapid economic growth, traditional Japanese cuisine – which features rice as a staple food, small portions of various vegetable dishes and a main dish comprised of healthy proteins such as fish or soybean protein – is disappearing. As a consequence, weight gain, in particular among middle-aged men, is on the rise. The younger generation's diet is also suffering. In response, a new programme that focus on understanding the importance of food supply-chain and processes of production to make people realise the benefit of production and healthy eating was developed.

Through this pilot programme, 90% of the audience had a high comprehension about the benefits of food supply-chain and appreciation for production and the traditional Japanese cuisine. Furthermore, it was increased by 92% to 95% after three to six months in spite of the time that has passed. Many parents reported there was a behaviour change in their daily diet both for themselves and their children. Thus, this programme design that focuses on grace for production and traditional healthy cuisine was evaluated as effective. To expand, more promotion and partners are required to take this to the next step.

MARKET

JAPAN	Population: 126.7 million	Area: 377,972 km ²	GDP (PPP): USD 5,420.0 billion ^[1]
Total production of fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
	23,940	970	
Production of the most popular fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
Vegetables Primary	10,464	393	
Vegetables, fresh nes	2,702	118	
Cabbages and other brassicas	1,480	35	

SOURCES: ^[1] Data according to the International Monetary Fund for 2016, ^[2] Data according to FAOSTAT for 2014

Contact:

The 5ADAY Association Japan
<http://www.5aday.net/en/>



MEXICO

PROMOTION

The 5xDia Foundation, A.C., is a non-profit civil association formed in 2003 by Mexican producers concerned about obesity, overweight and other non-communicable diseases affecting the Mexican population, as well as benefiting the productive sector through the promotion of Mexican fruits and vegetables.

THE WORK OF THE FOUNDATION 5XDIA, IS BASED ON FOUR CATEGORIES:

- 1) **Mass media activities:** Television, radio, public transportation, bus stops.
- 2) **Strategic projects:** School gardens 5xDia, Business Health, Food orientation workshops. Creation of National and International Congresses of Promotion to the Consumption of Fruits and Vegetables, among other activities.
- 3) **Strategic alliances with different sectors:** public sector, private sector, civil organisations and producers of fruits and vegetables among other entities, to carry out promotional activities.
- 4) **Direct activities:** Fairs, expos, schools, markets, supermarkets and special company contributions.

Presence in mass media such as television, radio, buses with an impact of 587,466,600 people:

- Digital media have reached 78,601
- Activations at the point of sale: supermarkets in 8 cities, with an impact of approximately 2,000,000 people.
- Schools activations: more than 15,000 activities to promote the consumption of fruits and vegetables have been carried out in public schools in 8 cities of the country, impacting more than 2,000,000 children from 6 to 12 years.

MARKET

Mexico's economy is based on the export-oriented free market. It is the 2nd largest economy in Latin America and the 3rd largest economy (PPA) in the whole of America, only after the United States and Brazil.

Avocado, fresh tomatoes, red fruits, chilies, peppers, strawberries and onions are the most exported Mexican fruits and vegetables (SIAP). It is estimated that for the agricultural year 2017, the fruit and vegetable sector will increase its fruit production volume by 8.9% and vegetables by 4.5%. Of the 22.2 million hectares planted in Mexico, commercial cultivation of 54 types of vegetables and 62 types of fruits occupied 9.5% of the area, contributing 38.7% of the value of agricultural production in Mexico. With regard to the domestic market for processed products, Mexico has significant natural resources for the production of fruits and vegetables, raw material for this industry, which is underutilised by more than 50%. Although the demand for processed products grows, the consumption of natural products is still higher, equivalent to 65% of the total.

MEXICO	Population: 119.5 million	Area: 1,972,550 km²	GDP (PPP): USD 2,406.0 billion ^[1]
Total production of fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
	46,423	2,716	
Production of the most popular fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
Vegetables Primary	14,286	707	
Oranges	4,533	322	
Tomatoes	3,536	95	

SOURCES: ^[1] Data according to the International Monetary Fund for 2016, ^[2] Data according to FAOSTAT for 2014

Main companies/associations:

Commercializer Gab
www.mrlucky.com.mx
Phone: +52 411 155-0949, 155-0950, 155-0960

Agroindustrial Sonora/Pasamex
www.agroison.com.mx

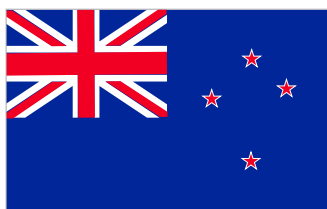
Cocanmex
www.cocanmex.com.mx

Casaupaya/Fruit Lorelay
Phone: +52 55 56009429

Austral Trading Mexico
Phone: 52 55 58879830 Ext 846

Contact:

The 5xDia Foundation
Montecito 38 piso 15 of 18
03810 Mexico
www.cincopordia.com.mx



NEW ZEALAND

PROMOTION

The 5+ A Day Charitable Trust lists the children of New Zealand as its beneficiaries. The objective of the Trust is to encourage all Kiwis to eat and enjoy eating five or more servings of fresh fruit and vegetables every day for better health, taste and variety.

The 5+ A Day programme has become well respected since launching in 1994 and is one of the most recognised food/health brands in New Zealand today. Awareness of 5+ A Day is high amongst our target audiences of household shoppers at 90% and 93% for children*.

The core activity of the 5+ A Day programme is developing educational resources for educators in early childhood centres, primary and intermediate schools. The resources are curriculum linked for ease of use to promote healthy eating and fruit and vegetables.

*Colmar Brunton, 2008 (prompted awareness)

MARKET

NEW ZEALAND	Population: 4.8 million	Area: 268,021 km²	GDP (PPP): USD 173.2 billion ^[1]
Total production of fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
	3,318	141	
Production of the most popular fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
Vegetables Primary	945	36	
Apples	430	8	
Grapes	411	34	

SOURCES: ^[1] Data according to the International Monetary Fund for 2016, ^[2] Data according to FAOSTAT for 2014

Contact:

The 5+ A Day Charitable Trust
Paula Dudley, General Manager
PO Box 66047
Beach Haven,
Auckland 0749
New Zealand
Phone: +64 9 480 5057



NICARAGUA

PROMOTION

5 AL DIA NICARAGUA is a non-profit and national association, which is made up of the different links in the fruit and vegetables chain: wholesalers, production companies, trade, origin, distribution and services, which was born in 2010. As a strategic alliance with FAO, Ministry of Family Economy, Mayor of Managua.

Nicaragua has registered an increase of 27 kilocalories in consumption of fruit and vegetables: 2,241 in 2005 to 2,268 in 2016 MEFCCA. Consumption of fruit and vegetables in Nicaragua is still below the recommended consumption of these products.

The Association support population to identify and improve food habits through the consumption of fruit and vegetables.

5 NICARAGUA DAY, was born of the AUP Project. Financed with FAO funds, it became a National Healthy Patio Program. The programme supports the formulation of the School Feeding Law of Nicaragua to be a Public Policy, which will be presented to Nicaragua's government.

MARKET

Nicaragua's national production of fresh fruit and vegetables is relatively small and accounts only for 10.5% of all agricultural products (report of the National Rural Agro-industry Program). It is mostly because these products are unprocessed and have quality problems because they are perishable. The level of production organisations is very low, except in companies with a purely exporting character.

Nicaragua, represents a strong potential for the development of fruit production of different native and commercial tropical species. There is great genetic variability of fruit trees for food and nutritional use that has been preserved naturally even with the degree of genetic erosion they have suffered.

The country generally has areas where several fruit species are produced, such as bananas, mangoes, avocados, pineapples, guavas, papayas, guanábanas, marañones, anonas, loquats and zapotes.

Most of these crops, except banana and reduced areas of mango and avocado, are produced with a low level of technology.

The highest production of fruits is obtained in the southern Pacific region of Nicaragua, where the best conditions for producing are found. Still, in some other areas of the country there is also potential for the development of some species of fruit.

Fruit development has been slow and slow, due to the agronomic advance achieved by traditional agro-export crops. In Nicaragua, of the 911,4 thousand hectares of cultivation, only 9% has been dedicated to crops other than the traditional ones.

NICARAGUA	Population: 6.2 million	Area: 130,375 km²	GDP (PPP): USD 35.8 billion ^[1]
Total production of fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
	423	69	
Production of the most popular fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
Oranges	103	22	
Vegetables Primary	66	16	
Plantains and others	65	7	

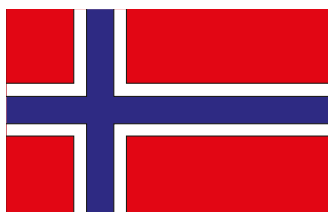
SOURCES: ^[1] Data according to the International Monetary Fund for 2016, ^[2] Data according to FAOSTAT for 2014

Main companies/associations:

Cooperatives Agroindustriales
Apronot R.I. Association of Non-Traditional Producers
Coofrutari R.I.
Tropifruta S.A. In dehydrated fruits stands
out Burke Agro in Nicaragua, S.A. (BASA)
Callejas Sequiera and Hijos, S.A. (Casesa) fruits in syrup

Contact:

5 al Dia Nicaragua
+505 8380 9819



NORWAY

PROMOTION

The **Norwegian Fruit and Vegetable Marketing Board (OFG)** is a non-commercial institution. Its purpose is to promote a love of good food and highlight food and health among the population to increase the consumption of fruit and vegetables. Its vision is: fruit and vegetables – naturally at all mealtimes. There are a lot of activities which are focused on promoting 5-a-day idea, e.g.

- **PLUSS CAMPAIGN**
The simple idea is how the consumer, in a simple way, can add some fruit and veg to all meals.
- **5 A DAY PRESCHOOL 2016**
Project aims to give day care centres a functional tool, enabling them to establish good habits among children, ensure fruit and vegetables are included in all meals and communicate the message of a healthy diet to the parents. The project in general has been recommended by the Norwegian Directorate of Health and is now evaluated through a research project by the University of Oslo.
- **FØRSTEKLASSES MAT**
Inspiration book for families, distributed through primary schools in 105,000 copies.

It is worth emphasising that **in average the Norwegian consumer eat 4 of the recommended 5 a day.**

MARKET

The market of fruit and vegetables differs in many ways from other markets in Norwegian agriculture and food production. It is the agricultural sector that has the largest import competition, and furthermore there is no form of reception or supply obligation comparable to the meat, milk or grain arrangements. In addition, the value chain has few means to regulate the market.

Large amounts of fruit and vegetables are produced on contracts that are processed in various ways by Norwegian industry. The contracts include vegetables, berries and potatoes, and the industry processes these commodities into frozen vegetables, jams, juices and potato products. The raw materials produced by contract are largely tailored for industrial purposes and can not be replaced or replace similar commodities for other purposes.

Norway is not self-sufficient. A large proportion of the turnover in Norwegian grocery stores are imports. For seasonal products such as salad, Norway is dependent on imports throughout the winter, while we can have a high degree of self-sufficiency on storage products like carrot. In addition, there are a number of goods we do not produce in Norway because of climatic conditions. The selection of countries Norway trade with has been quite stable over years, but which countries we buy potatoes, vegetables and fruits vary greatly between different growth cultures.

NORWAY	Population: 5.3 million	Area: 385,178 km²	GDP (PPP): USD 377.1 billion ^[1]
Total production of fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
	383	18	
Production of the most popular fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
Vegetables Primary	178	7	
Carrots and turnips	56	2	
Onions, shallots, green	28	1	

SOURCES: ^[1] Data according to the International Monetary Fund for 2016, ^[2] Data according to FAOSTAT for 2014

Main companies/associations:

Bama <http://www.bama.no/>
Interfrukt <http://www.interfrukt.no/>
Bernh. Botolfsen Import AS <http://www.bbimp.no/>
Coop <https://coop.no/>
The Norwegian Association of Fruit and Vegetable Wholesalers
gry.sorensen@fgsfrukt.no

Contact:

Norwegian Fruit and Vegetable Marketing Board
Håndverksveien 31 • N-1405 LANGHUS, NORWAY
Phone: +47 908 58 227
E-mail: guttorm.rebnes@frukt.no
www.frukt.no



PARAGUAY

PROMOTION

In Paraguay, according to the First National Survey of Risk Factors for Non-communicable Diseases 2011 (Ministry of Public Health and Social Welfare), only 15% of the population consumes the recommended daily amount of fruit and vegetables. With the aim of contributing to the achievement of national goals, the Association for the Promotion of the Consumption of Fruit and Vegetables "5 a day Paraguay" was born. It is a non-profit entity with legal personality and full capacity to act, whose main purpose is to promote the daily consumption of 5 servings of fruit and vegetables in the Paraguayan population. This project is being driven by nutritionists Gabriela Fretes and Natalie Rios and supported by ing. Monica Gavilan.

ACTIONS OF THE PROGRAMME:

- To promote healthy lifestyles.
- To contribute to improved eating habits and increased consumption of fruits and vegetables in Paraguay as a protective factor for reducing the burden of chronic non-communicable diseases (NCD).
- To develop and promote the Movement's image around the concept "Eat 5 or more servings of fruits and vegetables is good for your health".
- To collect and disseminate scientific information.
- To strengthen the link with international organisations and at national level.
- Mass media campaigns.
- Participation in activities with common international purposes.
- Consultancies to personal and professional fruit and vegetable sector and agro food, in various areas such as innovation, health, value chain, etc.

The association believes that working closely and joining voices of various entities can make the current situation better and can change eating habits that is still much needed.

MARKET

PARAGUAY	Population: 6.8 million	Area: 406,752 km²	GDP (PPP): USD 68.0 billion ^[1]
Total production of fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
	1,127	129	
Production of the most popular fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
Vegetables Primary	281	46	
Oranges	231	8	
Watermelons	119	24	

SOURCES: ^[1] Data according to the International Monetary Fund for 2016, ^[2] Data according to FAOSTAT for 2014

Contact:

Association for the Promotion of the Consumption
of Fruits and Vegetables' 5 a day Paraguay
<https://www.facebook.com/5aldiaparaguay/>



PERU

PROMOTION

5 a day Peru has been implemented since 2004, when a Strategic Plan was prepared and information was posted on the website of the Nutrition Research Institute (Instituto de Investigación Nutricional - IIN) www.iin.sld.pe. A competition was organised for the logo of the campaign and the first contacts were made to begin the positioning 5 a day (public and private institutions).

Since last year, 5 a day has contributed from the very beginning to the publicity of the National Week of Fruits and Vegetables in Peru, organised by the Ministry of Agriculture. A Ministerial Resolution ensures that every year from now on the National Fruit and Vegetable Week will be celebrated, this year between the 24th and the 30th of April, throughout Peru promoting the consumption of fruit and vegetables. In order to have more production of these foods, Peru must increase national consumption (the production of vegetables are mostly for local consumption and this is also true for most fruits except, for example: asparagus, blueberry, grapes).

MARKET

Peru has a great variety of fruit and vegetables reflecting the rich biodiversity of the country. Since the mid-1980s, Peru has emerged as an important fruit and vegetable exporter. However, main consumer is still the local population, especially with regard to vegetables.

Fruit and vegetables exports account for 28% of Peruvian agro-exports, which between January and November 2016 were worth US\$ 4.068 billion. In the same period, shipments of Peruvian fruit and vegetables to the European Union reached a value of US\$ 914 million.

Exports in fruits and vegetables from Peru were \$5.3 billion in 2014, a growth of 21% from 2013, and **the country is now the global leader in asparagus, paprika and organic banana exports. Peru is becoming an important global exporter in red globe grapes with its production going from virtually nothing in 2000 to a predicted 587,000 tonnes in 2014.**

There are three main factors that have propelled Peru's agricultural sector forward:

- High Productivity (The Humboldt Current is important because it creates a "natural greenhouse" effect in the north of Peru, resulting in year-round sun with excellent growing conditions).
- Contrasting all year-round production (gives an advantage over others countries with marked seasonal production).
- Low weather risk (Peru avoids the typical annual weather risks that the largest supply regions face every year).

PERU	Population: 31.8 million	Area: 1,285,216 km²	GDP (PPP): USD 429.7 billion ^[1]
Total production of fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
	12,016	874	
Production of the most popular fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
Vegetables Primary	3,055	219	
Plantains and others	2,126	166	
Onions, dry	758	18	

SOURCES: ^[1] Data according to the International Monetary Fund for 2016, ^[2] Data according to FAOSTAT for 2014

Main companies/associations:

Association of Agricultural Producers' Guilds of Peru (AGAP)
www.agapperu.org/

Ipeh – Peruvian Institute of Asparagus and Vegetables
<http://www.ipeh.org.pe>

Procitrus – Association of Producers of citrus fruits of Peru
<http://www.procitrus.org>

PeruProHass – Association of producers of avocado Hass of Peru
<http://www.prohass.com.pe>

APEM – Association of Peruvian Mango Producers and exporters
<http://www.apem.org.pe>

Provid – Peruvian Table Grape Growers Association
<http://www.provid.org>

Progranada – Peruvian Pomegranate Growers Association
Tel: 51 987 989623



POLAND

PROMOTION

The “5 a day” projects in Poland are carried out by the Polish Association of Juices Producers (KUPS) – a professional organisation acting for the sustainable cooperation of fruit and vegetables producers with the producers of concentrated and drinking juices, scientific institutes, research laboratories, technical equipment and packages as well as organisations and institutions at the national and the EU level. The KUPS Association also pays special attention and promote the “5 a day” idea by conducting a campaign in Poland which aims at increasing the consumption of fruit and vegetables.

“5 Portions of vegetables, fruit or juice” this campaign has been conducted in Poland by the KUPS Association continuously since 2008, which aims at increasing the consumption of fruit and vegetables. Additionally, it is informing that one glass of juice may count as one of the five portions of fruit and vegetables.

Thanks to the campaigns and programmes conducted by the KUPS Association in Poland, the awareness about the positive influence of a balanced diet based on vegetables and fruit or juice on health is increasing both among nutritionists (49% – 2008 and 74% – 2014) and consumers (45% – 2008 and 76% – 2014). “5 a day” idea is currently present in Polish media, blogs and other websites. The average consumption of fruit and vegetables is currently at the level of approx. 280 g/person/day.

MARKET

The total fruit crops in Poland in 2016 amounted to 4.6 million tonnes. **Apples** were the leader among the fruit grown – 3.6 million tonnes – 3rd place in the world in the production of apples. Next are **strawberries** (approx. 0.2 million tonnes). The third place was taken by **sour cherries** – approx. 0.19 million tonnes. Other significant fruit growing in Poland: are plums, pears, cherries, peaches, apricots, currants (black and colourful), berries. The biggest export goods among fruit were **apples** (more than 1 million tonnes), **pears** (approx. 50,000 tonnes) and **raspberries** (16,500 tonnes). Poland imported: **bananas** (0.37 million tonnes), **oranges** (0.16 million tonnes) and **mandarins** (0.16 million tonnes). Also, the production of concentrated juices from fruit and vegetables is at a high level in Poland – it amounted to 348,000 tonnes in 2016, including concentrated apple juice (270,000 tonnes).

As for vegetables – the crops in Poland in 2016 amounted to 5.6 million tonnes, from among which the mostly collected vegetables were the following: **white cabbage** – approx. 1 million tonnes, **carrots** – approx. 0.8 million tonnes and **onions** – approx. 0.6 million tonnes. The production of tomatoes, beetroots and cucumbers is also significant. Poland exports mainly onions (approx. 0.1 million tonnes), **tomatoes** (approx. 95,000 tonnes) and **other brassica vegetables** (approx. 49,000 tonnes). Vegetables that are imported: **tomatoes** (approx. 142,000 tonnes), **onions** (approx. 60,000 tonnes) and different types of **lettuce** (approx. 51,000 tonnes).

POLAND	Population: 38.6 million	Area: 312,679 km²	GDP (PPP): USD 1,114.0 billion ^[1]
Total production of fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
	10,253	572	
Production of the most popular fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
Apples	3,604	177	
Cabbages	1,018	20	
Carrots	822	22	

SOURCES: ^[1] Data according to the International Monetary Fund for 2016, ^[2] Data according to the Central Statistical Office of Poland for 2016

Main companies/associations:

Austria Juice <http://www.austriajuce.com/>
 Cargill <http://www.cargill.com.pl/>
 Döhler <https://www.doehler.com/>
 Maspex Wadowice Group <https://maspex.com/>
 KGH Polska <http://www.kghpolska.pl/>
 Słoneczna Tłocznia <http://www.slonecznatlocznia.pl/>
 Stowarzyszenie Sady Grójeckie <http://www.jablakagrojeckie.pl>
 Sądecka Grupa Producentów Owoców i Warzyw
 “Owoc Łącki” Sp. z o.o. <http://www.owoclacki.pl/kontakt/>

Contact:

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PORTUGAL

PROMOTION

As in other parts of the world, in Portugal, the number of overweight children remains extremely high, reaching 31.6% of children and 13.9% are obese. One of the indicators that may help explain these results is the reduced daily consumption of fruit and vegetables. In Portugal, only 40.9% of children and adolescents consume fruit daily and 28% consume vegetables. Thus, in order to contribute to the promotion of health and to the prevention of various diseases, "Programme 5 a Day" was implemented.

In Portugal, the Programme "5 a Day" was created to respond to the growing need for children's civic education. The programme was formatted for two target groups: children aged from 6 to 9 years and children aged 10 to 12 years.

In Portugal, the programme began in 2007 and the wholesale markets of Lisbon, Coimbra, Braga, Évora and Faro encouraged it. Since its inception, the programme gathered a total over than 55,000 children. The message to be released is based on the benefits of daily consumption of at least 5 portions of fruit and vegetables on the theme "5 a Day, Make It Grow with Energy!".

Recently the Programme 5 a Day extended to the senior population, since this group is one of the age groups of greater nutritional vulnerability, being of extreme importance the correct contribution of fruit and vegetables. The message passed on the theme is "5 a Day, Living with Health and Joy!".

For each age group, appropriate practical activities proposed, always integrating the healthy eating component and changing eating habits, making the Programme 5 a Day a consolidated initiative at the national level.

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MARKET

PORTUGAL	Population: 10.3 million	Area: 92,212 km²	GDP (PPP): USD 310.7 billion ^[1]
Total production of fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
	7,250	515	
Production of the most popular fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
Vegetables Primary	2,723	84	
Tomatoes	1,400	18	
Grapes	819	179	

SOURCES: ^[1] Data according to the International Monetary Fund for 2016, ^[2] Data according to FAOSTAT for 2014

Contact:

Sociedade Instaladora Mercados Abastecedores, SA
<http://www.simab.pt/>
geral@simab.pt



SPAIN

PROMOTION

Since 2000 – **the Association for the Promotion of Fruit and Vegetables Consumption “5 a day”** has been in charge of the “5 a day” initiative in Spain. It is a national **non-profit association**, gathering different chains of the fruit and vegetable sector: wholesalers, production companies, commerce in origin, distribution and services. Members of the scientific and medical community are part of this group too.

ACTIVITIES:

Events and conferences: The presence of “5 a day” in national and international events related to eating habits, health, and the fruit and vegetables sector, has been constant from the Association’s foundation, with focus especially on those aiming at children and young people.

School-based food education programme: The “5 a day” School-based food education programme is an online platform to transmit children, parents and school centres the importance of the daily consumption of, at least, 5 portions of fruit and vegetables, as part of a healthy diet.

Talks, show-cooking, workshops and games and theatre performance:

LA FRUTOTECA

Among different actions carried out by “5 a day” Association “LA FRUTOTECA” is an interactive and mobile space, aimed primarily for children aged between 8 and 12 years, where they get to know fruits and vegetables in a playful and funny way, explaining their characteristics, properties and benefits. Also learning about different steps of fruit and vegetables production from planting to the arrival at our tables.

The mission of the project is to approach the horticultural world and its different audiences, provoking a satisfactory and rewarding vision, with the purpose of achieving the eating habits of those who are the consumers of the future.

The great advantage of the project is its mobility, since it can be itinerant, can be located anywhere in Spanish geography, both inside and outside schools, sports facilities, large commercial areas, etc.

COLLABORATIONS WITH THE MEMBERS:

The association collaborates with its members in the development of their own promotional activities, such as:

- Counselling point and tasting – promotional actions undertaken in places where fresh produce is commercialised, aimed at consumers and run by nutritionist-dieticians.
- Specialised lectures – “5 a day” provides all the necessary infrastructure and contents referring to healthy diet and nutrition, to organise lectures to instil awareness in companies and some other institutions.
- Educative workshops – designed by professionals, both of education and nutrition to be undertaken in social and educative centres all over Spain.

MARKET

SPAIN	Population: 46.5 million	Area: 505,990 km²	GDP (PPP): USD 1,769.0 billion ^[1]
Total production of fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
	46,109	2,265	
Production of the most popular fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
Vegetables Primary	14,173	355	
Grapes	6,223	931	
Tomatoes	4,889	55	

SOURCES: ^[1] Data according to the International Monetary Fund for 2016, ^[2] Data according to FAOSTAT for 2014

Contact:

Consumption “5 a day”
<http://www.5aldia.org/>
info@5aldia.com



SWITZERLAND

PROMOTION

The world famous “5 a day” campaign was launched by the Swiss Cancer League (SCL) in cooperation with Health Promotion Switzerland, the Swiss Federal Office of Public Health (FOPH) and the Swiss Society for Nutrition (SGE) in late 2001. Today, the “5 a day” campaign is supported by the Swiss Cancer League (SCL).

“5 A DAY” ACTIVITIES

- **Newsletter:** 6 times a year a newsletter is created with actual “5 a day” topics in German and French (8,000 recipients).
- **Social media:** maintain Facebook and Instagram with actual “5 a day” topics.
- **Website:** website with a lot of professional information, recipes and news in four languages (German, French, Italian, English).
- **Mini-Bus:** Healthy Eating Made Easy. The “5 a day” minibus serves up fresh smoothies for delightful tasting, directly onsite. Useful tips and practical tricks from a well-trained staff show how easy and enjoyable a balanced diet with plenty of fruits and vegetables can be. The prevention bus is suitable for public places, corporate or company events, schools, health fairs, public exhibitions.
- **Personal Swiss:** 2-day trade fair for Swiss HR managers. The fair offers an extensive overview of innovative services and products in the field of Human Resource Management. The initiative promotes healthy food with a lot of fruits and vegetables at the workplace. Information material about “5 a day” like general information about “5 a day”, recipes, seasonal table, brochures for employer and employees are being distributed.
- **Cook book:** a new cook book with very tasty and seasonal recipes respecting the «5 a day» criteria was designed.
- **Special week in a grocery shop:** the second biggest retailer in Switzerland launched a “5 a day” week. During this week, the customers got special offers for fruits and vegetables. The week was accompanied by many communication activities like social media campaign, posters in the shops, print ads in the media, instore radio, new brochure with recipes and a competition.
- **Cooperation with Betty Bossi:** Betty Bossi is the biggest Swiss cookbook publisher. Betty Bossi shares professional inputs from “5 a day” monthly on their website and in their magazine (700,000 editions). Furthermore, every month one Banner in is published in NL (500,000 recipients).
- **Cooperation with other companies:** cooperation with different companies. The 5 a Day licence enables companies to present themselves in a positive and attractive light. It is aimed at fruit and vegetable producers and retailers. Licenses are authorised to include the “5 a day” logo on their products and communication media.

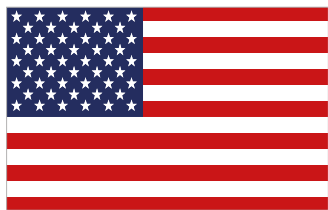
MARKET

SWITZERLAND	Population: 8.4 million	Area: 41,285 km²	GDP (PPP): USD 493.1 billion ^[1]
Total production of fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
	1,274	54	
Production of the most popular fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
Vegetables Primary	412	16	
Apples	231	4	
Grapes	118	15	

SOURCES: ^[1] Data according to the International Monetary Fund for 2016, ^[2] Data according to FAOSTAT for 2014

Contact:

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UNITED STATES

PROMOTION

Produce for Better Health Foundation (PBH) is a non-profit fruit and vegetable education foundation that works through industry and government collaboration, as well as through consumer influencers and thought leaders, to motivate Americans to eat more fruits and vegetables to improve public health (www.PBHFoundation.org.)

Partners with Centers for Disease Control & Prevention (CDC) on implementation of the national Fruits & Veggies-More Matters Public Health Initiative, which replaced 5 A Day in 2007. Also partners with US Department of Agriculture to extend new ChooseMyPlate messages, particularly making "half your plate fruits and vegetables." Co-chairs, with CDC, the National Fruit & Vegetable Alliance (NFVA) in the USA. (www.NFVA.org).

A variety of fruit and vegetable nutrition education resources, curriculum, and promotion materials are available to educators, government agencies, public health professionals, and consumers. The resources are applicable for children 3-18, as well as for adults.

With the Fruits & Veggies-More Matters Public Health Initiative, Moms are reached through various message channels and key influencers including product packaging, supermarket and industry marketing and promotions, educators and health professionals, and the media.

Consumer website, www.FruitsAndVeggiesMoreMatters.org, has been shown to be a favored resource for Moms and other consumers.

The reach to consumers is extended through social marketing efforts including Facebook, Twitter, YouTube, and Blogs. More than 25,000 fans and followers join in on the Fruits & Veggies-More Matters conversations and another 40,000 stay informed about new content available at FruitsAndVeggiesMoreMatters.org, healthy menu ideas, recipe of the week, and even gardening tips and reminders.

United Fresh Produce Association also support promotion of fruits and vegetables.

United Fresh Produce Association is the industry's leading trade association committed to driving the growth and success of produce companies and their partners. United Fresh represents the interests of member companies throughout the global, fresh produce supply chain, including family-owned, private and publicly traded businesses as well as regional, national and international companies.

United Fresh will continue the shared mission of IFPA and UFFVA to promote the growth and success of produce companies and their partners. As fresh-cut and other forms of value-added processing continue to fuel industry growth in meeting consumer demand for high quality, convenient produce, the association will continue to provide the highest level of expertise and management support for members in these critical areas.

MARKET

UNITED STATES	Population: 323.1 million	Area: 9,833,520 km²	GDP (PPP): USD 18,558.0 billion ^[1]
Total production of fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
	99,150	3,340	
Production of the most popular fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
Vegetables Primary	36,599	1,099	
Tomatoes	14,516	163	
Grapes	7,152	419	

SOURCES: ^[1] Data according to the International Monetary Fund for 2016, ^[2] Data according to FAOSTAT for 2014

Contact:

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URUGUAY

PROMOTION

"5 a Day Uruguay" starts as a Civil Association "Agro Education and Health Movement - MAES" and Trademark "5 a Day" in 2015. MAES supports the "5 a Day" campaign promoting a varied diet in colors. Supermarkets DISCO-DEVOTO-GEANT is one of its main collaborators, with more than 100 shops promoting Healthy Lifestyle. Slogan: "Eating 5 fruits and/or vegetables a day is good for your health".

RESULTS:

- **Broadcast activities in Supermarkets:** classes to children etc. - Public broadcasting: Blog: agro-educacion-salud and FACEBOOK page: 5 al Día Uruguay.
- **Promotional materials:** posters, labels, fruit stickers, recreational materials for children etc.
- **Promotion of World Fruit and Vegetable Day.**
- **Founding Member of AIAM5 and its dissemination in Uruguay.**

The Ministry of Livestock, Agriculture and Fisheries (MGAP) and the Model Market (Camm) carry out an advertising campaign "Smart Basket". It is about promoting seasonal vegetables in the form of a shopping basket of products with high availability, good quality and low prices.

The Ministry of Public Health (MSP) bases its campaign on "Dietary Guidelines" with specific recommendations for Fruits and Vegetables that are spread mainly through educational centers.

MARKET

The production of fruits and vegetables account in Uruguay for 15% of the Gross Agricultural Value. Family producers make most of the production. It is intended for domestic consumption 96% of what is produced. Citrus occupy 42% of production, followed by vegetables in 26%, deciduous fruits in 16% and potatoes in 16%. Citrus and potato are developed by specialised producers with high-tech cold rooms and packaging rooms.

Uruguayans spend 13% of their total food expenditure on fruit and vegetables. Vegetable consumption is stable at about 246 grams/person per day (excluding potatoes and sweet potatoes). **Citrus fruits represent 91% of the sector's exports followed by blueberries, apples and pears.** Import are made by 79% for tropical fruits. Prices are established by supply and demand in the Model Market, where 63% of total transactions occur. 95% of what is sold has no brand. They mainly industrialise tomatoes for concentrate, sweets and jams of frozen fruits and vegetables, which are destined almost completely to the domestic market.

URUGUAY	Population: 3.4 million	Area: 176,215 km²	GDP (PPP): USD 77.8 billion ^[1]
Total production of fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
	838	47	
Production of the most popular fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
Vegetables Primary	181	9	
Oranges	150	8	
Tangerines, mandarins, clementines	100	6	

SOURCES: ^[1] Data according to the International Monetary Fund for 2016, ^[2] Data according to FAOSTAT for 2014

Main companies/associations:

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Washington Guarino CITRUS
naranjalesguarino.com

Jorge Caputto CITRUS
caputto.com.uy

Jumil Crouzet CITRUS
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Carlos Frascini CITRUS
urudor.com.uy

Alejandro Buratovich CITRUS
sanmiguelglobal.com

Javier Grassi FRUITS
gamorel.com

Diego Arechavaleta BLUEBERRIES
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Diego Castagnasso BLUEBERRIES
azulsereno.com

Grisel Moizo APPLES/PEARS
macadel@gmail.com

PUERTO MUNDO S.A. FRUITS
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FISEMA FRESH CUT VEGETABLES
fisema@adinet.com.uy



VENEZUELA

PROMOTION

For 12 years, the “5 a day” Venezuela Foundation has worked fostering the recommended intake of F&V in a tropical country with low consumption due to cultural reasons/food habits, prejudices, ignorance, westernisation, high prices of produce, etc.

Average daily consumption of F&V: 150.36 g/day (fruits: 108.13 g, vegetables: 42.23 g). (National Food Consumption Survey, ENCA. April-June 2013. National Institute of Statistics, No. 2, 2014).

Fundación “5aldía” Venezuela is a non-governmental organisation that emerged as a “spin-off” of academic projects of Central University of Venezuela with the mission to improve F&V consumption through education.

The Venezuelan Act of Community Service for Students of Higher Education is used to permeate public schools with educational/entertaining activities regarding F&V, employing driving force of committed students previously instructed as “5 a day” promoters.

People have become familiarised with the term “5 a day” - more than 500 promoters, 12,000 school children approached, 25,000 flyers monthly in Caracas’s supermarkets. 2 years with Nestlé’s Healthy kids: 50,000 students, logo in del Monte Andina’s clarified 100% apple juice and on packaged fresh vegetables by Agrimer CA, along with recipes in Edenred food tickets (1 month: 1 million people reached). 1 book for nutrition of children with down, >100 conferences all over the country.

MARKET

Venezuela has a high dependence on food import, policy that reduced by the fall in oil prices, along with strict controls on the economy, decreased agricultural/livestock production producing a growing shortage of staple foods.

Currently, Venezuela is going through a major food crisis.

In 2016, an abrupt change in the food pattern of Venezuelans, occurred, with vegetables and tubers displacing proteins of high biological value (Substitutions) as shown by the % of families according to weekly food purchase. Fruits are only bought by the “non poor” (National Survey of Living Conditions, ENCOVI, 2016)

<http://www.fundacionbengoa.org/noticias/2017/images/ENCOVI-2016-Alimentacion.pdf>

Since protein sources, flour, cereals, legumes are not accessible nor available, people have turned to seasonal fruits as a solution to satisfy hunger, especially mango. Fruits are still expensive but they are available and free if they grow wild and people can pick them.

The Venezuelan agricultural sector has comparative advantages for many crops. Changes in macroeconomic and microeconomic policies can boost them, create competitiveness, strengthen value chains, substitute imports/increase exports, and change the negative balance of trade of the agri food in order to guarantee the food and nutrition security of the Venezuelan population.

VENEZUELA	Population: 31.8 million	Area: 916,445 km²	GDP (PPP): USD 404.1 billion ^[1]
Total production of fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
	6,022	350	
Production of the most popular fruit and vegetables ^[2]			
	in thousand tonnes	in thousand hectares	
Vegetables Primary	1,688	83	
Plantains and others	523	50	
Pineapples	469	23	

SOURCES: ^[1] Data according to the International Monetary Fund for 2016, ^[2] Data according to FAOSTAT for 2014

Contact:

“5 a day” Venezuela Foundation
<http://www.5aldia.org.ve/>
info@5aldia.org.ve

*Cuando hay fruta en la
huerta, hay amigos
en la puerta.*

*A pearl of health
hidden in a fruit*

*Po cytrynie kwaśna mina,
lecz to zdrowa witamina.*





***Con fruta y verdura
la vida perdura.***

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

***Jednym słowem
- witaminy, jabłka,
gruszki i maliny!***





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*Con huerta y verdura
alejas la sepultura.*

*Garlic is not only
a flavor, it is the secret
of happiness.*

*Jedz owoce i warzywa,
będziesz zdrowy jak ryba.*

*Espárragos de abril para mi,
los de mayor para el amor,
y los de junio para ninguno.*

*Better to eat vegetables and
fear no creditors, than eat
duck and hide from them.*

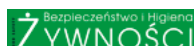
*Jedz owoce pyszne
i zdrowe, bo to gwarantuje
życie kolorowe.*



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