



FPC PRESS RELEASE

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FPC reveals unpalatable truth of uncoordinated EU healthy eating campaign

A short-term EU healthy eating campaign for children will fail to deliver long-lasting benefits as it has no links with existing successful UK schemes to sustain healthy eating habits, says the Fresh Produce Consortium.

"We recognise that the EU's healthy eating campaign and 'Tasty Bunch' road show will introduce some young people to enjoying fresh fruit and vegetables over a short period. However, the EU appears to be funding and launching a highly disjointed campaign across the EU member states, with an apparent lack of engagement with Government and the fresh produce industry here in the UK. Consequently this campaign is likely to miss the mark in fighting childhood obesity," commented Nigel Jenney, Chief Executive of the Fresh Produce Consortium.

"It's vital that healthy eating initiatives are sustained and supported through local and national schemes to ensure that healthy eating habits among young children are properly established.

"It's frustrating to see a lack of an integrated strategy from the EU through to national Governments which would have delivered better value and ensured a lasting impact on our children's diets rather than a 'flash in the pan' campaign. We believe that in the UK this EU funding should have gone to support already successful initiatives such as the Schools Fruit and Veg Scheme, the Change4Life campaign, and current trials of Food Dudes," added Nigel

Jenney. "We shall be seeking assurance from the EU that it will coordinate more effectively in the future."

Ends

Notes for editors:

1. The Fresh Produce Consortium (FPC) is the UK's fresh produce trade association and is based in Peterborough. The FPC has represented the fresh produce sector for many years and is recognized across the UK and EU as the voice of the industry.
2. Extensive membership covers the complete spectrum of industry businesses including growers, importers, wholesalers, retailers, distributors, processors, packers, food service companies and other allied organisations.
3. The UK's School Fruit and Vegetable Scheme is part of the 5 A DAY programme to increase fruit and vegetable consumption. Under the scheme, all four to six year old children in LEA maintained infant, primary and special schools are entitled to a free piece of fruit or vegetable each school day.
4. For information on the EU Healthy Eating Tasty Bunch campaign and road show visit: ec.europa.eu/tasty-bunch The UK road show starts on 1 October.

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