



FPC PRESS RELEASE

7 April 2010

FPC response to media coverage of US research on link between fruit and vegetables and reduction of cancer incidence

The Fresh Produce Consortium (FPC) welcomes the findings of this report which demonstrates that fresh fruit and vegetables make an important contribution to a healthy diet, reducing the risk of cancer as well as that of heart disease.

Increasing consumption of fresh produce by an extra two portions will reduce the risk of cancer, as stated in the recently published US research by the Mount Sinai School of Medicine, New York. According to The World Cancer Fund this equates to around 7,000 cases of cancer a year in the UK. The Fund calls this 'a significant number' of cases and it supports the evidence that 'eating plenty of fruit and vegetables probably reduces risk', potentially preventing about 2.5 per cent of cancers.

The US researchers make it clear that there is a definite need to encourage the 5 a day habit to achieve a healthy diet and they stress that there is strong evidence that 5 a day reduces the risk of heart disease.

The UK diet still lags behind the target of 5 a day, with most consumers only eating 2.5 portions of fruit and vegetables each day. There are significant benefits to be made in terms of encouraging people to enjoy fresh fruit and vegetables, and helping them achieve a healthier diet. The industry's Eat In Colour campaign helps to show how eating fresh produce can be easy to achieve and fun as well – www.eatincolour.com

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 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.
3. Eat In Colour campaign: www.eatincolour.com

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