



FPC PRESS RELEASE

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'PLEASE SIR, I WANT SOME MORE'

The UK Government should provide more fresh fruit and vegetables to schoolchildren via the European School Fruit Scheme, says the Fresh Produce Consortium. The scheme has just been endorsed within the EU and will be launched in several member states this September. Welcoming the scheme, FPC is urging the UK Government to provide match funding, part of the requirement of the EU scheme, and to expand the UK's successful School Fruit and Vegetable Scheme.

"With rising obesity levels and poor diet among children an ambitious programme is needed to tackle this public health issue. Many UK fresh produce businesses are involved already in the successful UK School Fruit and Vegetable Scheme, and we have long supported the development of an EU-wide school fruit scheme," said Nigel Jenney, chief executive of the Fresh Produce Consortium. "The UK Government had the foresight to introduce a scheme some time ago; we'd like see this taken further to give more children the chance to eat fresh fruit and vegetables at school and to develop good eating habits at an early age."

"The UK Schools Fruit and Vegetable Scheme is encouraging young children to form good eating habits. Since the introduction of the scheme in 2005 there has been a greater increase in consumption among 6-10 year olds, the target age group of the scheme. We want the UK Government to seize this opportunity and commit the funding to expand the highly successful Schools Fruit and Vegetable scheme," commented Nigel Jenney,.

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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 recognised 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.

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