





Promoting safe and adequate fruit and vegetable consumption to improve health







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This policy brief series, funded by the **Government of Chile**, is an outcome of the **FAO/WHO International Workshop on Fruits and Vegetables 2020** and is designed to orient government policymakers to adopt the most effective and efficient policies that promote sustainable fruit and vegetable production, supply, consumption, and availability for human and planetary health. This brief is based primarily on Gomes *et al.*, 2021.



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Key messages

As part of a healthy diet, FAO and the World Health Organization (WHO) recommend a daily fruit and vegetable (F&V) intake of at least 400 grams/adult.[1]

However, low F&V intake has become a global public health problem. It is a leading global risk factor for non-communicable diseases (NCDs), including many types of cancer, heart disease, diabetes and other diseases.

The promotion of F&Vs in the International Year of Fruits and Vegetables emphasizes unprocessed or minimally processed. [2] F&Vs, which are highly beneficial to health. Many processed F&V products lose at least part of their nutritional and health benefits. However, processing can improve food safety, especially from microbiological contamination, and reduce loss and waste.

Conversely, F&Vs which are highly processed through juicing, frying, or adding salt, sugar or fat can undermine the health benefits of F&V consumption. Moreover, consumption of highly processed F&Vs may displace the consumption of unprocessed or minimally processed F&Vs.

Highly processed food and beverage products are often misrepresented as nutritious products, just by adding the word "fruit" to the package label.

Health professionals can play an important role in promoting healthy diets and increasing F&V consumption, as well as generating educational material with nutrition advice on F&Vs to encourage F&V consumption and healthy diets among patients and their families.

[1] For the purpose of the International Year of Fruits and Vegetables, F&Vs are defined as "edible parts of plants (e.g. seed-bearing structures, flowers, buds, leaves, stems, shoots and roots), either cultivated or harvested wild, in their raw state or in a minimally processed form". The definition excludes starchy roots and tubers, dry grain legumes, cereals, medicinal plants, stimulants (e.g. tea, coffee and cacao) and ultra-processed foods (FAO, 2021a).

[2] Minimally processed fruits and vegetables have undergone procedures such as washing, sorting, trimming, peeling, slicing or chopping that do not affect their fresh-like quality (Gil and Kader, 2008).

Scope of the problem

Despite the known health benefits of fruit and vegetable (F&V) consumption and the availability of recommendations to increase consumption (e.g. FAO and WHO, 2005), insufficient F&V consumption remains a global health problem. Historically, F&V availability has been consistently insufficient to meet the recommended consumption levels (Mason-D'Croz et al., 2019). Two systematic reviews identified low F&V intake as a risk factor for early death (premature mortality), cancer, coronary heart disease, and type 2 diabetes (Aune et al., 2017; Reynolds et al., 2019). Low F&V consumption is related to a of intake the dietary micronutrients and bioactive compounds that are concentrated in raw F&Vs and beneficial for health. The long-term benefits to health continue with a daily F&V intake of up to 800 grams/adult, with no detrimental effects observed for an even higher F&V intake.

It is important to promote a greater consumption of unprocessed or minimally processed F&Vs because they retain most of their original properties despite minimal physical processing (Gomes and Reynolds, 2021). High total F&V intake, especially of

colourful F&Vs - dark green leafy vegetables, dark-coloured berries, citrus fruits - is associated with mental health benefits, such as greater optimism, self-efficacy and resilience against depression (Wallace et al., 2020).

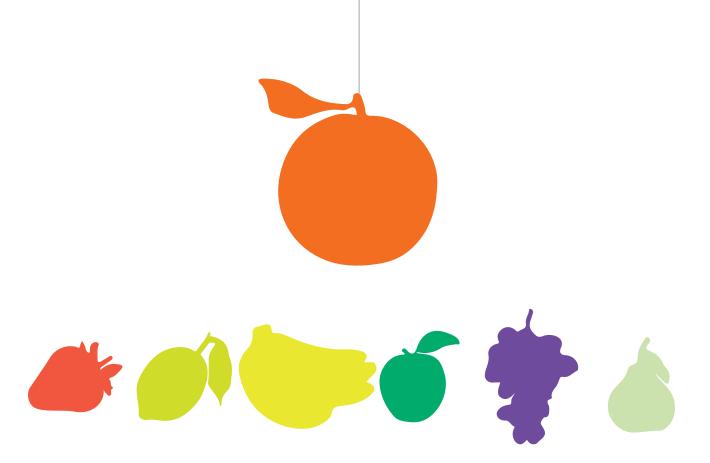
In many parts of the world, adhering to a more plant-based diet, including plenty of would not only improve many population health outcomes, but also many planetary health outcomes.[3] Nelson et al. (2016) conclude that, in general, a dietary pattern that is higher in plant-based foods, such as vegetables, fruits, whole grains, legumes, nuts, and seeds, and lower in animal-based foods health-promoting and is associated with a smaller environmental impact (greenhouse gas [GHG] emissions and energy, land, and water use) than the current average "meat-based" diet. Another study found that when compared to animal-source food production, especially of large animals (e.g. cows), F&Vs produce few GHGs and utilize less resulting in fewer environmental impacts (Willet et al., 2019). Therefore, greater F&V consumption as part



[3] For example, the Mediterranean Diet and the New Nordic Diet are plant-based diets, with little to moderate amounts of animal-sourced foods (FAO and WHO, 2019).

of a healthy diet may contribute indirectly to reducing the planetary impacts of food production. Additional health benefits can be achieved through sustainable the intensification of F&V production, which reduces the use of synthetic fertilizers and pesticides, while enhancing agrobiodiversity conservation, household incomes, poverty reduction and diversification of diets through a greater variety of F&Vs.[4] Greater F&V crop variety is associated with a more diverse F&V intake, including different coloured F&Vs, and higher variety of beneficial micronutrients and bioactive compounds, such as preformed Vitamin A.

Given the high perishability of F&Vs, nutrient loss due to certain types of processing (e.g. juicing, frying, adding salt, sugar or fat) should be carefully balanced with potential benefits (e.g. reduced food loss and waste and improved food safety). The most common food safety risks related to F&Vs throughout the value chain are microbial contamination, including non-typhoidal Salmonella enterica (NTS), and Campylobacter spp. (Hoffmann et al., 2017), with an annual cost of more than 25 million Disability Adjusted Life Years (DALYs). Therefore, cost-effective processing and preservation methods for ensuring food safety while maintaining F&V nutrient quality are critical (FAO, 2021c).



[4] Specific programmatic examples come from Cambodia, such as: "Economic and Social Relaunch of North-West Provinces" (ECOSORN), "Enabling Households to Apply Necessary Cultivation for Economic Development" (ENHANCED), and "Improving Livelihood of Farmers in Tramkok" (ILFARM-Tramkok). Programmes supported by nongovernmental organizations in Cambodia generated greater household income to reduce poverty by promoting intensive and diversified farming systems that encouraged greater F&V production through crop rotation and other sustainable agriculture practices, including for human consumption (Vernooy, 2015).

Evidence of actions to increase fruit and vegetable consumption

Increasing sustainable production and consumption through multiple actions simultaneously

Evidence shows that single actions have more limited impacts than multiple actions in different sectors that simultaneously seek the same objective; in this case, improving human and planetary health through increased and more sustainable F&V production and consumption (FAO, 2021c). For instance, it is possible to target F&Vs and competing foods and beverages at the same time by providing subsidies for fresh F&V consumption by poor consumers (and therefore incentivizing production and local procurement) within national school feeding programmes, while increasing taxes on highly processed foods and beverages.

Supporting robust value chains for agricultural diversification of fruits and vegetables

The 2016 Report of the International Panel of Experts on Sustainable Food Systems entitled From uniformity to diversity: A paradigm shift from industrial agriculture to diversified agroecological systems provides a number of recommendations on how to improve technical support for greater agricultural diversification (IPES-Food, 2016).

These range from policy recommendations, such as the Brazilian National Plan for Agroecology and Organic Production, to programmatic recommendations, such as FAO's training courses on agroecology as part of its Farmer Field School system (FAO, 2021b).







Increasing fruit and vegetable consumption through food-based dietary guidelines

Food-based dietary guidelines (FBDGs) are short, science-based, practical and accessible messages to guide people on healthy eating and associated healthy lifestyles to keep them well-nourished and to help prevent malnutrition in all its forms. Globally, the most common messages are on reducing salt intake and increasing fruit and vegetable consumption (present in 96 percent and 94 percent of guidelines, respectively) (González and Garnett, 2016).

Increasing fruit and vegetable consumption through school meal programmes

Innovations in the Chilean National School Feeding Programme, "Cocina Escolar del Mundo" and "Cocina con raíces," feature the incorporation of culinary preparations rich in F&Vs from countries with high levels of immigration to Chile (Haiti, Peru, Venezuela) and recipes from First Nations and indigenous cultures in Chile (Aymara, Rapa Nui, Mapuche) (Junaeb, 2018; Flores, 2019). Although these programmes have yet to be formally evaluated, they also potentially promote agrobiodiversity of F&Vs, while enhancing social inclusion among school children.

Consumer awareness building and marketing of fruits and vegetables

Marketing techniques using images of F&Vs on food products frequently lead consumers to misinterpret and overestimate the F&V content, quality and healthfulness. This is often used in the advertising and promotion of highly processed foods, while raw and minimally processed F&Vs are hardly ever advertised. Product marketing influences taste preferences and thus favours the intake of highly processed foods and beverages, especially among children, which consequently decreases their desire for and consumption of raw and minimally processed F&Vs (Sadeghirad et al., 2016).



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Policy recommendations

Enhance health systems and workplaces to encourage fruit and vegetable consumption

The curriculum of all health professionals should include dietary advice, and all health professionals should be encouraged to include recommendations for a healthy diet in their daily clinical practice. At the same time, the sale of highly processed foods should be limited or prohibited in hospitals, pharmacies, government agencies and workplaces, encouraging more nutritious food choices, including fresh and minimally processed F&Vs.

Build and develop food safety capacity

To address the most common microbiological risks related to F&Vs throughout the value chain, all actors in the food system, from farmers to consumers, should practice safe ways of growing, storing, processing and consuming F&Vs, following the World Health Organization's (WHO) illustrated food safety education and training document "Five keys to safer fruits and vegetables: promoting health by decreasing microbial contamination" (WHO, 2012). Furthermore, FAO recommends the appropriate use of F&V disinfectants, solar driers and fermentation for F&V preservation to reduce pathogens, and food-grade containers for transport (FAO, 2020). Both FAO (FAO, 2020) and the World Bank (Jaffee et al., 2019) recommend enhancing national-level regulatory strategies to improve food safety standards and hygiene measures related to F&Vs, especially with respect to F&V handling in the informal sector, through actions such as 1) incorporating food safety into national agriculture, food and

nutrition strategies; and 2) establishing or enforcing legislative frameworks that delineate the roles and responsibilities of legal authorities related to food safety (e.g. Food and Drug Administration of the United States of America), in line with the Codex Alimentarius Commission.^[5]

Design and implement regulations to prevent misleading marketing of food products

The simultaneous regulation of packaging design, labelling and marketing of highly processed foods and beverages has the potential to have a greater impact on health. of children, especially than voluntary approaches to food labelling and marketing (Taillie et al., 2019). One example is the Chilean Food Labelling and Advertising Law (Law 20.606) that regulates packaging design, labelling, sales and usage in schools, as well as the advertising of foods and beverages, particularly to children (under 14 years), if they contain high amounts of calories, added saturated fats, sodium and/or sugars.

Promote raw and minimally processed fruit and vegetable consumption and diverse culinary preparations

Evidence shows that raw and minimally processed F&Vs have greater positive impacts on human health and nutrition than F&Vs in liquid form. For this reason, the consumption of raw or minimally processed F&Vs alone or as part of diverse culinary preparations should be promoted through national FBDGs, as is currently done in Brazil and Uruguay (Ministry of Health of Brazil, 2015; Ministry of Public Health of Uruguay, 2016). Guidelines should







have clear links to food policies that are actually implemented, for instance, school and hospital meals, food aid, public procurement, advertising regulations and industry standards (González and Garnett, 2016). School feeding programmes are also an effective means to promote F&V consumption, [6] and are often combined with education strategies, as in Brazil.

Ensure greater technical support for fruit and vegetable primary production, diversification and biodiversity conservation to enhance health

Improved health outcomes through increased F&V consumption cannot be achieved without sufficient, safe, sustainable and diverse F&V production and value chains. Increasing F&V production through sustainable intensification using agroecological principles, rather than

concentrating on a few high-yielding F&Vs grown as monocultures, and ensuring equitable farmer and retail prices are good options for agricultural policymakers concerned about both human and planetary health outcomes.

Incentives for private sector actors, including food processors and distributors, to invest in infrastructure and technology to preserve F&Vs, while improving their diversity and nutritional value, are important tools to promote the quality of F&Vs available for consumption. At the same time, seed systems, including for neglected and underutilized species (NUS), should be promoted, favouring varieties with high nutritional quality.

It is important that policies, laws and regulations include small farmers, and that extension systems and other institutions provide technical support and financing for agricultural practices to become more environmentally sustainable.



[6] For more policy recommendations, see FAO and Ministry of Social Development and Family of Chile, 2021.

Conclusions

Obtaining health for all should be at the centre of global and national policies and programmes. What is missing in many countries is the translation of research findings into policy actions. The International Year of Fruits and Vegetables is a call to action for policymakers and stakeholders involved in food systems to raise awareness of, and direct policy attention to, the nutritional and health benefits of F&V consumption. The differences between raw and minimally processed F&Vs versus highly processed F&Vs should be explicitly addressed in fiscal policies, laws, regulations and programmes.

Such policies should also aim to reverse insufficient global F&V supply and

consumption and their damaging consequences for health. Ideally, they should be designed and implemented using a holistic agriculture and food system approach. Such food system-based solutions could be coupled with diverse, seasonal, regional culinary preparations, nutrition education, and communication campaigns.

In doing so, they can help improve access to quality F&Vs that are raw or minimally processed and safe from foodborne disease risks. Support for such efforts can significantly improve F&V access, quality and consumption and thus generate positive impacts for both human and planetary health.







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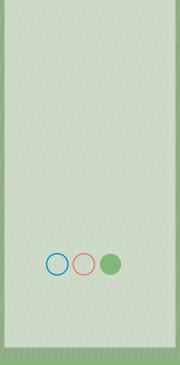
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