



Supports the



INTERNATIONAL YEAR OF  
**FRUITS AND VEGETABLES**  
2021

## SPECIAL EDITION FOR INTERNATIONAL YEAR OF FRUITS AND VEGETABLES : INITIATIVES OF THE GLOBAL ALLIANCE FOR THE PROMOTION OF FRUIT AND VEGETABLE CONSUMPTION

The entities that promote the fruit and vegetables (F&V) consumption around the world are key agents to raise awareness on the importance of the daily consumption of F&V for One Health. The challenges that the pandemic is posing for humanity have put food systems to the test, but we have observed how the F&V sector has responded effectively to supply markets and make these essential foods in the diet available.

In the context of 2021, International Year of Fruits and Vegetable, this special edition of the Global Fruit and Veg Newsletter presents the initiatives of 4 national entities "5 a day" belonging to AIAM5 - Global Alliance for the Promotion of Fruit and Vegetable Consumption "5 a day", with a long history in the performance of social marketing campaigns and interventions in the community: Germany, Chile, New Zealand and Spain.

- In Germany, the campaign focuses on facilitating access to an assort and attractive offer of F&V in all environments of daily life, such as the workplace, school or health care centers.

- In Chile, the main focus has been on school F&V schemes, together with activities to rise food literacy among children and families.

- The campaign in New Zealand has proven that investing in the promotion of F&V in schools is a cost-efficient action, focusing on in this setting, its resources.

- Finally, social networks, communication materials and activities aimed at children in school setting, are the core of "5 a day Spain" actions, which are possible thanks to the support of the F&V sector.

All these actions are excerpts from the book "5 a day programs: a global perspective, country-case studies".

I hope these actions can inspire other entities with similar objectives, especially in this International Year of Fruits and Vegetables.

**Manuel Moñino**

AIAM5 Coordinator

Global Alliance for the Promotion of Fruit and Vegetable Consumption "5 a day", SPAIN



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# Actions and interventions to promote fruit and vegetable consumption:

## Germany

Helmut Oberritter

5 am Tag Association, GERMANY

*In Germany, the average consumption of vegetables and fruit is about 40 % lower than the levels recommended by scientists (at least 5 portions per day). Women consume 3.1 and men 2.4 portions of fruit and vegetables per day. Only about 39% of women and 25% of men consume at least three portions of fruit and vegetables per day. The rather low level of fruit and vegetable consumption and the scientific evidence from epidemiological studies on the health benefits of a higher consumption suggests that an improvement in the health of the population in Germany could be achieved by a campaign to encourage consumption of at least 5 servings of fruit and vegetables a day.*

Thus, in 2000, the campaign of the "5 am Tag" (5 a Day) association was established, with three main objectives:

- encourage people to increase their fruit and vegetables consumption to at least 5 servings (650 g) per day, 3 should be vegetables and 2 should be fruits;
- provide information on the health-benefits of consuming five or more servings of fruit and vegetables a day;
- convey that vegetables and fruits are the enjoyable main component of the diet.



### A campaign with a main focus on parents, children and teachers

The target groups of the campaign include the entire population in Germany. As eating-habits are formed young, the "5 am Tag" message is being particularly focused at parents, children at school and teachers.

Fruit and vegetables are offered in the areas where people spend most of their time during the day, such as workplaces, canteens, etc.

The campaign was co-financed by the European Union from 2002 to 2017 and from 2019 to 2021. The recipe: To make fruit and vegetables so temptingly available that consuming them becomes an increasingly normal habit.

To reach public confidence in the campaign, the German Nutrition Society (DGE) ensures the validity of statements made in the name of "5 am Tag" and defines guidelines for the use of the 5 am Tag logo.

### Workplace and schools: main places targeted

Health promotion activities are mainly realized at the workplace. Company fruit subscriptions have proven to be a particularly convenient and sustainable measure. At an online marketplace, 5 am Tag brings together all interested companies and suppliers.

A pilot project at schools carried out by the 5 am Tag association has played an important part in ensuring that many pupils are provided with free fruit and vegetables in their school breaks.

These and other offers are accompanied by 5 am Tag information materials, events and promotions, public relations as well as a modern presence on the web and in social media.

The 5 am Tag programme operates through the following communication channels: schools; places of work, canteens and restaurants, supermarkets and other shops; fairs and exhibitions; nutritional advisory services, health care services and self-help groups; internet and community channels, national and local mass media.

### The current EU-sponsored campaign "Snack5"

From 2019-2021, the European Union is funding a two-country campaign carried out by the 5 am Tag association and the Agrarmarkt Austria (AMA). The key message is "Snack5 - Europe enjoys fruits & vegetables". Following main activities were implemented:

- Website [www.snack-5.eu](http://www.snack-5.eu);
- Social media activities;
- Activities with/in schools;
- Interventions in working places;
- TV-/Print-Advertising;
- Presentations at Trade- and consumer-fairs and congresses;
- Public Relations.

### School children consume around 3.7 portions of vegetables and fruit per day

The German 5 am Tag campaign has become one of the best-known nutrition campaigns in Germany with a high level of credibility. More than half (63%) of the German population knows the 5 am Tag nutritional recommendations in 2019.

In a survey in 2019 on the vegetable and fruit consumption of schoolchildren in Germany and Austria, 627 parents of school children took part. Results are the following:

- Healthy diet for their children is important to many parents.
- On average, school children consume between 3.6 and 3.7 portions of vegetables and fruit during the day.
- Fruit is more popular among schoolchildren than vegetables.
- Younger schoolchildren eat more vegetables and fruit than older ones.
- More vegetables and fruit are consumed at home than in schools.
- The level of education of the parents influences the knowledge about the place of fruit and vegetables in the daily diet.

# Actions and interventions to promote fruit and vegetable consumption: Chile

Isabel Zacarías<sup>a</sup>, Alejandra Domper<sup>a</sup>, Carmen Gloria González<sup>a,b</sup>, Lorena Barrios<sup>a</sup>, Lilian Fonseca<sup>a,b</sup> and Fernando Vio<sup>a,b</sup>.

a. 5 a Day Corporation Chile, CHILE

b. Institute of Nutrition and Food Technology (INTA), University of Chile, CHILE

*5 a Day Chile Program has been carrying out actions to promote the consumption of fruit and vegetables in Chile since 2004. The following article aims to present main activities realized in Chile.*

## Media and website: main communication channels to promote fruit and vegetable consumption

Website and social media have been one of the main ways to carry out the advertising campaigns, with the purpose of promoting fruit and vegetable consumption. Due to the health emergency that is being experienced worldwide with Coronavirus, the use of social networks (Facebook, Twitter and Instagram) has acquired greater relevance and its use has been intensified throughout the world. 5 a Day Chile has been present in other media sources such as television, radio and newsletter.

In addition to media, different actions have been carried out in Open Market, Supermarket and Wholesale Market (Lo Valledor), such as educational campaigns to raise awareness among the population of the benefits of consuming fruit and vegetables.



## Intervention Strategies at Schools increased fruit consumption in quantity and variety

The main activities carried out at schools in recent years are: “Programa Colación Bakán” in which fruit was delivered at schools with nutritional information educating schoolchildren and forming the base for the other two Programs: “Crecer Sano con Tottus” and the Lo Valledor “Kiosko Verde”. These interventions were implemented at low-income schools in urban and rural districts.

The general objective of these programs are to contribute to increasing fruit and vegetables consumption in the context of a healthy diet in the selected school population, by:

- improving the supply of fruits at the school level
- helping to a better knowledge and practices on food and nutrition among children,
- including nutrition education in the classroom as part of the educational curriculum.

As a result, there was an increase in the consumption of fruit in quantity and variety, by schoolchildren; a better attitude of the school community about healthy eating; motivation in terms of physical activity and placing value on the program.

## Interventions at Health Services, workplaces and educational institutions

Educational material on the 5 a Day Program was prepared and distributed massively at primary care centers throughout the country. Dietary Guidelines update: the incorporation of the 5 a Day message was achieved in the 2007 revision, which was ratified in the update carried out in 2013<sup>1</sup>.

Workplaces are also targeted. One of the main actions carried out was within the “Crecer Sano con Tottus” program, where 5 a Day provided a consultancy service to carry out a counseling for employees of 40 stores of the supermarket chain.

Regarding educational institutions, the 5 a day message was promoted to undergraduate and graduate students from different universities by distributing educational material about F&V.

## 5 a Day research projects and publications

One of the research projects of 5 a day Chile is its participation to introduce snack-type products derived from dried fruits and vegetables<sup>2</sup> and analysis of the antioxidant composition of most of the country's fruit and vegetable products (<https://www.portalantioxidantes.com/>)<sup>3</sup>.

The work in different areas has allowed to increase knowledge on consumption recommendations. However, changes in intake have been modest.

## References

1. Ministry of Health Dietary Guidelines for the population. Exempt Resolution No. 260. Santiago 2013  
2. Sepúlveda M, Quiral V, Schwartz M, Vio F, Zacarías I, Werther K. Health Properties and Sensory Quality of Apple as a Snack for School Meals. Arch Latinoam Nutr 2011; 61 (4): 423-428.

3. Fuentes J, Montoya P, Vio F, Speisky H. Total Phenolics and Antioxidant Capacity of Vegetables Grown in the Southwestern Andes Region of South America. J Food Nutr Res 2016; 4 (12): 760-772.

# Actions and interventions to promote fruit and vegetable consumption: New Zealand

Paula Dudley and Carmel Ireland

5+ A Day Charitable Trust, NEW ZEALAND

*New Zealand's 5+ A Day Charitable Trust, established in 2007, is committed to increasing the consumption of fresh fruit and vegetables for the better health and wellbeing of all New Zealanders. The Trust oversees a number of strategies to meet this challenge and address the current statistics that show only 53.1 percent of New Zealanders consume the recommended three or more servings of vegetables and 51.5 percent consume the recommended two or more servings of fruit.*



## The Fruit and Vegetable in Schools Strategy

The Fruit and Vegetables in Schools (FIS) initiative is one of the most successful of the 5+ A Day strategies, recognised globally for its work to foster a long-term appreciation for the benefits of fruit and vegetables amongst the nation's youngest citizens.

FIS is a Ministry of Health-funded initiative that provides daily fresh fruit and vegetables servings to school children in areas of high need. Eating this serving every day in the classroom alongside peers and teachers encourages children to view fruit and vegetables as a normal, essential part of their diet.

FIS currently serves:

- All 21 regions across New Zealand
- 561 schools (around 25% of NZ primary schools)
- 124,000 children and staff
- 27,000,000 servings of fresh F&V every year

## Research Results on the effectiveness of the FIS

Independent research conducted in 2018 documented the effectiveness and value of the FIS initiative.

- 83% of principals surveyed said the overall health of their children would decline without FIS
- 74% said concentration rates would lower without FIS
- 80% of principals surveyed reported their school had fewer hungry children as a result of FIS
- 90% of principals said FIS led to a sense of equality between students regardless of family circumstances
- 80% of schools reported reduced stigma as a result of FIS, noting children were more willing to ask for food if they were hungry.

## Principals' Support

School leaders (principals and teaching staff) noted that one of the key strengths of FIS was the way it ensures all students have access to healthy food, and those that come to school hungry no longer

struggle to concentrate and learn. As well as providing essential nutritional goodness, the children have the opportunity to try over two dozen varieties of fruit and vegetables during the school year, increasing their appreciation for a range of fresh produce across the seasons.

*"Fruit & Vegetables in Schools is a real bonus to us as a decile 1 (low income) school. The children look forward eagerly to this and I doubt that otherwise they would have fruit in their diets. I would be personally devastated for these children if this amazing programme were to stop. Particularly with the loss of so many jobs to COVID this must continue as parents are making so many cut-backs as it is."*

Maxine Stensness, Principal, Meremere School, Auckland

## Further Learning Support

In addition to daily servings of fruit and vegetables to boost immunity and supplement the children's diets, the 5+ A Day Charitable Trust supports FIS by providing curriculum-linked resources that encourage healthy lifestyles.

The educational resources include a dedicated website [www.5adayeducation.org.nz](http://www.5adayeducation.org.nz) and an extensive range of print and digital materials which focus on eating a healthy diet, including growing fruit and vegetables at home.

## Connection to Community

The positive impacts from FIS extend beyond the school environment as children take their learning home and influence the diets of their families.

*"Our students and their whānau (families) are very grateful for the fruit and vegetables. This is even more so this year when it has been more challenging for some families financially. All the fruit is given out to the tamariki (children) daily and if there is any left-over it is given to students who have not brought lunch or to take home."*

Sarah Mirams, Principal, East Tamaki School, Auckland

## FIS increased fruit and vegetable consumption in children according to parents

The 2018 research also surveyed the opinion of parents whose children received fruit and vegetables from the initiative:

- 76% of the parents surveyed said their child ate more fruit because of FIS
- 47% of children also ate more vegetables
- Seven out of ten parents said FIS supports them to provide healthy food at home.

**With the impact of a global pandemic, food insecurity is of even greater concern across the globe. The continuation of FIS, with the support of government looks set to keep positively influencing the health and wellness of all New Zealanders for many years to come by encouraging the youngest Kiwis to view fruit and vegetables as a normal component of their everyday diet.**



References: External Evaluation of Fruit & Vegetables in Schools 2018 Quigley and Watts Ltd

# Actions and interventions to promote fruit and vegetable consumption:

## SPAIN

Manuel Moñino and Mabel Fernández

5 al día, SPAIN

*The Association for the Promotion of Fruit and Vegetables Consumption "5 a Day", is a national non-profit association created in 2000 with the main aim of promoting the consumption of fruit and vegetables in the framework of a healthy lifestyle.*

In its 20 years of activity, the "5 a Day" Association has acted in the fields of health, food and nutrition, sport and physical activity, education and sustainability, with an educational and social marketing approach, as well as corporate social responsibility through its partners and collaborating companies.

### Actions mainly in school, workplace and points of sale

Its main lines of work include the development and execution of activities to promote the consumption of fruit and vegetables and healthy lifestyles in school, workplace and community settings. Many of these sessions include training and dissemination of information on healthy and sustainable eating, in formats ranging from animations at points of sale, plays or games, to cooking and educational workshops, where the handling, tasting and delivery of fruit and vegetables is a common practice.

The activities are financed by the partners, collaborating companies, and are mainly managed through collaboration agreements. Most of the actions are aimed at providing added value to its members, through interventions at the points of sale, use of the "5 a Day" logo on their products, nutritional advice on their products and communication and support content at their events. Among the most frequent tools and activities are the development of video recipes, tastings and product information, support at sporting events, corporate responsibility actions, etc. Among others, the initiative "At your home or at 5 a Day" stands out, through which a video

on the production and distribution of the members' products, as well as oddities, recipes and consumption opportunities is issued and disseminated. Other outstanding action is the annual Professional Conference organized by the Association and attended by more than 300 professionals from the sector.

### Educational and communication materials to promote fruit and vegetable consumption

Likewise, there are numerous collaborations with the public sector through educational and communication materials generated by the Association, such as its educational program, La Frutoteca or "Rescue your 5", contributing content to national and regional campaigns, such as, the European Program School Fruits and Vegetables Scheme. Between 2004 and 2007, it received funds from the European Union and the Ministry of Agriculture to lead a national campaign that generated high recognition of the brand and the "5 a Day" message, reaching more than 1,000 million people, and carried out through the different deliverables such as the educational program aimed at children between the ages of 6 to 12 that was offered to all the educational centres of the country, radio and television commercials, merchandising products, etc. Although the impact of the campaign on the intake of fruit and vegetables in the Spanish population was not directly evaluated, according to the 2005 Food Consumption Report of the Ministry of Agriculture the intake of fruit and vegetables increased by 4.7% and 5.4% respectively.

Digital tools are one of the most and best exploited by the "5 a Day" Association, and have contributed to its positioning as a benchmark in quality information facing the different sectors of Spanish society, from consumers, to health and communication professionals, as well as to its partners and the food industry.



Reference: External Evaluation of Fruit & Vegetables in Schools 2018 Quigley and Watts Ltd