

5. CONCLUSIONS AND RECOMMENDATIONS

(i) The workshop was successful in that it enabled the formulation of elements of a framework for interdisciplinary action at country level to support the rational development of an initiative on F&V for health and its associated supply chain/s, addressing strategy and policy needs. The framework is based on the following main components:

- Guiding principles: what is intended by F&V for health
- Commonalities and differences among country cases
- Stakeholders and their role in F&V for health
- Interventions (useful entry points) for fruit and vegetable promotion programmes
- Securing product safety quality and environment preservation through GAP

The draft framework has been streamlined and edited by the drafting committee on the basis of the working group reports and their discussion in plenary session and is included in the attached report of the workshop

(ii) The main workshop conclusions and recommendations are summarized below:

- There are major differences among participating countries and population groups in the kinds of nutrition-related problems ranging from under-nutrition to over-nutrition or undergoing an important nutritional transition which jeopardize the already high F&V consumption. Therefore, intervention strategies to promote increased fruit and vegetable consumption need to be sensitive to these differences.
- F&V consumption messages need to be harmonized with other nutrition messages and initiatives of each country. Establishing, for instance, a nutritional quote system for the number of portion of F&V contained in a meal should be easy to implement and might be a powerful tool to promote an increased consumption of F&V.
- The quality of F&V varies considerably among different Asian countries. Therefore, there is a need to improve sufficient production and supply of good quality F&V. In particular, the post-harvest quality management of F&V needs to be improved in most countries to ensure access to quality F&V in sufficient quantities.
- Government investment in the development of the human resources and institutional capacities is essential in order to convey the message about increasing the consumption of F&V to the population and to translate this information in efficient and simple terms.
- There is an urgent need to adapt regional F&V consumption programs to the cultural peculiarities of each country that is culturally sensitive when implementing a program. Considering the case of promoting consumption of

indigenous F&V, information of the place occupied by indigenous F&V in the diet need to be obtained from the different countries.

- Efforts should be made to bridge an apparent communication gap between the F&V production side and the health professionals and more precisely the nutritionists and medical doctors.
- Evaluating projects is essential in order to learn what works and what does not and to avoid wasting time and resources on inappropriate approaches.
- Close collaboration among the different actors and stakeholders is desirable in order to achieve synergies and effective implementation of strategies; the Government (Central, Regional and Local), NGOs to convey the importance of F&V to the local populations, distribution food chains and supermarket who have the capacity to advertise, professional associations dealing with health and medias.