



May 5-7 2010 - Brussels- Belgium

EUROPEAN COMMISSION - CENTRE ALBERT BORSCHETTE, RUE FROISSART, 36 - 1040 BRUSSELS, BELGIUM

Social and Health Benefits of Balanced Diet: The role of Fruit and Vegetables

WITH THE SUPPORT OF THE EUROPEAN COMMISSION
AND THE FRENCH MINISTRY OF FOOD, AGRICULTURE AND FISHERIES

ORGANIZER

- Conference co-Presidents: **I. Elmadfa, L. Hoelgaard**
- Organisational Committee: **Aprifel, European Agriculture and Health Consortium, Freshfel Europe, Areflh**
- Scientific Committee: **I. Elmadfa, A. Aikenhead, J. Brug, D. Crawford, T. Lang, T. Norat, S. Panico, E. Riboli, H. Verhagen**
- Scientific Coordinator: **S. Barnat**

PRELIMINARY PROGRAMME

MAY 5th SIDE EVENTS, REGISTRATION AND OPENING

- 14:30 - 16:30** • Registration - Poster display
- 16:30 - 19:00** • Official opening
 - **I. Elmadfa (University of Vienne (A)), L. Hoelgaard (EC- DG Agri)**
 - **I. de la Mata (Representative of DG Sanco)**
 - **A. Troncoso (Representative of the European Presidency)**
 - **M.T. Sanchez-Schmid (Member of the European Parliament)**
- Scientific opening Keynote lecture: **J. Brug (NL)**
Evidence-based promotion of fruit and vegetable consumption: the importance of socio-economic determinants
- 19:00** • Opening cocktail

MAY 6th AM PREVENTING CHRONIC DISEASE - THE ROLE OF FRUITS AND VEGETABLES (F&V)

- 9:00 - 10:30**
Session 1 : **The role of F&V in healthy diets**
Chairman: **I. Elmadfa**
 - A healthy diet: what is likely to be included and what is not? **I. Elmadfa**
 - Attitudes of consumers (children and adults) towards F&V consumption: **MD. De Almeida (PT)**
 - Diversity of F&V to achieve a healthy diet : **V. Nowak (AU)**
 - Nutrition and low income population : **M. Vintila (RO)**
- 10:30 - 11:00** • Poster exhibition - Fruit and coffee break
- 11:00 - 12:30**
Session 2 : **Increasing consumption of F&V in preventing chronic diseases**
Chairman: **E. Riboli (UK)**
 - Diet and obesity: focus on F&V. **T. Sorensen (DK)**
 - Dietary patterns and cancer. **T. Norat (UK)**
 - Dietary habits and risk of cardiovascular diseases. **S. Panico (IT)**
 - Diet and cognitive function in older adults. **P. Barberger-Gateau (FR)**
- 12:30 - 14:00** • Poster exhibition - Lunch

MAY 6th PM TRANSLATING EVIDENCE TO POLICY**14:00 - 15:30**

Session 3 :

Policy in Action - the European "School F&V Scheme; SFVS"Chairman: **L. Hoelgaard**

- A fruit for snack at school. How to stimulate new practices and overcome old views? **L.Souliac (FR)**
- The Norwegian School Fruit Programme: From parental subscription to national legislative action. **K.-I. Klepp (NO)**
- School Fruit Scheme in Slovenia. **M.G. Blenkuš (SI)**
- The U.S. Fresh F&V program. Benefits to students, schools and Public Health. **L. Di Sogra (USA)**

15:30 - 16:00

Poster exhibition - Fruit and coffee break

16:00 - 17:30

Session 4 :

Addressing inequalities in health and diet - policies and programmes that target F&V consumption in low socioeconomic groupsChairmen: **M. Huebel (EC - DG Sanco) - L. Serra-Majem (SP)**

- UK: Effectiveness of the Healthy Start Program. **R. Fraser (UK)**
- USA: Impact of Providing F&V in WIC Program. **D. A. Greenaway (USA)**
- FR: Effect of vouchers to increase F&V consumption in a deprived population: a randomized trial. **H. Bihan (FR)**
- Policies Promoting F&V Consumption in Europe. **L. Serra-Majem**

MAY 7th**European Public policies for low income population****9:00 - 10:30**

Session 5 :

Promoting healthy diets in the European Union – EU projectsChairmen: **I. Elmadfa - I. Keller (Executive Agency for Health and Consumers)**

- Dearth in abundance – Characteristics of the current European diets - ENHR II. **I. Elmadfa**
- Socio-economic status, dietary behaviour and F&V consumption in European children from the IDEFICS project. **W. Ahrens (DE)**
- PERISCOPE: How to help young children to improve their eating habits? **M. Caroli (It)**
- EU action on inequalities in health. **Ch. Price (EC-DG Sanco)**

10:30 - 11:00

Poster exhibition - Fruit and coffee break

11:00 - 12:30

Session 6 :

Making the healthy choice the easy choice: the role of environmental changeChairman: **J. Brug**

- F&V consumption of food insecure people in France. **N. Darmon (FR)**
- How important is the neighbourhood food environment in influencing F&V intakes: An Australian perspective. **D. Crawford (AU)**
- Food advertising to children - who wants tougher regulation? **A. Aikenhead (UK)**
- Vegetable consumption: what makes the difference, education or geography? **R. Prattala (FI)**

12:30 - 14:00

Poster exhibition - Lunch

14:00 - 14:30**Poster Awards**

- Agency for Research and Information in Fruits and Vegetables: APRIFEL
- European Fruits and Vegetables Cluster: PEIFL
- French Nutrition Society: SFN
- International Society for Horticultural Science: ISHS
- International fruit and vegetable alliance: IFAVA

14:30 - 16:30

Session 7 :

Round table: Addressing inequalities in diet in EuropeAnimated by **T. Lang (UK)***Participants:***L. Hoelgaard, P. Testori Coggi (DG SANCO), J. Breda (WHO), P. Bruni (COGEC), A. Turnbull (EPHA) and Chairmen of the sessions***Introductory presentation*

- Quantifying health effects of not consuming F&V : **H Verhagen (NL)**

16:30 - 17:00**Conclusion and final remarks**