

PROFAY 2011
Promotion of Fruit and Vegetables
for Health



African Regional Workshop
Arusha, Tanzania, 26-30 September

Promoting Health Through Horticulture

Plant Production and Protection Division
Nutrition and Consumer Protection Division
FAO, Rome



Public health goals

- Fruits and vegetables are excellent sources of:
 - essential vitamins and minerals (A, folate, C, E, potassium)
 - fibre
 - vegetable protein
- At least 400 grams of fruits and vegetables person/day (or 5 portions per day/80 grams each) - WHO/FAO (2003)
- 600 grams of non-starchy vegetables and fruits per person/day (World Cancer Research Fund/American Institute for Cancer Research)

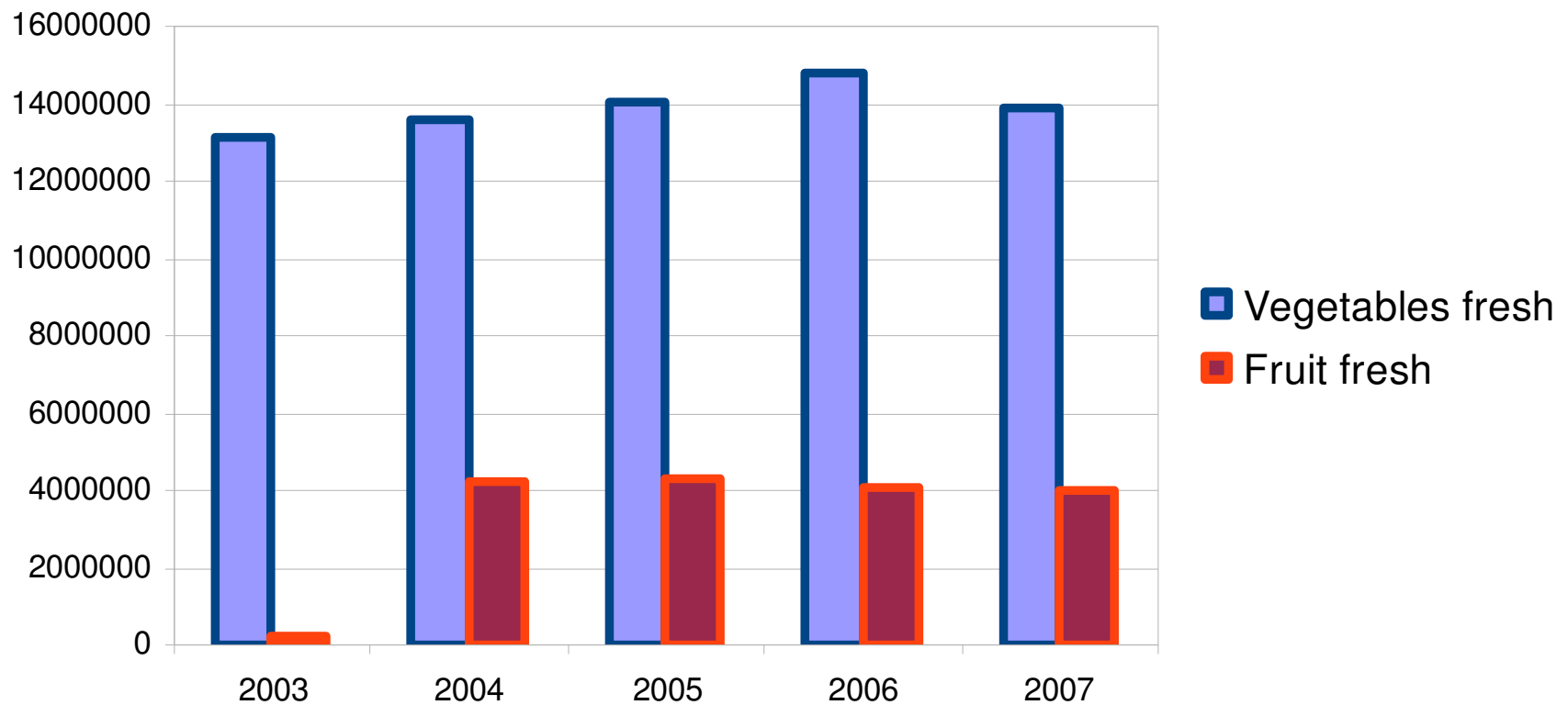


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Fruit and Vegetable Production in Africa

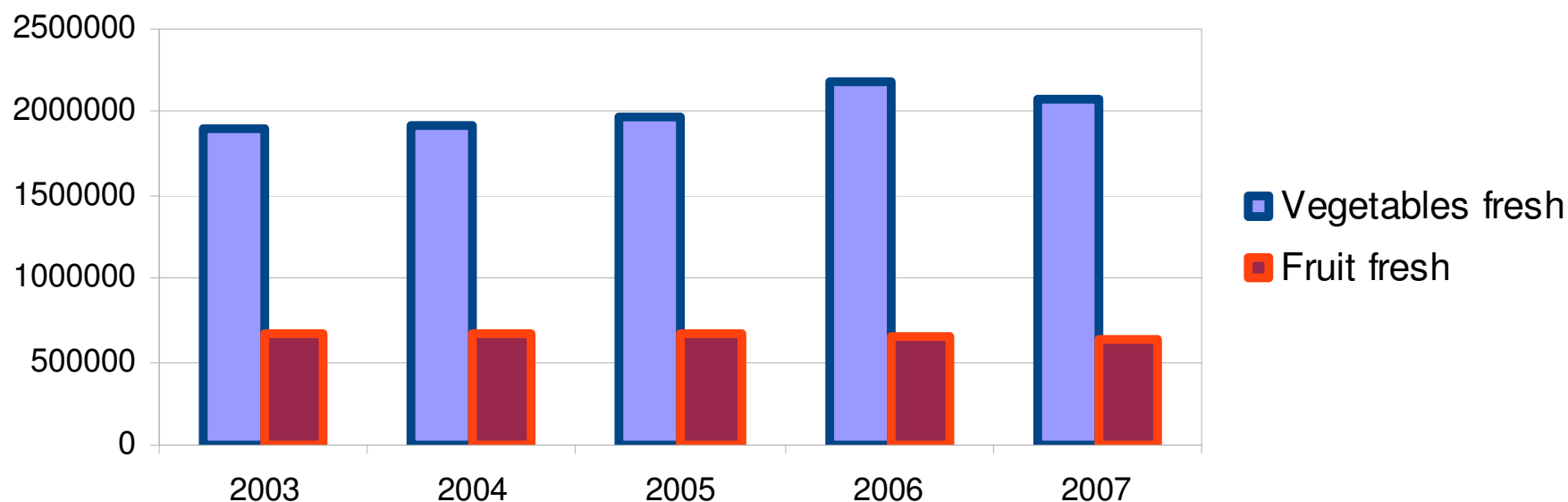
Production (t)



Source: FAO, ESTT

Area under Fruit and Vegetable Production in Africa

Area harvested (ha)

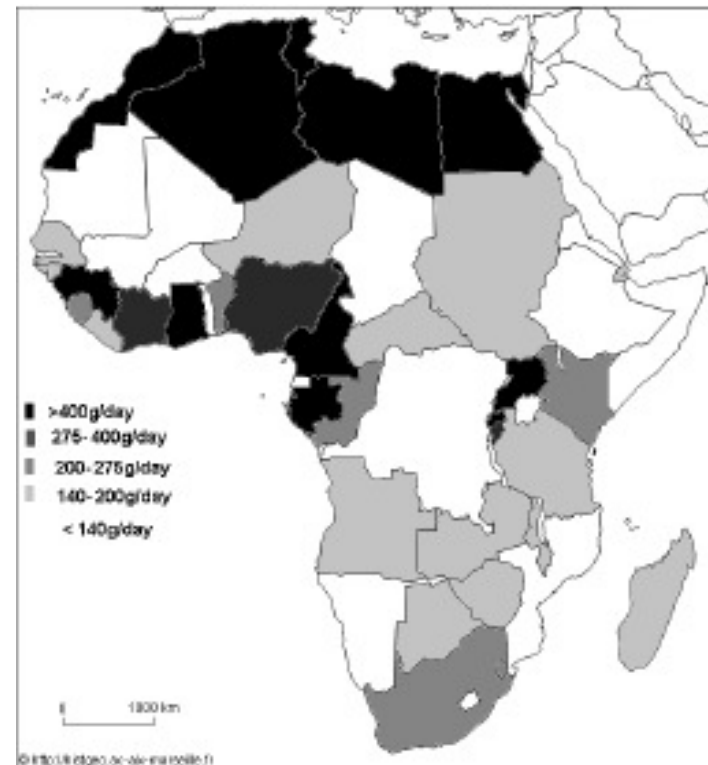


Source: FAO, ESTT

Fruit and Vegetable Availability in Africa

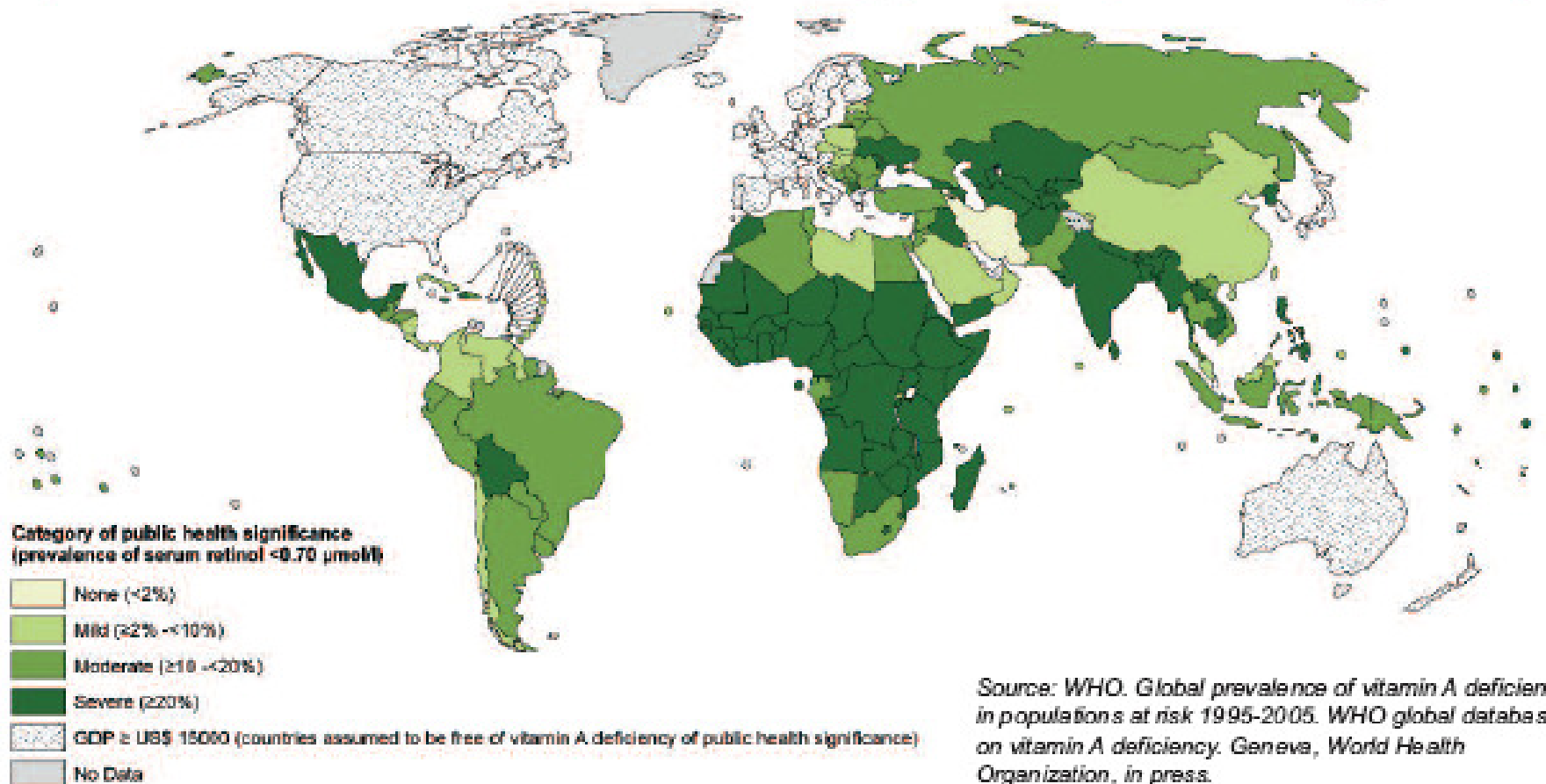
Africa : Fruit and Vegetable Availability (g/day)

- Average pro capita vegetable and fruit supply in Africa : far too low *c.f.* the recommended daily intake of +/- 400g (>150kg kg/person/year)



Vitamin A deficiency among children

Map 1. Prevalence of vitamin A deficiency among preschool-aged children by country



A new challenge: Diet-related non-communicable diseases

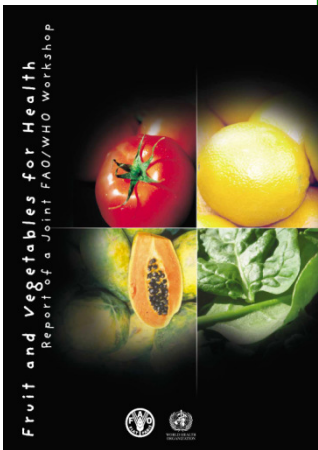
- heart disease, stroke, cancer, diabetes are no longer limited to affluent countries
- 80% of premature deaths occur in middle- and low-income countries
- significant increase in the Africa region obesity - leading risk factor for CVD and diabetes



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FAO-WHO Joint Initiative on Promoting Fruit and Vegetable Consumption



- **Two main pillars of PROFAV :**
 - Promoting production and consumption of F&V for improving health, helping to prevent chronic diseases and nutritional deficiencies
 - Promoting the advancement of science and know-how in production, distribution, consumption, and health benefits of fruit and vegetables

2004 :Kobe Joint FAO-WHO Workshop
("Kobe Framework")

www.who.int/dietphysicalactivity/fruit



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Inter-regional, regional and country interventions

The Kobe Framework aims to promote and support the fruit and vegetable sector from field to table, capitalising on programmes and projects that are already underway.

Elements of the strategy:

- building multi-sector consultation mechanism for F&V promotion:
Agriculture-Health-Education + private sector + civil society
- tracking F&V supply and consumption, baseline for M&E and identification of groups at risk
- designing integrated programmes, building on ongoing initiatives in horticulture, nutrition, public health



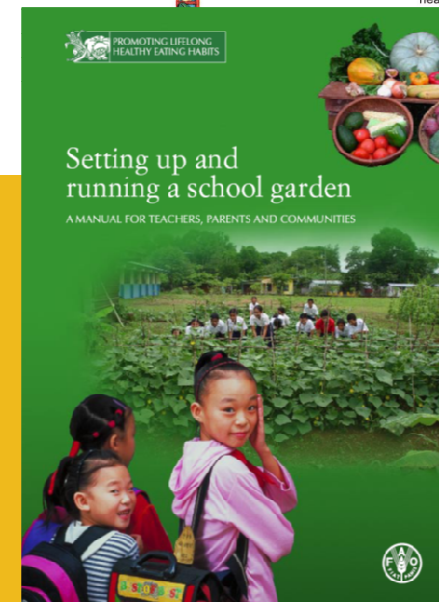
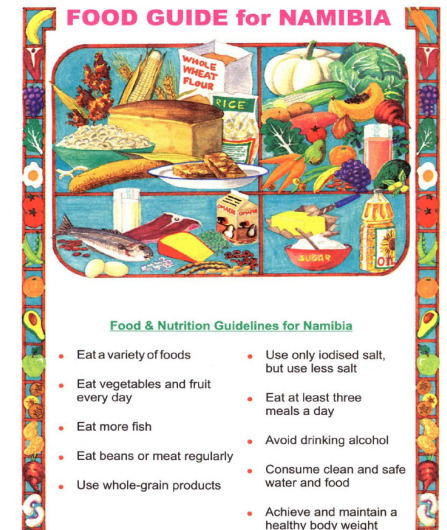
World Health
Organization



What are we doing to improve demand and consumption?

- National Dietary Guidelines
- Promotion of home and community gardens
- Promotion of school gardens and nutrition education: children are current and future consumers

<http://www.fao.org/schoolgarden>



And to improve supply? Is a “horticulture revolution” needed?

Capacity building and policy development initiatives ongoing - possible PROFAV entry points:

- Urban and peri-urban horticulture (Growing Greener Cities);
- Good Agricultural Practices for safe, quality fruit and vegetables;
- National strategic plans for sustainable development of intensive horticulture;
- Building active, independent producer associations – to enhance farmers’ role in R&D decision making
- Information/decision support tools, e.g. **Hortivar**.

Overall aims and objectives of this workshop

- To map existing policies, and current programmes and activities for the promotion of fruit and vegetables in each country;
- To document the production and the consumption of fruit and vegetables and their current position in the market;
- To build concrete action plans for implementing the FAO - WHO framework for the promotion of F&V at country level;
- To boost and strengthen the joint work amongst health, education and agriculture sectors for promoting F&V production and consumption.



THANK YOU



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Framework for the promotion of fruit and vegetable consumption at national level

General principles for national programmes:

- availability;
- accessibility;
- affordability;
- acceptability (quality, taste, safety, type of food, cultural sensitivity);
- equitability (including underprivileged);
- holistic or integrative approach;
- sustainability;
- marketing/creating awareness of fruit and vegetables in foods and food programs;
- recognition of specific consumer domains and fruit and vegetable supply networks.



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Framework for the promotion of fruit and vegetable consumption at national level

Entry/intervention points for fruit and vegetable promotion programmes:

- identification of partners: agriculture, health, education, civil society, private sector...
- constitution of multi-sector national coordinating team;
- defining roles of coordinating team;
- identification of national goals and objectives;
- data collection;
- designing national-level interventions in synergy with existing policies and plans;
- monitoring and evaluation mechanism.



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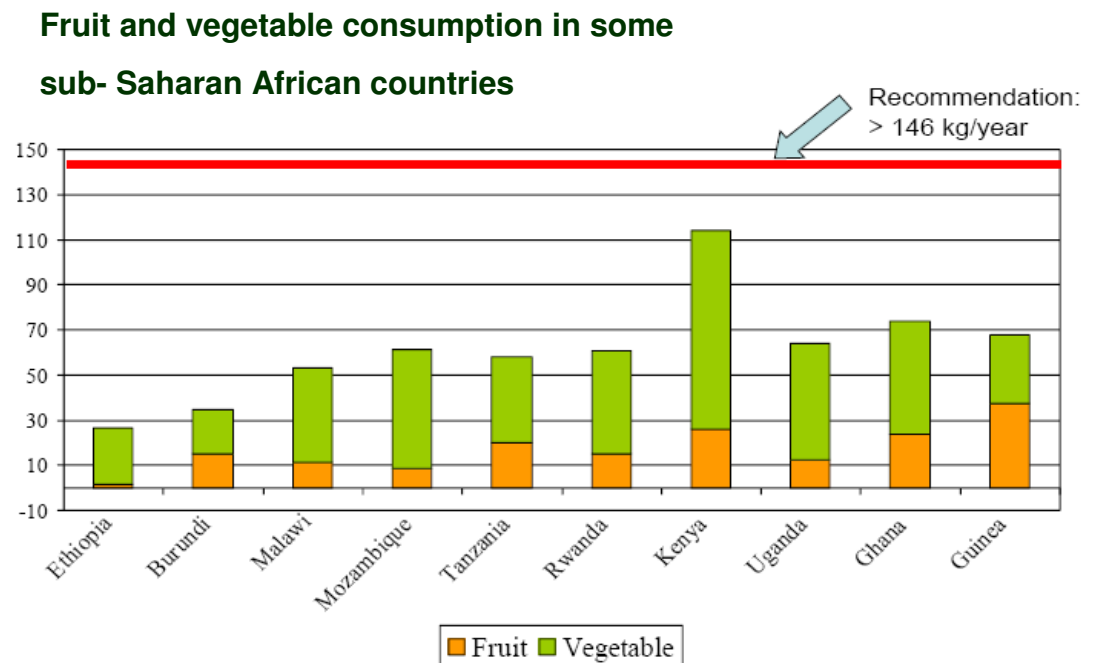


Next steps?

- Constitution d'un PROFEL au niveau national ? Chaque pays devrait avoir son profel....?
- Quel mandat ?
- But: Promouvoir l'INTÉGRATION et la CONSOLIDATION des programmes et des projets en vue de promouvoir la disponibilité, l'accès et la consommation de fruits et légumes ?
- Convocation d'un atelier par pays pour constituer un PROFEL national ?
- Par où commencer ?
- Réunir les partenaires (secteur public et privé) dans un groupe d'initiative thématique multidisciplinaire ?
- Informer des résultats de la réunion de PROFEL Yaoundé ?
- Dresser un inventaire des programmes et des projets sur lesquels un PROFEL national pourrait s'appuyer ?
- Préciser un mécanisme de collaboration et de concertation ?
- Identifier des actions concrètes à entreprendre dans les deux ans à venir à 3 niveaux: production, éducation, santé ?

Consumption Gap in Africa

- Intakes are grossly inadequate
- Mean consumption in Africa ranges from 27 to 114 kg/person/day
- Except Kenya, mean consumption in most countries does not reach half the recommended level



• Source: Ruel/IFPRI, 2005

Prevalence of vitamin A deficiency

Vitamin A deficiency* prevalence (serum retinol under 0.70 $\mu\text{mol/l}$)
in 156 countries with incomes under \$15000/year

<i>WHO Regions</i>	<i>Pre-school age children</i>		<i>Pregnant women</i>	
	Prevalence (%)	# affected (millions)	Prevalence (%)	# affected (millions)
Africa	44.4	56.4	13.5	4.18
Americas	15.6	8.68	2.0	0.23
South-East Asia	49.9	91.5	17.3	6.69
Europe	19.7	5.81	11.6	0.72
Eastern Mediterranean	20.4	13.2	16.1	2.42
Western Pacific	12.9	14.3	21.5	4.90
Global	33.3	190	15.3	19.1

Source: WHO 2009