

PROFAV 2011

Promotion of Fruit and Vegetables for Health



CONCEPT NOTE

1. Venue and dates

The Horticultural Development Council of Tanzania (HODECT) has been requested to organize the Anglophone African workshop of the FAO-WHO initiative for the promotion of fruit and vegetables for health in conjunction with the Ministry of Agriculture, Food Security and Cooperatives of Tanzania (MAFC), and the Tanzania Food and Nutrition Centre (TFNC / MoH). CIRAD, GlobalHort and NEPAD are committed to facilitating the organization of this event by HODECT.

The PROFAV Workshop will take place in Arusha, Tanzania. This location was identified since the surrounding area hosts a wealth of horticultural diversity, with a wide range of systems spanning from the celebrated traditional chagga home gardens to the high-tech greenhouses producing flowers and vegetables for export. In addition, the secretariat of the Tanzania Horticultural Association, Tengeru Horticultural Research and Training Institute (HORTI), and the East African Community – are all based there and they could potentially provide support. Moreover, the presence of an international airport in Arusha (Kilimanjaro Airport) is definitely a strong comparative advantage for such an event. HODECT's presence in Arusha is assured through its local office.

The workshop is planned to be held over 4 and a half days **from 26 to 30 September 2011.**

2. Background and justification

The importance of consuming a sufficient amount of fruit and vegetables daily for nutrition security and health is now well recognized, and there is a growing interest for their inclusion in a balanced diet, both in developed and developing countries. Nevertheless, further efforts are necessary to sensitize the public in this regard and to develop initiatives to support information and action.

Fruits and vegetables contain vitamins, minerals, essential micronutrients, fibre, vegetable proteins and biofunctional components. If consumed daily in sufficient amounts as part of a balanced diet, they help prevent a number of extremely serious non-communicable diseases (NCD), including cardiovascular diseases, diabetes, cancer, respiratory diseases, and obesity, as well as preventing micronutrient and vitamin deficiencies. Currently, 6 of every 10 deaths are due to noncommunicable conditions. Cardiovascular diseases are the leading cause of death in the world, particularly among women; these diseases were responsible for almost 32% of all deaths in women and 27% in men in 2004. The situation is alarming not only in developed countries, but also in developing countries, where for instance there are currently twice as many deaths caused by cardiovascular diseases as in developed countries. Insufficient intake of fruit and vegetables is estimated to cause around 14% of gastrointestinal cancer deaths, about 11% of ischaemic heart disease deaths and about 9% of stroke deaths worldwide. Currently, low fruit and vegetable intake is among the top ten selected risk factors for global human mortality and poor health.

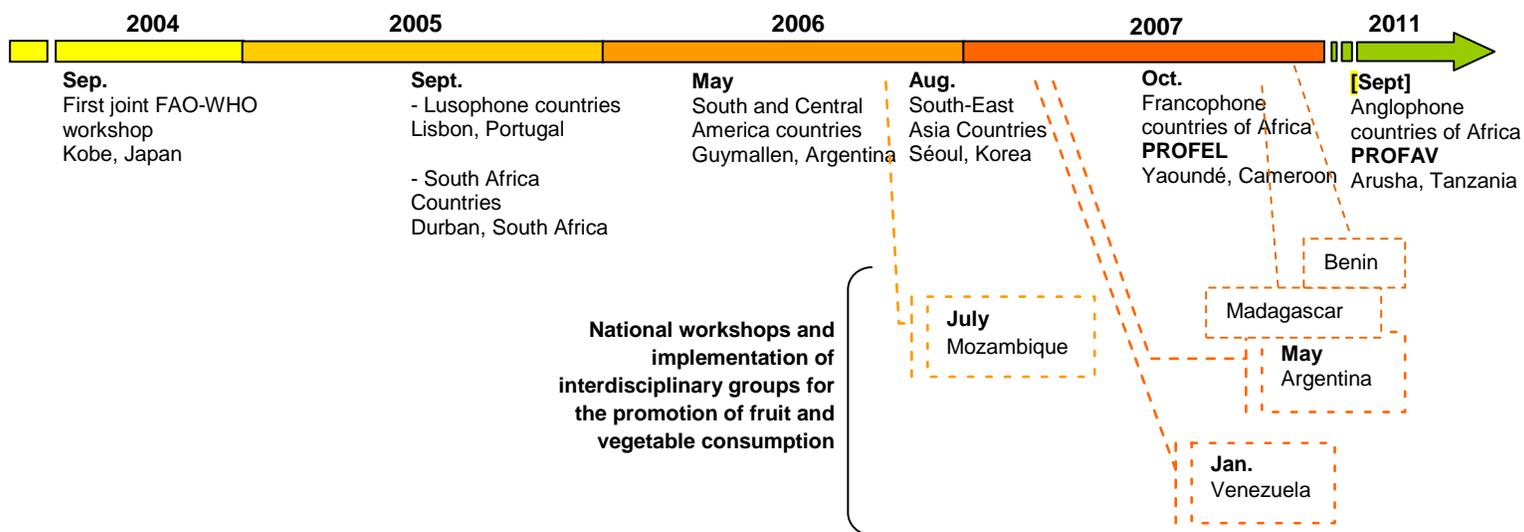
Overall per capita consumption of fruits and vegetables falls far short of the daily recommended level. Intake is generally in the range of 20-50 % of the minimum recommended level, and this is largely attributed to unhealthy diets in the developed countries, and to poverty and food insecurity in the developing countries. In developing countries, women and children, and those afflicted with HIV / AIDS suffer disproportionately because of their relatively higher needs for vitamins, minerals and micronutrients and risks of being often being discriminated against in having access to them.

Therefore, the **consumption** of sufficient quantities of a variety of fruits and vegetables has been considered as an integral part of the overall promotion of a healthy diet, which together with physical activity is an effective way to prevent or combat diseases and enhance human health, longevity, and productivity. At the same time, an increase in domestic fruit and vegetable **supply**, processing and distribution, involving small-scale production and household units and local service sectors can make an important contribution to improving food and nutrition security and livelihoods, providing a source of increased production diversification, income and employment opportunity in the entire value chain.



However, the seriousness of the situation is not adequately appreciated by most people and many governments. This situation calls for effective interventions to address the determinants of insufficient consumption and enabling all consumers (especially the poorest) to have easy and affordable access to the fresh fruits and vegetables necessary for health. It is therefore necessary to make a collective institutional effort to encourage and boost the consumption of fruits and vegetables, and assist in the planning and implementation of country-specific programmes and projects related to the production, processing, distribution and consumption of high quality fruit and vegetables, and to support regional and international collaboration in promoting fruit and vegetable supply and consumption through sharing of experience, transfer of technologies, and joint activities of research and development.

In this regard, the Global Fruit and Vegetables for Health Initiative (GF&VH Initiative) - an intersectoral initiative launched in 2003 in Brazil by FAO and WHO jointly - and the development of the framework for action at the Kobe workshop in 2004 in Japan, have led to a series of regional workshops to promote and support implementation of fruit and vegetable programmes at national level. This coming workshop in Tanzania is in line with the global initiative and follows up the previous work. In particular, it will reach out to the Anglophone countries of sub-Saharan Africa with the advocacy, awareness-raising and strategic planning elements of the FAO-WHO GF&VH Initiative, just as the PROFEL workshop (Atelier sur la Promotion des Fruits et des Légumes dans les Pays Francophones d’Afrique Sub-Saharienne supported jointly by FAO, WHO, GlobalHort, CTA, CTA and IRAD-Cameroon) did for the Francophone SSA countries in 2007.



3. Goal and objectives

Within the overall aim of implementing the framework of action at national level for the promotion of fruit and vegetables in the Anglophone countries of Africa, the workshop will have four main objectives:

1. To map existing policies, and current programme and activities for the promotion of fruit and vegetables in each country;
2. To document the production and the consumption of fruit and vegetables and their current position in the market;
3. To assist in developing specific programmes and actions for each country, in order to implement the FAO - WHO framework for promoting fruits and vegetables at national level; and
4. To boost and strengthen the joint work amongst health, education and agriculture sectors for promoting fruits and vegetable production and consumption.

Note: An assessment will be conducted before the workshop and each country delegation will be asked to make a diagnosis of their country situation concerning the *production* and *consumption* of fruit and vegetables, the prevalence of *non communicable diseases* (including micronutrient deficiencies and malnutrition), and ongoing interventions to address constraints in these areas. This diagnosis will be jointly prepared by the representatives of the agriculture, nutrition - health and education sectors.

4. Expected outcomes

1. Concrete action plans for implementing the FAO - WHO framework for the promotion of fruit and vegetables in each country;
2. A compilation of information on people's nutritional situation, dietary habits, national nutritional policies;
3. A concrete plan for improving the collection and reliability of data on production and consumption of fruit and vegetables in Anglophone countries of Africa.



5. Target groups

Programme managers and / or policy-makers of the sectors of Horticulture, Public Health/Nutrition and Education, representing 21 Anglophone countries of sub-Saharan Africa: Botswana, Eritrea, Ethiopia, Gambia, Ghana, Kenya, Lesotho, Liberia, Malawi, Mauritius, Namibia, Nigeria, Seychelles, Sierra Leone, South Africa, Sudan, Swaziland, Tanzania, Uganda, Zambia, and Zimbabwe.

6. Suggested profile of participants

Each country would be represented by one person from each of the horticulture, public health/nutrition, and education sectors (total three participants per country), preferably officially appointed by his / her Government. These representatives should be identified also on the basis of their ability to commit and involve themselves in the operational implementation of the framework in their respective areas of expertise and institutional responsibility. The nomination should also take into account, as far as possible, a balanced gender representation.

7. Specific role of the sponsoring and partner organisations

WHO will sponsor participants from the health sector from selected countries; WHO technical staff from the Regional Office for Africa (AFRO) Health Promotion Cluster and from the Unit for Surveillance and Population-based Prevention in Geneva will participate as resource persons, support the technical secretariat and will facilitate working group breakout sessions and the thematic working session on prevention of childhood obesity.

FAO will sponsor participants from agriculture sector and from the nutrition sector from selected countries; FAO staff from Plant Production and Protection, and Nutrition and Consumer Protection divisions from HQ and Regional Subregional offices in Africa will participate as resource persons and secretariat, and will facilitate working group breakout sessions and the thematic working session on prevention of under-nutrition and micronutrient deficiencies.

NEPAD, GlobalHort and **CTA** will sponsor participants from education sector from selected countries.

HODECT will assure in-country logistics and organize the national-level protocol for the workshop.

FAO, WHO, CIRAD and **GlobalHort** will jointly facilitate and oversee the national assessment process related to the workshop.



8. Specific working sessions¹:

(i) on prevention of childhood obesity:

Prevention of childhood obesity is a key area of work for the current biennium in WHO. Globally, in 2010 the number of overweight children under the age of five, is estimated to be over 42 million. Close to 35 million of these are living in developing countries. Gathering health, agriculture and education professionals represents a privileged opportunity for WHO to Pilot test the draft tool "*Prioritizing areas for action in the field of population-based prevention of childhood obesity*" with a multisectoral group. WHO aims to facilitate a 2-to-3 hour working session with a maximum of 12 participants (4 from each sector) from a variety of countries. This session could be held with the selected participants either on the morning/ afternoon of the field trip, or in the afternoon of the 5th day after the closure of the F&V workshop.

Through pilot testing this childhood obesity focused draft tool, participants will be competent in: (a) problem identification and needs analysis, (b) identification of potential solutions, (c) assessment and prioritization of potential solutions, and (d) strategy development and identification of relevant stakeholders.

(ii) on prevention of under-nutrition and micronutrient deficiencies

Problems of under-nutrition and micronutrient deficiencies continue to be a major problem in sub-Saharan Africa. In this context it is noteworthy that 11 out of the 24 developing countries with the largest number of children under five years who are moderately to severely stunted because of poor diets and infectious diseases are from sub-Saharan Africa (i.e. Nigeria, Ethiopia, Democratic Republic of Congo, Tanzania, Uganda, Sudan, Kenya, Mozambique, Madagascar, Niger and South Africa). Vitamin A and other micronutrient deficiencies (esp. iron), also continue to be widespread. It is therefore considered essential to include a session that focuses on preventing stunting and micronutrient deficiencies through dietary diversification and the promotion of nutrient-rich plants foods/horticultural crops and on ways of targeting the particular population groups at risk. The session on micronutrient deficiencies, to be facilitated by FAO, will consider, *inter alia*, strategies for scaling up promising work on orange fleshed sweet potatoes, and intensifying efforts for mapping the nutrient composition of indigenous vegetables and improving the efficiency of their supply chains.

¹ Specific working sessions will be integrated within the workshop programme in such a way as to ensure that participants can take part in both, if they choose.



9. Number of participants expected

About 100 participants at the first plenary session, and about 60 at the working group sessions.

Tentative breakdown:

Institution	Tentative Number of Participants
Tanzanian Authorities	5 - 10
Country representatives	66
International Partner Organizations	15
Development Partner Organizations	5 - 10
Total	90 - 100



10. Provisional programme

 <p>PROFAV 2011 Promotion of Fruit and Vegetables for Health African Regional Workshop Arusha, Tanzania, 26-30 September</p> <p>Draft workshop agenda</p>	
Sunday, 25 September	
18.30	Registration
Monday, 26 September (Day 1)	
08.00	Registration
09.00	Opening ceremony
10.00	Coffee, tea and fruit break
10.30–10.45	Introduction of the participants (self-introduction)
10.45-11.00	Nomination of chairperson, vice-chair, rapporteurs and adoption of agenda
11.00-11.20	Presentation (introductory/stage-setting) - FAO
11.20-11.40	Presentation (introductory/stage-setting) - WHO
11.40-12.00	Presentation (introductory/stage-setting) - GlobalHort
12.00-12.20	Presentation (introductory/stage-setting) - NEPAD
12.20-13.00	Discussion
13.00	Lunch



14.00	Plenary 1 The objective of this session is to provide a background review of the existing evidence on the role of fruit and vegetables in the prevention of NCDs and micronutrient deficiencies and an overview of fruit and vegetable production and consumption trends
14.00-14.30	Invited/keynote speaker
14.30-14.50	Presentation of survey analysis
14.50-16.00	Specific working session on data collection and analysis related to fruit and vegetable availability/consumption
16.00	Coffee, tea and fruit break
16.30	Plenary 2 The objective of this session is to examine examples of fruit and vegetable interventions and promotion programmes, their methods and impact, including country experiences
16.30-17.00	Invited case study presentation 1
17.00-17.30	Invited case study presentation 2
17.30-18.00	Discussion
Tuesday, 27 September (Day 2)	
09.00	Plenary 3
09.00-09.15	Invited case study presentation – PROFEL in Madagascar
09.15-09.45	Introduction to working group sessions Formation of working groups Working group objectives, themes, methods and expected results
09.45-13.00	Working group sessions
13.00	Lunch
14.30-15.45	Working group sessions
15.45	Coffee, tea and fruit break



16.00	Plenary 4
16.00-18.00	Specific working session on prevention of under-nutrition and micronutrient deficiencies
Wednesday, 28 September (Day 3)	
09.00-13.00	Working group sessions
13.00	Lunch
15.00	Plenary 5
15.00-16.30	Reports of Working Groups
16.30	Coffee, tea and fruit break
17.00-18.00	Discussion
Thursday, 29 September (Day 4)	
08.00-13.00	Field trip, including lunch
14.30-18.00	Specific working session on prevention of childhood obesity
18.00-19.30	Side event on Hortivar horticultural data base and portal
Friday, 30 September (Day 5)	
09.00	Plenary 6
09.00-11.30	Final discussion and adoption of the workshop conclusions and declaration
11.30	Closure of the workshop

