

**Pacific Regional Workshop
on Promotion of Fruit and
Vegetables for Health
PROFAV 2014**



**Promoting Health Through
Horticulture**

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of the United Nations**

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)

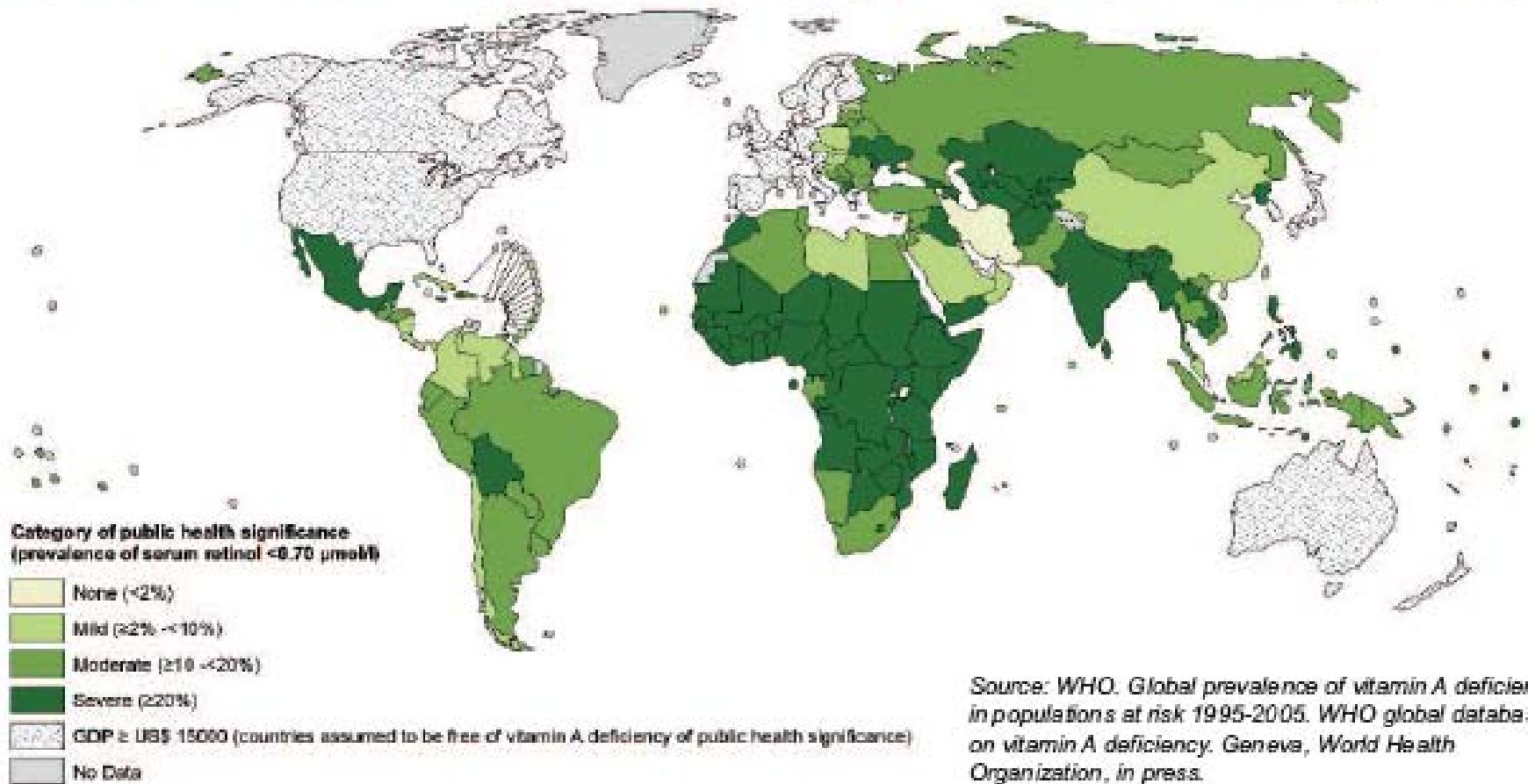


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Vitamin A deficiency among children

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



Data : needs and gaps

- Beware of generalisation in data interpretation : figures to map fruit and vegetable supply and availability at national level are at best vague and at worst unreliable
- Data at local level unavailable; much of production and consumption is effectively invisible – these data gaps need to be filled
- Supply \neq consumption



A new challenge: Diet-related non-communicable diseases (NCDs)

- heart disease, stroke, cancer, diabetes are no longer limited to affluent countries
- 80% of premature deaths occur in middle- and low-income countries



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Diet and NCDs in PICTs

- Fruit and vegetable intake in PICTs well below the FAO-WHO recommended level of five servings or 400g/person/day;
- High prevalence of NCDs;
- Significant incidence of obesity in PICTs - major risk factor for NCDs, principally diabetes and cardiovascular disease;
- High incidence of under-nutrition and micro-nutrient deficiency co-existing with obesity.



Characterising and addressing the gap in supply and consumption

- Understanding current consumption patterns and causal / motivational factors is essential in any national campaign pro fruit and vegetables
- Allowing for different attitudes/perceptions: fruit vis-à-vis vegetable consumption
- Addressing **supply** and **demand** deficits simultaneously and through coordinated campaigns...



The challenge of boosting consumption

- Nutrition education - increasing public awareness about importance of F&V in healthy diets
- Efforts to influence F&V consumption behaviour targeting women and school children especially
- The risk of F&V consumption actually dropping in quantity and/or diversity (increasing urbanisation of populations, nutrition transition, increasing prices, food safety fears, etc.) - is real and needs to be understood and addressed



Fruit and vegetables for health

- Simple messages:
 - Increased consumption of fruit and vegetables desirable within the context of ensuring a better general dietary pattern
 - 400g daily per capita intake of a **variety** of fruits and vegetables – a *population goal*
- Role of F&V in diets equally relevant, whether for preventing (malnutrition-related) micronutrient deficiency or prevention of (over-nutrition-related) non-communicable diseases



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Fostering the development of competent F&V supply chains

In the development context:

- Horticulture = high value, added value - an effective driver of poverty alleviation interventions
- Creating an enabling policy environment+incentives
- Pressures to increase supply carry a challenge to ensure that:
 - special attention is given to food safety, and production methods are safe for operators (IPM, GAP)
 - improved access to F&V benefits the poor and not just the wealthy
 - intensification of production is sustainable
 - efficiency improvement issues in both rural and urban/peri-urban production settings are addressed
 - year-round availability of a variety of F&V is achieved
 - good market linkages reduce risk of over-production



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And to improve supply?

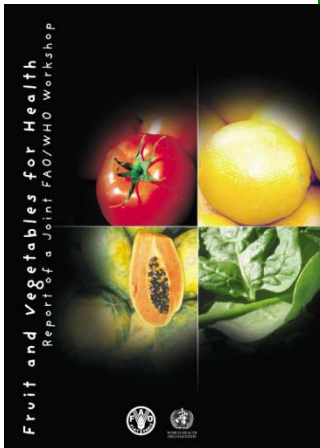
Is a “horticulture revolution” needed?

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

- Building more resilient production systems and value chains for year-round availability and access to F&V;
- Good Agricultural Practices for safe, quality fruit and vegetables;
- National strategic plans for sustainable development of small scale and intensive horticulture;
- Building active, independent producer associations – to enhance farmers’ role in R&D decision making
- Information/decision support tools, e.g. **Hortivar**.

FAO-WHO Joint Initiative on Promoting Fruit and Vegetable Consumption (PROFAV)

- **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.fao.org/

www.who.int/dietphysicalactivity/fruit

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

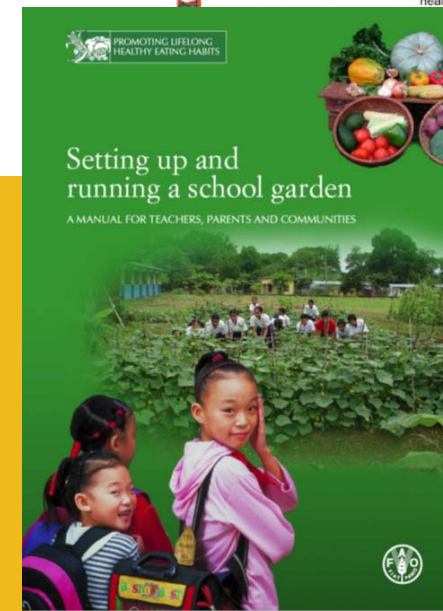
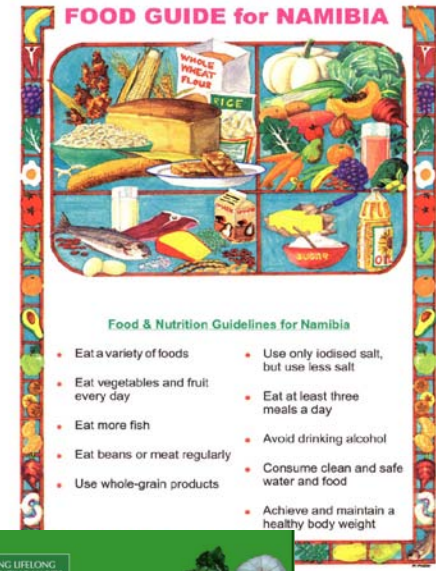


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What are we doing to improve demand and consumption for F&V?

- National Dietary Guidelines
- F&V in school meal programmes
- 5-a-day campaigns
- Promotion of home and community gardens
- Promotion of school gardens and nutrition education: children are current and future consumers <http://www.fao.org/schoolgarden>



Leveraging partnerships

- over-arching framework needed to facilitate working linkages and value-adding around these very different areas of activity;
- linkages, partnerships, strategic alliances, platforms - to ensure an integrated approach to policy, strategy and technology development;
- public-private partnerships.



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Overall aims and objectives of this workshop

- map current policies, programmes and activities for promotion of fruit and vegetables in each country;
- document production and the consumption of fruit and vegetables and their current position in the market;
- build concrete action plans for implementing the FAO - WHO framework for the promotion of F&V at country level;
- strengthen joint work amongst health, education and agriculture sectors for promoting F&V production and consumption;
- highlight critical food safety issues associated with production and consumption of fresh fruits and vegetables

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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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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