

Fruit and Vegetable Summit Proceedings



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Presented by EGEA – IFAVA
Co-sponsored by the World Health Organization (WHO)
With the participation of the European Commission
With the support of the French Ministry of Agriculture
With the technical cooperation of the Food and Agriculture organization of the United Nations (FAO)

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SESSION 4

EMPOWERING THE LOCAL AND GLOBAL F&V VALUE CHAINS: POLICY AND PRACTICE

Chairs: **L. Dubé** and **R. Lemaire**

- Empowering the F&V industry in the fight against obesity: A Brain-to-Society Systems model. **L. Dubé**
- Challenges faced by the Fruit and Vegetable industry. **R. Lemaire**
- Value-chain perspective. **C. Hawkes**
- Innovation perspective. **R.J. Brummer**
- Social norms and culture perspective. **C. Fishler**

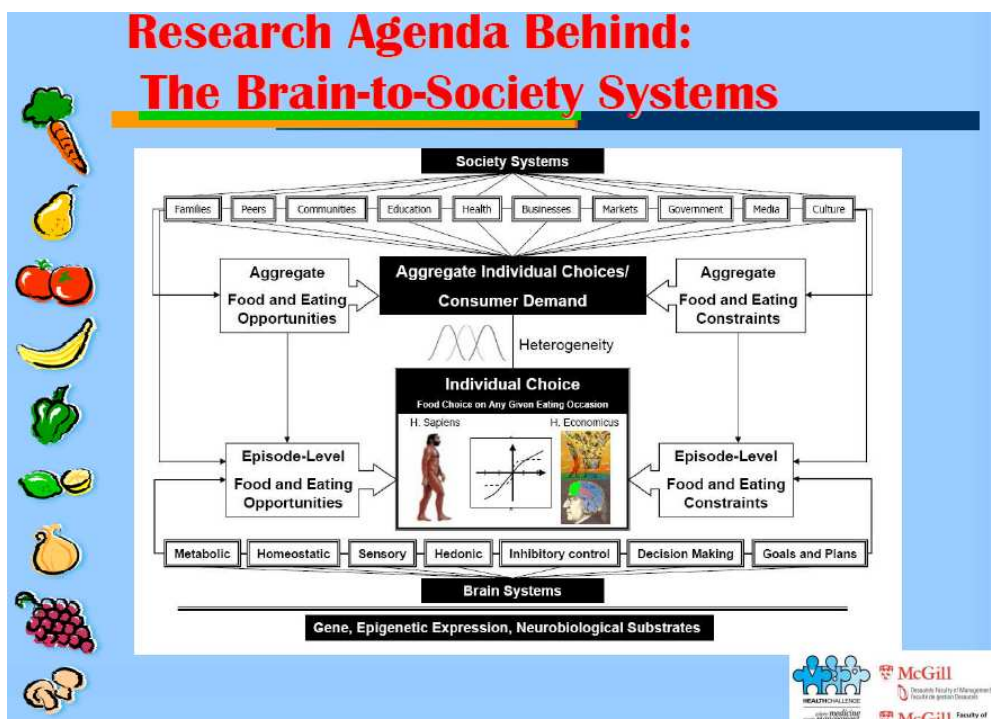
Empowering the fruit and vegetable industry in the fight against obesity: A Brain-to-Society Systems model

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Building upon the Brain-to-Society Systems model and the material which emerged from its knowledge-transfer arm, the McGill Health Challenge Think Tank, the following paper will briefly outline some key issues relating to the fruit and vegetable industry and the potential role it could play in the prevention of obesity. More specifically, it will take a multi-sector, multi-level approach to examine three levels of action where targeted action could empower the fruit and vegetable industry in the fight against obesity: (i) the biology/individual/family level, by highlighting the importance of parental practices in promoting fruit and vegetable consumption among children taking into account their relative biological handicap compared to their sweeter and fatter alternatives; (ii) the community/educational level, by examining novel marketing techniques to promote the consumption of fruits and vegetables; and (iii) the policy level, by discussing how a sophisticated understanding of the relationship between product category pricing structure and consumption price may suggest high return for subsidy support to the fruit and vegetable industry. This paper will conclude with lever points for change that would simultaneously promote fruit and vegetable consumption as well as stimulate the economic performance of the sector.

BACKGROUND: The Brain-to-Society Systems model and its related McGill Health Challenge Think Tank



Whereas health research primarily focuses on a single key element in trying to guide the human machine, the Brain-to-Society model aims at providing a more sophisticated understanding of the indicators of human biology and society systems. Indeed, it recognizes that the examination of the individual and society choices that shape eating and physical activity must address the full range of biological and socio-environmental drivers. This means looking at all levels, from gene, biology and brain to government policy, business practices and social norms. It also means examining the motivations, decision rules, and feedback mechanisms of the actors involved, both within each of the levels and at their interfaces. Together, they form an entire system which shapes individual decision-making as well as the environment in which decision-making occurs.

While public awareness of the obesity pandemic and of its related health, social and economic consequences has slowly arisen around the world, the scale, scope and speed of interventions are clearly insufficient to halt its progression. McGill University, through a unique partnership between its Desautels Faculty of Management and Faculty of Medicine, has launched a novel platform based on the Brain-to-Society Systems model. The McGill Health Challenge Think Tank is anchored in the belief that only by bringing together the best minds and the most powerful organization of health and economics can we develop and implement effective, targeted anti-obesity actions. It is within this context that the 2007 edition of the Think Tank took place, examining the food chains and its potential role in alleviating the obesity crisis.

At the basis of this perspective is the belief that obesity and its related chronic disease are woven into the ways we – as individuals, families and communities – live, consume, invest and take care of our children; the way in which we – as school, health, media and business organizations – produce, promote, trade and provide goods and services to individuals, families and communities; and the way in which we – as institutions on trade, investment markets and governments – shape the arena in which individuals, families, communities and organizations evolve. Society has become maladaptive to human biology and multi-level and multi-sector change must take place across the system in order to re-establish a balance between biology and the social and economic environment in which it lives. The following paragraphs will highlight various levels of action where change may yield significant outcomes in the fight against obesity and in the promotion of healthier lifestyles.

INDIVIDUAL/FAMILY LEVEL: The importance of parental practices in promoting healthy lifestyle habits among children

In the fight against obesity, action is usually targeted at schools and governments. Yet, a key element, often ignored, is the role of parents in the acquisition of lifestyle habits. Taste and preference, it has been found, is shaped early on in life and is

characterized by a biological bias towards high-caloric foods. Yet, the role which a parent plays in a child's early life can have a significant impact on the child's future health and ability to maintain his/her weight. A child's attachment style refers to the degree to which a child feels attached to his parent or caregiver. A child with a secure attachment style will be more willing to explore, try new things, and move into unknown territories. It is important that parents create a reassuring environment in which new tastes and horizons can be explored.

The Brain-to-Society research team conducted a cross-sectional study of 200 parent-child dyad. The children ranged for 8 to 12 years of age. Both the child and the parent reported on their attachment style, the knowledge of fruits and vegetables, and their consumption of both fruits and vegetables and high-caloric foods. Results, after controlling for age and other factors, showed that the more securely attached the child was to his parent/caregiver, the greater the knowledge of different types of fruits and vegetables, the higher the consumption of fruits and vegetables and the lower the consumption of high-caloric food. This relationship was also stronger in boys than in girls.

In the fight against obesity and the development of the fruit and vegetable sector, this could provide an interesting avenue for cross-sector interventions.

COMMUNITY/EDUCATIONAL LEVEL: Novel marketing techniques to promote the consumption of fruits and vegetables

Novel marketing techniques can also be used to promote the consumption of fruits and vegetables. Traditional methods have focused on advertising the health benefits of fruits and vegetables. Yet, the Brain-to-Society team has found evidence that fun, play, and laughter may prove to be a more effective way of communicating the health benefits of fruits and vegetables. Indeed, behaviour is often driven by non-rational and biological components, emotions, etc. This has to be taken into account in marketing.

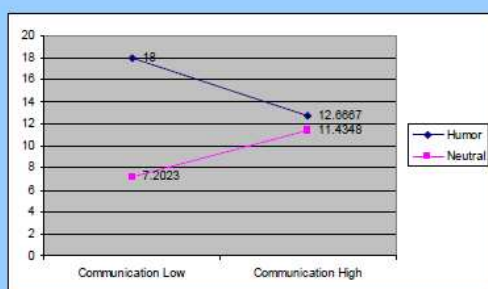
Building upon the 5-a-Day Program, a web intervention was designed, called Marathon-Nutrition. The same information, pertaining to fruits and vegetables, was presented in either a neutral way or a humourous way. The later focused more on increasing knowledge through fun, dynamic and entertaining communication than on healthy behaviours.



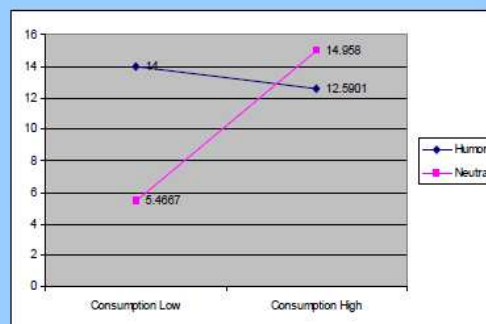
Changes in the consumption of fruits and vegetables were examined. Humour was shown to be a more effective communicator of information than the neutral message. Again, it was more effective with boys than girls. It also had a more significant impact in families where food consumption was little discussed.

Humor was more beneficial for families that don't talk much about food consumption.

Impact on humor on F&V knowledge moderated by communication



Impact on humor on F&V knowledge moderated by consumption



POLICY LEVEL: Changing the way we think of policy in the promotion of fruits and vegetables

Novel, breakthrough policy changes can also have a significant impact on the promotion and consumption of fruits and vegetables. Dr. Josef Schmidhuber, a senior economist with the FAO, looked at the relationship between the Common Agricultural Policy in the European Union and the quality of diets during the 2007 McGill Health Challenge Think Tank. He exposed in a compelling manner the moderating role which price structures and their variations across diverse product categories can play in influencing the health impact of agricultural subsidies. For example, the price of wheat, the primary agricultural product used in the

manufacturing of bread, accounts for only 5% of the final price of bread, the remaining 95% attributed to marketing and other non-agricultural components. This is also the case for many corn-based products. In light of this, Dr. Schmidhuber argues that a reduction in agricultural subsidy would have very little impact on eating habits, since it would be diluted through the various elements of the value chain that separate the farm from the plate. Applying this concept to the fruit and vegetable sector, due to its simpler price structure with a lower number of intermediaries between primary producers and consumers, public investment to support the production and promotion of fruits and vegetables, whether in the form of subsidies or other means, could potentially translate into an increased consumption. Changing the way we think in regards to policy-making and targeting small, but effective actions to specific issues can yield a significant transformation of the fruit and vegetable sector as well as of individual lifestyle habits.

CONCLUSION: Lever points for change

In conclusion, the Brain-to-Society Systems model offers some interesting, multi-level, multi-sector lever points for change that could be used effectively to promote healthier lifestyle habits among individuals while improving its economic performance. A main point highlighted above relates to importance of emotional reinforcements in driving individual choice. Indeed, choice on any given occasion reflects a delicate balance between wired-in and/or over-learned habits, and more flexible and controlled - yet effortful - cognitive processes. As such, interventions need to appeal to both the rational and the underlying unconscious. A second lesson offered by the Brain-to-Society Systems model is that targeted, multi-segmented approaches to obesity prevention and the promotion of fruits and vegetables can yield more tangible results than its single-focused counterpart. Finally, policy change and public investment must support these interventions if they are to reach the scale, scope and speed needed to halt the progression of the obesity pandemic.

Challenges faced by the Fruit and Vegetable industry

Ron LEMAIRE

Canadian Produce Marketing Association, Ottawa, Canada

I will begin and touch on the challenges faced by the fruit and vegetables industry. I had a laugh when I was chatting about what we needed to touch on. I figured that I'd take the easy subject, challenges around fruit and vegetable industry. The fruit and vegetable industry, and I mentioned it at Montreal, is that we as an industry are on the side of angels: we grow food that is good for you. How simple is that! You should be able to take that food, you should be able to grow it, ship it, sell it and someone should be able to eat it and we should all be better for it.

That sounds very simple but unfortunately the process is not as simple as I make it out to be. We work with a multifaceted and integrated industry that is also fragmented. And that fragmented industry creates many of our challenges that we deal with on moving products to the market place as well as controlling some of the elements you heard this morning when you talked about price, access and availability of various products.

Interestingly, on a global level, we have done quite well as a fruit and vegetable industry and seeing increasing consumption volume in product in the market place. Going back to 2004 we saw quite a dynamic jump in the world economy. Globally we saw increases some amongst the fastest in a few decades around growth moving to \$56 trillion in 2004 for \$7 trillion in 1950, massive jumps on a global scale. When we look at what average income it was during that time as well from the 50's to 2004 again we saw massive jumps, and from a produce industry perspective we also saw growth. Now, not taking into account some of the transitioning that is happening from bio fuel, from agricultural lands to bio fuel, that we have seen within the last decade, looking at more specifically around actual products available to eat and the opportunities that surround that, what is actually driving the produce industry? What are the pieces that make produce key factor in getting into the market? At the end of the day it is still consumer driven; producers will produce products that consumers want to buy and they will adapt maybe not quickly but they will adapt to the process to ensure that they are meeting consumer needs. It is vertically coordinated we talk about the supply chain I mentioned from my organisation we are vertically integrated organisation. Looking at primary producers right through the retail you need that entire supply chain in place to ensure a smooth transition of the product to the consumer. It is technology oriented now more than ever within the produce industry. We are technology driven most specifically because of the need to reduce on our costs, input costs and other areas. The efficiency is to move product through the system at retail to ensure that we have high efficiency at check out to reduce costs to the system are very important to ensure that the consumer at the end of the day has a manageable product that they can purchase within an affordable

level. The one that we love and love to hate in some ways from an industry perspective is the government regulation. Are we over regulated? It depends on who you talk to but in some cases regulation is a positive aspect of how we have to move forward. The goal is are we moving forward within a smart regulatory framework or are we moving forward with integrated /unrequited regarded regulations that do not meet the need of today's market place?

The challenges for fruit and vegetables are enormous and for the time I have I can not go down all of them but briefly breaking down to the five key areas I want to very quickly go through them to touch on what we have to deal with just to get product to the consumer:

- high production costs;
- transportation costs specifically due to 2 core areas: there is nobody to drive the trucks and the cost of fuel is creating an increasing input cost;
- distribution cost, another core area;
- consolidation and the global market place as well as looking at;
- the relative consumer perception around high product costs.

When we look at the 5 key points that we have here as a whole this is augmented and modified even more so by the fragmentation in industry. I like to say that we are doing all of our challenges when we put them on ourselves. In that, when you are walking in a retail store you are walking and you see anywhere between 400 to 600 SKUs that tell you how many different fruit and vegetables you have in one category. Think of milk, if you want to market milk it is a very simple singular commodity focus. If you turn around and start talking about fruit and vegetables in a very broad base you can just say we need to eat more fruit and vegetables but then when you start talking to an apple grower it is very different compared to talking to a broccoli producer or potato producer and so on. On market initiatives the fragmentation in many cases becomes one of our biggest challenges. Even within the apple category, if you take Canada as an example, the number of apple packers and producers we have in Canada that compete against each other to put product in the market place actually creates a negative impact overall for the apple category in putting products priced properly for the producer and also potentially marketed properly relative to the amount of dollars that are available to tell the consumer that apples are a good part of your diet. The fragmentation of those marketing dollars and the fragmentation of the efforts to get the products to the customer create a challenge within the system that is underlying everything that we do amongst moving products to the market place.

Input cost: Relative to the high input costs we are looking at increased costs from everything from seeds. One specific area I want to touch on is food safety. It is a big focus globally right now. Today if I am shipping products inside of Canada I would register and be part of what they call the Canadian Horticultural on Farm Food Safety Program. Many of the retail customers and wholesale customers would require that you participate in this program. However, if I want to ship into the US

immediately I would be required to follow the *UC Davis Protocol* or even EUREPGAP or GLOBALGAP and if I am Mexican I may be on Mexico GAP, Chilean Chile GAP and so on. So, all of these various GAP programs that are in the marketplace, also have associated to them audits that are required. So, one shipper or grower that is shipping into 5 different countries may require 5 different audits augmenting increase in the costs of input on his systems. Just a small example of how the producer globally is being forced into looking at how we can harmonize an approach to accept the multiple various good agricultural practices that are being put forward but understanding that if is perhaps a CFT/CHE on farm food safety program: how much of a variance is that program from the GLOBALGAP program? And can the retail customer accept both and that way only require one audit from the producer and reduce some costs points at that level?

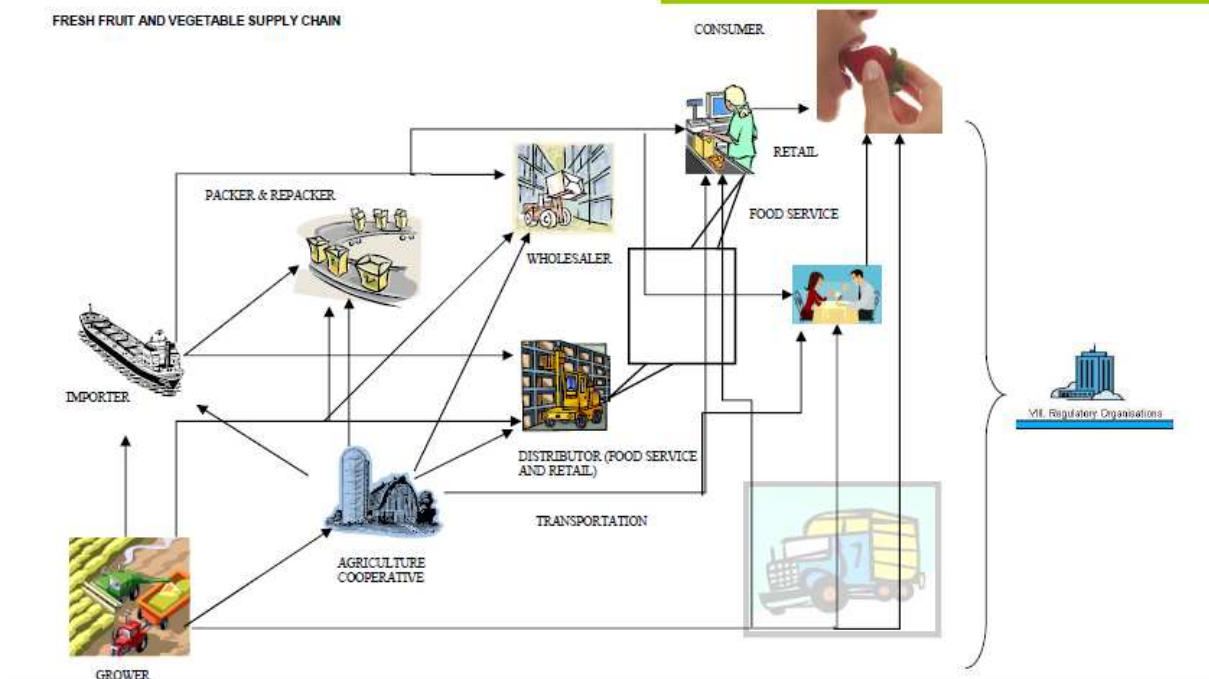
Transportation: Fuel is an issue but let's move it to the side because it is a huge discussion we could get into. Let's talk about human resources. The lack of drivers that are willing to actually drive trucks is a huge issue that we are seeing in North America and that we are seeing in other parts of the world. Just to get the product to the customer and outside of the farm is becoming a massive issue for the industry. The amount that is required to pay and move that product is increasing.

Distribution costs: Again, part of these moves back into the upfront costs of efficiencies. Efficiencies are key to ensure that we reduce the end costs of the product. But there has to be an upfront cost to go into the system and right now the industry is playing catch up to ensure that the technology is in place to the distribution channels to ensure that they are not seeing a high amount of shrink on product as well as an efficient flow of the product through the system.

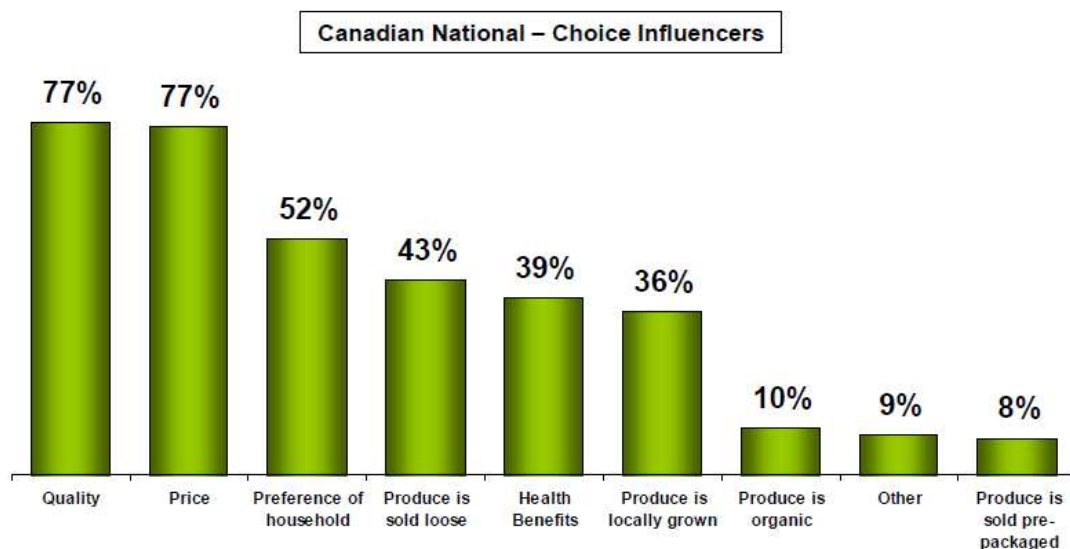
Consolidation and the global market place: Fewer retailer customers out there are buying when we have multiple buyers in the market place creating a more competitive environment for products to be sold; it's creating challenges within the system. It does create an ARPS scenario, a deflationary market for food which is interesting in the Canadian market place compared to the rest of the world but on a global level does create challenges for the primary producer, and requires that the primary producer, if they do want to work within a global market place, has to be more creative on how they model their operations. Not longer can they be a stand alone producer. The models focusing on a more dynamic cooperative approach or strategic partnerships within business so that they can move a higher volume of product that is following the needs of the consumer: right quality, right price and great consistency year round are keys within that model.

High consumer prices: We heard the comment around nutrient value relative to costs. When we start looking at fruit and vegetable cost, there is no doubt that there is a cost for fruit and vegetables. Relative to the full diet and the actual value that the consumer is getting out of eating those fruit and vegetables what is the correlation on the actual costs? And can you fit that fruit and vegetable into their diet? From sources of Canadian data on price points shows consistency of pricing around and value.

The Supply Chain



This is a very simple diagram of what the supply chain looks like, showing how product flow into the system, to give you an idea of where potential input costs can happen along the system to where at the end of the day the consumers are going to pay that end price for their products. At any point of this system you do see an increase in the price paid for that product at retail. When we look at some challenges looking at some of the elements around consumer drive right now on social responsibility, going green, hundred mile diet carbon foot print all of these elements are key focuses for the produce industry and understanding how do we fit within that consumer demand. Our organisation in Canada has recently done a literature review to understand that consumer influence.

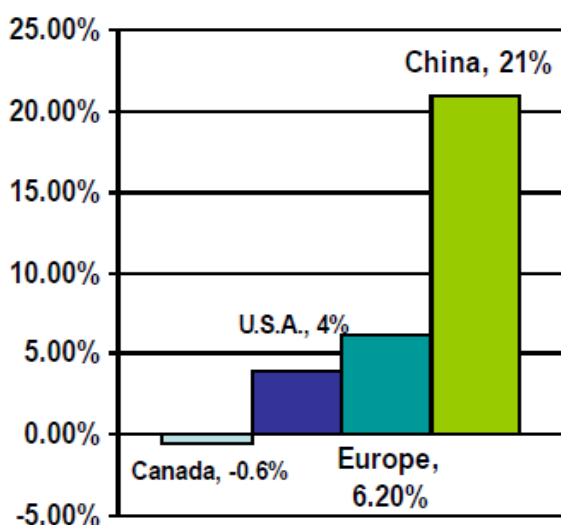


Source: Nielsen "5 to 10 a day for better health" survey results for 2008.

The interesting thing that we found is, when we did the analysis and asked the core questions, that there is not doubt buying local and organic and other core products are very important in the purchase decision but, at the end of the day, quality is number one. If we look at data globally we continually go back to the quality question. Price plays also a key factor and that price will vary also on a global level, it will adjust also on different socioeconomic groups down you may have health benefits moving up slightly but within the top five they move as a group. What we found quite interesting when we talk about some of the challenges for our industry when we look at the quality/price and consistency question it comes back to how are we producing products to meet that consumer need. The consumer is very freakish, if they walk into a store and they do not see the right quality, the right price, and the right consistency year round now they have a very quick adjustment to something else in the store. Many developed countries have such a variable opportunity to choose from in their choice and unfortunately price points items that are whether high in sugar or high in fat that they can move to.

When we look at food inflation for the fruit and vegetables industry this is a huge challenge for us. We heard some discussions this morning and the interesting question is "with bio fuel increasing would we see decrease in price of fruit and vegetables?" That is challenge when that comes with more people creating product from bio fuel we see less area land mass used for fruit and vegetable production which balances that overall cost of availability and so on. But not everywhere in the world is identical as we can see on this figure of food inflation of February 2008 (inflation of fruits: -6.7% and Veggies: -11.6%).

Food Inflation

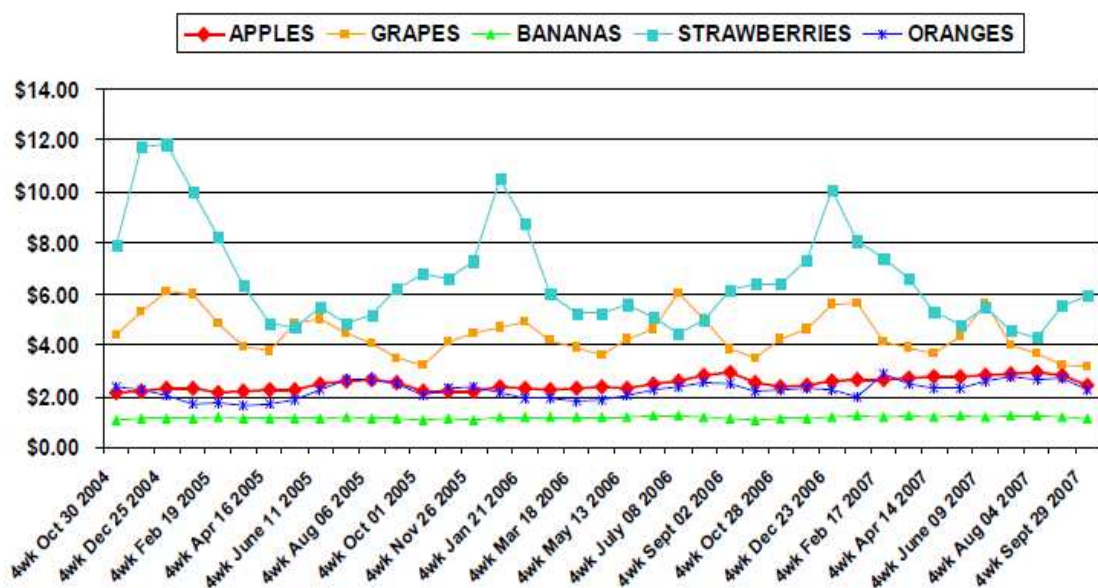


Inflation Feb 2008

- Fruit, -6.7%
- Veggies, -11.6%

In Canada we see a deflationary marker that is now changing and we will see catching up to the rest of the world. A big factor to this, we have a strong Canadian dollar, we are now about the power of the US dollar. We also have a market that only has a very small group of retailers. The consolidation of retail has been very effective in pulling our major retailers into a small group of 3 or 4 major players. They have controlled, because of competition at retail level, price point within the market place and they have worked with their supply partners to ensure that product flowing through comes through with the right quality, price and consistency for that consumer at the end of the day. While it is wonderful for the consumer to see the deflationary prices on their products, it is tremendously challenging for the producer to maintain that so that at long term they are able to be sustainable and viable to move product through the system. We have to find the balance not only on our markets but similarly globally.

I touched on the price point for fruit and vegetables. A good example is the Top 5 Fresh Fruits in Canada.



Source: Nielsen FreshTrack, National Grocery Banner, Top 5 Fresh Fruits, Avg retail selling price / FT equiv KG, 3 year 4 weekly period ending September 29th, 2007.

When we look at the bottom at apples, bananas and oranges we see a very consistent price point across the board. It does not matter what time of the year -for those of you who have been to Canada in middle January you won't see many apples hanging on our trees (...)- because of global market place we benefit from the availability to fresh fruit and vegetables year-round and the availability of a well-priced good quality and consistent product year-round. When we deal with the general public and we talk to them saying buy in season, buy local, that's a key question and message for us, but let's not migrate away from fresh in the off season. Because of the global market we are now seeing a more consistent application of

pricing and granted there are some demographics in the market and socioeconomic groups that should migrate to price points of frozen and canned, fresh is still an option to incorporate in that diet. Looking at vegetables we are in the same boat, the Top 5 Fresh Vegetables being peppers, onions and carrots being the cost affordable options year round moving through that system plus tomatoes and potatoes.

The Barriers: Convenience, access, taste and changing norms relative to what we need to look at in the future are the core barriers that the fruit and vegetables industry have to address. When we deal with our consumers and start identifying to them some of the core areas, looking at convenience/lack of convenience, innovation is key. How do we as industry show new innovative ways to provide convenience to the consumer? Especially within this fast pace, dual income, very complicated lifestyle that many consumers in developed countries are dealing with. What do we need to do to identify and support that?

In terms of storage and transportation, consumption and cooking we heard on Barbara Rolls presentation on including broccoli into pasta sauce. Do consumers have enough cooking skills to actually do so? Surprisingly enough, we are seeing a demographic between 18 and 25 that are going back to cooking. They are moving to a lifestyle where they do not want to live the 45 to 60 hours a week work lifestyle, they want to be more out-door oriented, they want to enjoy food, and they want to enjoy cooking. They are going to be the change group that we will see in the future push that whole envelope around what do I do with my food now? I did not necessarily get the background information from my parents now I need to go the market to find out what I need to do to cook.

On storage, key back to cost, the more and more I hear from the fresh industry and from the consumer around: "I bring my tomatoes home I put them in the fridge and next thing I know is that they are terrible tomatoes." For God's sake, don't put your tomatoes in the fridge! Don't put them next to your bananas; don't put your apples next to your bananas! There are simple storage pieces that can prolong the shelf life of product that the consumer just doesn't know.

Looking at access, this is one of our key issues. We are growing and seeing better access in developed countries, looking at convenience stores, having products flow through convenience stores, at least the core staples. But it's a bigger discussion and one that we need to engage our public partners to get more involved in. How do we look at our built environment and how do we actually build and expand our built environment so that access is a key component and fruit and vegetables are incorporated into that access element? So developing our public/private partnership to move forward to ensure that if I am an inner city resident that I can guarantee walking to my local core store where I am going to buy the potato chips and other elements that are part of my diet that I have an option of that fruit and vegetable. And then one step further than that, there is an education component: educate to why is that foreign apple in my store, what does it mean? Should I buy it? But I have never seen this apple before. We can not have one without the other.

The next step is taste. All of this is for not if we do not focus back on taste. We keep forgetting about that core element of taste within everything that we do. When we talk around eating fruit that is simple with the sugar content and the dynamic nature of many fruits, it is simple to get children for example engaged in fruits. On the vegetable side, it is a bit more complicated based on taste. However, it is possible and starting from a young age we have to be more focused on engaging children. An example is the Irish Program Fruit/Food Dudes: giving a taste profile and having children exposed to that 70 week period of vegetable and fruit is key for the long term development of lifestyle habits around eating vegetables and fruits.

Looking at that next step from taste to changing norms, the two come together. We need to look at most definitely the challenge around number of consumption occasions. This also links back into shopping habits. What is the frequency of shopping? Right now we are seeing shopping habits in Canada reduced down to 1 to 2 times a month as opposed to what it used to be where you'd have weekly shopping excursions. Parts of that also comes back around our built environment where once I'm in my suburban area I am not going to take the effort to drive my car to go get my products, I am going to make one shopping effort, I am going to buy everything I need and leave it at that. So, how do we address that as supply chain and work towards increased access and increased occasions for shopping, purchase and consumption? And the biggest piece of all around changing norms is advertising. (...) What can you do with 400 thousand dollars? Amazingly enough, I know in New-Zealand they are doing outstanding programs because of the partnership development that they have with various stakeholders in industry and the public sector as well as in the health community. We have to look at new innovative ways to advertise and promote and market the good message we have on the side of the angels. That is foremost the most important aspect. I'll give you the reason why. In 1998 we did an analysis of the 5 to 10 per day program in Canada and we had 4% brand awareness. We did no national advertising, we could not afford it. In Canada we have a government set program called Public Service Announcements: for every hour of television we have 30 seconds of advertising that a public service agency can access. We do so with our 5 to 10 a day message. We partnered with ... Cancer, we put the 5 to 10 a day message out, we get about 5 to 8 thousand airings of our television PSA per year and our awareness has gone from 4% to 55% with the consumer. We can do this and we can compete because of the policies set by our government to enable us access to the television stations. This type of vision and focus towards smart policy that can deliver our message to the market places is a key for other national governments and national groups.

What is next? Taste is key within the culture. How do we reengage taste and what do we need to do to achieve this? For those from the Health sector, work with the industry. Industry is working on innovations around taste. How do you make product that is more tasteful? We've gone to that big beautiful strawberry that may taste a little bit like cardboard –not saying from any country- but having said that industry is now going back. We are moving away from the big beautiful and back to

the taste, something that really bounces in your mouth when you eat it. Work at developing public-private partnership, everything that we are doing here today is key. Take your industry partners and work with them; industry is not bad especially fruit and vegetables. For God's sake we are on the side of angels! Let's work together and try to find that solution. Looking at the global trends that can support, they are out there. The trends that we are seeing in various countries let's leverage them back in our own national environments, and as a group (...) let's stop looking at the stars in isolation, as a group let's look at the stars together and let's start talking about what we are seeing in those stars as a group, and try to focus it all in one common message and hopefully that can bring support back in our own national models. And again looking at the issue of access this is both a public and a private issue and we have to work at it together to find solutions. We keep talking about health and we keep talking about the supply chain and this leads into the work of Laurette's Think Tank: we need to find clear levers and drivers and the core elements on where health fits on our supply chain for fruit and vegetables. Industry needs to understand how do I actually take health and move it forward. Because even though we talk about it, even though we say "we have an integrated approach, we have to work with the partners as an industry of vision", we come back to the first thing I said at the beginning of my presentation: we are fragmented, we compete against each other, even apples against apples and at the end of the day we deal with such a small margin to get any value or return back to the producer whose vision is "I have to feed the family, I have to push the product to the system" and in many cases they lose sight of everything beyond that. So how do we bring the fragmentation together and work in a common vision to hopefully increase consumption for everyone's better health?

(...)

Q & A

PUBLIC (from WHO): I am going to bring you down to earth from being up with the angels. (...) I agree with you about the global pallet and about the increase in unavailability, but it also has the other side of the coin. For example small developing states and countries in Africa are now producing for the Canadian pallet and we are finding places like the bread basket of Africa is not eating its own fruits and vegetables because everything is going to the developed world. This does not only lead to the lack of availability but it also drives the prices up because now you can buy Jamaican bananas in the UK cheaper than you can buy them in Jamaica because of this action. My second point is also with regards to tourism driven availability and a small island developing state for example the Caribbean changes its pallet to suit tourism that is coming from North America and therefore they are getting production which is North American-taste driven rather than the traditional. Plus the competition of the tourists that pay x dollars as opposed to the local who can not afford that. I wanted you to comment on these sides of the angels.

R. LEMAIRE: On the first point there are really two issues when you begin to look at the developed countries and the drive of finding source products from these developed countries to meet the needs of the developed world. We are a global market place and as I mentioned earlier many northern countries and even countries that could sustain themselves on their own production base are relying more heavily on product coming from other countries around the world and in many cases developing countries. Two key elements that we have to look at and I think you do have to separate them because within a global economic model there are potential benefits back to the primary producer who is producing within that developing country for these developed markets. And as we see the future move we know that many countries are migrating away from their agricultural base. Right or wrong? And rely more heavily on these developing countries for their source of in our case fresh fruit and vegetables. This is only going to get worse from your perspective on the production base migrating out of the country, increasing costs, creating a lack of opportunity for access and price for those local consumers. At some point there will be potentially that balancing point that will bring the value and/to the groups that are actually in production and the industrialisation of that industry within that country so that more will benefit from the production basis. Does that make sense? Relative to the goal at the end of the day and again forecasting, we're all crystal balling here, if it does move forward, you'll look at various countries that become an agricultural power that whether they are producing for export, the volume of people that are employed by that agricultural base benefits the base economics of the entire country. That model has not spun out yet but the potential is there. That is the first point, for today that is an issue. Definitely we do see some price variances that occur at a local level in developing countries and that comes back to that discussion earlier. This is something we have to look at between public and private. We tend to fragment it and we do not necessarily develop policy in a cohesive way. We have policy that tends to be developed in isolation and the more we start working together from industry perspective and public perspective on policy, the potential is there to find more solutions to address the immediacy of some of these issues.

On tourism, I have been to Jamaica. (...) Tourism will continue and again what are the economic values of tourism inputted into the country in relationship to the price point that are being inflated because of tourism coming in? I do not have that data. You have to look again on an economic level the potential that there is increased cash and value coming in because of the tourism and without it would it be even more dire straits within the community? Again I do not know and that will be data that we will have to look at.

L. DUBE: I just want to add something, (...) food-for-thought not answer. I think that we need to look at angel as being independent of evil. I will be talking about the Think-tank we hosted and associated events and someone from Guatemala was

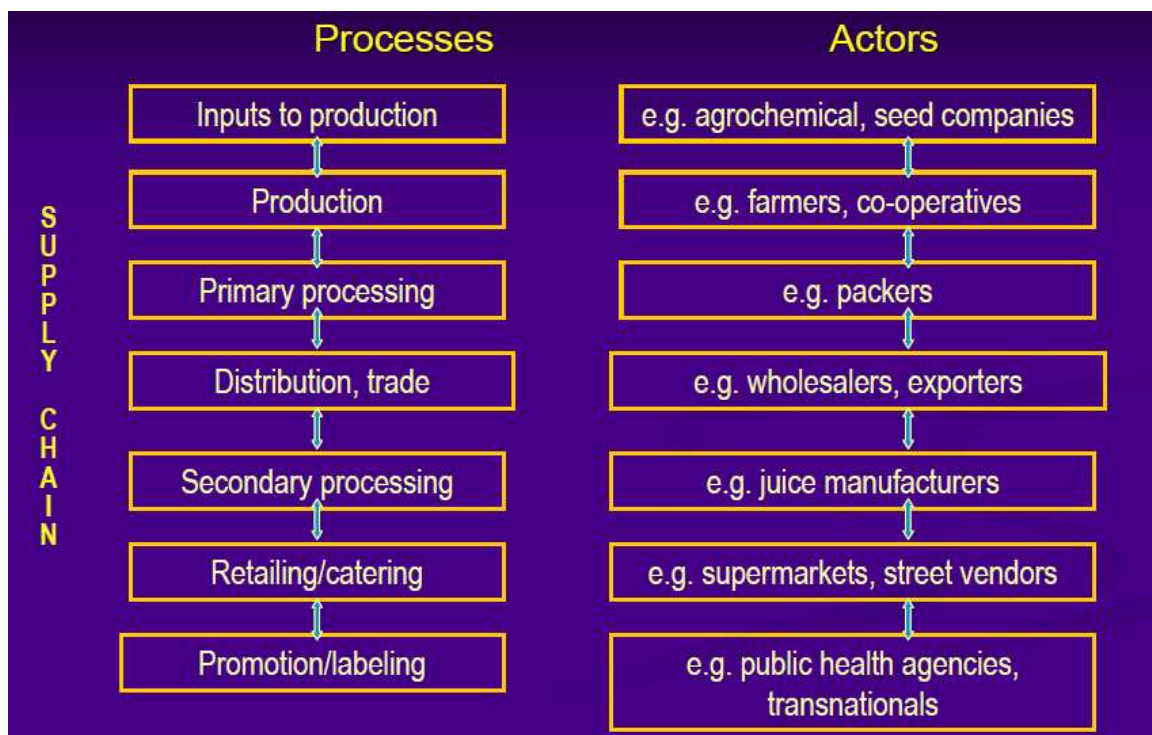
talking about all those great developments, corporative and so on now helping building capacity and economic growth and helping the small farmers to compete at the international level. That was the reason why we had invited that person, but the person was also a nutritionist and he was telling me that all those great fruit and vegetables are going out for export and meanwhile we have what we call the "junk food" being dumped inside. I think that whether it is us as consumers or whether it is government in developed countries and developing countries, I think that the decisions have to be... we talk about health and economy convergence, we can not look at health outside of taste and as a consumer we can not look at economic growth in a developing country or in a developed country for that matter without being more and more aware of decisions that are made on the economic side do have health and social consequences and conversely so that is why fruits and vegetables may be on the side of the angel but as we know since the fall of Adam and Eve both angel and evil are driving human organisations and government behaviour.

Value Chain Perspective

Corinna HAWKES

Le Pouget, France

(...)We already heard about fruit and vegetable supply chain so what I want to do is to set out an approach on how and why we should be considering supply chain to much greater degree when we are designing promotional efforts for fruit and vegetables consumption.



We have already seen a fruit and vegetable supply chain and this one is from one document that Ron Lemaire provided me from Canada. Basically the steps and actors in the fruit and vegetable supply chains that take fruits and vegetables from farm to fork and is a very dynamic supply chain. The key thing about this supply chain that we almost forget is that there are interconnected so that means that change in one part of the supply chain has impacts on the other parts. These are boxes on the figure but there are not boxes that just act independently. If you make in change in one that has an effect in the other, which is very important to keep in mind. Even if there are different types of supply chains broadly all chains have the same basic steps and a range of different actors connected with those steps. You can see on the Figure that the supply chain works based on demand driven which is why the arrows are in both direction even from inputs production to production, primary processing, distribution, secondary processing, retailing and promotion and labeling. You can see the actors listed on the right.

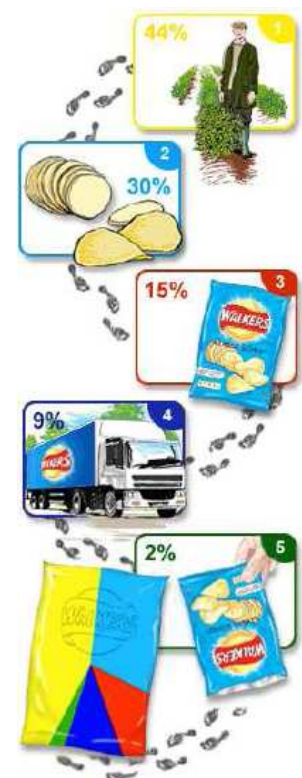
There are a lot of reasons for mapping and analyzing supply chains. The supply chain is actually a form of analysis it is not just a question of a description. If we look around we see that supply chains are often used in many different ways in the fruit and vegetable industry. For example, they are used in Supply Chain Management by businesses. It is an example of how you can map what can determine the value chain rather than the supply chain. Again a Canadian example, when you put value of sale, you put the costs for the losses, where the profit can be made, it is point in the chain. If you are doing this you can identify where costs can be saved, efficiencies made and profitability gained. This is one reason for mapping supply chain.

Another reason is Quality and Safety. You see increasingly regulation authorities including the European Commission and governments throughout the world using mapping supply chains in order to try to identify points where food safety can become an issue where quality control is necessary and in order to maintain traceability. This is an example of how the different place of entry of food bound disease in the supply chain for milk and grapes and raisins from production process and marketing transport consumption. This is taking the whole supply chain approach to quality and safety.

You can also take a supply chain approach to procurement where we see public sector procurement identifying sources and mechanisms though mapping the supply chain. A generic example is from the United Kingdom governments where they just generically mapped supply chain to public bodies in order to try to identify sources of food.

We also see few supply chain approach applied in agricultural and international development circles. We see it applied in the sense that we are asking the question: How can consumption and the food-consuming industries affect production? We talk earlier of the fact of consumption in developing countries on developed countries that is exactly what these academics in the sense of doing these change in map dynamic as the effect of supermarket of green bean consumption in the UK in Kenya. This is comparing the wholesale change with the supermarket chain. Again mapping the supply chain in order to understand how consumption affects production.

And we see supply chain used in another way to do with environment and sustainable development. The question here is how consumption/food-consuming industries affect the environment along the chain. We see this now particularly with carbon foot printing. I know that the company "Doll" is now aiming to have a zero carbon footprint. On the image of Walkers Crisps is showing here that 44% of carbon is coming from production, 2% from packaging and so on. It is a way to say we take the all supply chain and we look at the environment of foot print of that supply chain.

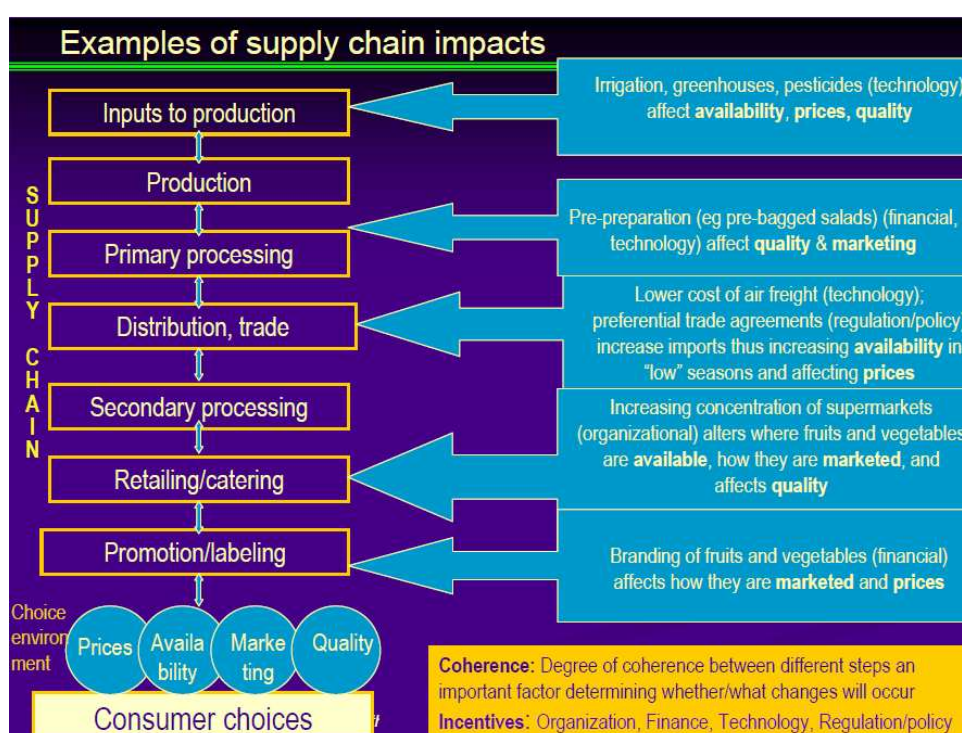


In other words tremendous number of uses for mapping supply chain and analyzing supply chains but what about consumption?

We barely see supply chains used ask question about how to promote consumption from a nutritional-standpoint. We see for the food safety standpoint. We see it for certain extent of procurement where it stands to aim to sort healthy food for the public demand. But basically supply chain analysis applied to issues of production and environment and business value, rather than saying what we can learn about the supply chain in order to better understand how to promote fruit and vegetables we should immediately start thinking about apply supply chain analysis to consumption from a nutritional-standpoint. This is for the basic reason that supply chain affects consumption of fruit of vegetable because they affect the environment in which consumers are making choices about the food that they eat. It affects availability, quality, prices and marketing and the presentation today is showing how important there are in affecting consumer choice about F&V even if there are many other cultural, social etc. factors which are also important. Internally it affects accessibility, affordability and appeal and desirability and that is what consumers choose.

Another reason why supply chain is a good idea is because systematic reviews conducted by *Carole...* and others show that interventions to promote fruit and vegetable consumption work best when based on a clear framework which supply chain analysis provides and have multiple components which the supply chain approach makes.

To illustrate my example of how and why the supply chains have impact on the consumer choice environment. On the arrows you can see the effects:



All of these variables affect prices, availability, quality and marketing. Basic and very simple things as the technology are extremely important in affecting product availability and prices. On the primary processing the things used in pre-preparation affect the quality of the product and the way it is marketed allows branding for example. Changes on distribution of trade, the lower cost of air freight, the use of preferential trade agreements have affected availability and prices in different seasons. The increasing number of supermarkets in organizational factor also alters the availability of F&V and marketing policy. And the branding of F&V on the marketing side with the financial affects on F&V on how they are marketed and priced. So this quite basic stuff why the supply chain operates affecting the consumer choice environment.

What is the degree of coherence is very important. The example I gave are really affected the availability of pre-processed of F&V as taken the green bean example which are cut and packaged. The use of the technology allows the processing technology, the low cost of airfreight, and the trade agreements and the increasing costs of supermarkets where is the green beans, the ability to brand on a packet have all affected the availability to out-of-seasons vegetables. This does not happen on its own but this happen because consumers did not just decide that this was what they wanted. There was a whole coherent series of changes on the supply side which made disincentive points for change so when see change happening on the supply chain it is because the change is in the components the different steps of the supply chain that are coherent with each other and create tipping point for change which is exactly what we need to do from a consumption-standpoint.

The other key point is that the different factors that create changes in the supply chains can be characterized as incentives. There are four types of incentives that I used on the supply side:

- the organizational incentives e.g. the degree of concentration in supermarkets;
- the financial incentives e.g. the incentive to see profit;
- the technological incentives e.g. the technology that is there and the one that is incented to adopt;
- and regulation and policy very important in driving changes in the supply chain.

All of these factors create incentives for the supply chain to behave in certain way so it is changing these incentives that are so important if we want to make the supply chain better for health and importantly also to remove the disincentives to change.

I would argue that supply chain analysis contributes promoting F&V consumption provides a systematic framework for identifying incentives in the change and disincentives in the change to an improved choice environment. What do we need to do? What incentives do we need to put in place? What disincentives do we need to remove in order to improve affordability, accessibility etc? It is an analysis that

provides solutions that can create coherence throughout the supply chain. We talk a lot of our marketing of our promotion but when we talk about marketing we can not just say let's have the supply chain like it does and then just stick on a bit of extra funding on the promotion. We need to think how the business interests are relying along the chain so that they want to promote so the incentive is there for promotion. At that there is a convergence of interests and some of the evidence shows that F&V campaigns are much more likely to succeed when there is a weal of business interest to creating that change whether it is the producers that want to promote, the consumers have the incent to consume and were the marketing elements along the chain are working in coherence. So convergence and coherence are absolutely critical. What that can do if you look historically is that when we have those coherent changes along the chain we getting to endpoint for sustainable long-term changes in the supply chain. By doing this we get the change in cultural norms which are what we are really willing to change when it becomes cultural norms to consume F&V because that is just what we do. But supply chain analysis is also extremely useful because it can and should be applied to specific consumption issues arising from the choice environment.

These was very genetic outline but in fact applying analysis can be used to solve very specific problems or help providing solutions for very specific problems.

Method of supply chain analysis

- Identify consumption problem &/or opportunity for change
- Describe the steps in the chain from farm to fork
- Describe the organizational, financial, technological, regulatory characteristics of the chain
- Identify organizational, financial, technological, regulatory in/disincentives to supply and demand within the chain
- Analyze how in/disincentives affect the fruit and vegetable consumer choice environment
- Identify how incentives could be levered and disincentives removed to better align the supply chain with greater fruit and vegetable consumption

A good point of intervention for the supply chains analysis is to say is the change already taking place. Is there an opportunity where we can use this analysis to promote consumption? And the key point is that we need to identify how the incentives can be levered and disincentives removed to better analyze supply chain with greater F&V consumption. That rather involves introducing one very strong

incentives or removing one or two very strong disincentives which are so strong that they lever change throughout the chain or involve making multiple changes throughout the chain in order to lever it towards health.

I will give two examples to illustrate. These examples come from the United States where my work has been in the past.

Problem1: Low consumption of F&V in low-income neighborhoods in US and arising inadequate availability, poor quality more (specifically taste) one of the major barrier. And essentially there were no incentives at all for retailers to be in these low-income neighborhoods, no financial incentives. The market was not there, people did not want to consume the F&V they had available for taste and there was problems of crime another disincentive to retailers to be in those neighborhoods. At the same time we have a situation where farmers are struggling to find secure markets.

So a program has been introduced in the US to try to provide incentives for retailers to come into those neighborhoods and those retailers were the farmers. The Farmers Market Nutrition Program is part of the women and infant children supplement nutrition program in the US which serves between 2 and 3 million each year. The Farmers Market Nutrition Program added coupons on to the benefits -there was a separate program for elders as well- and those coupons had to be redeemed at farmers market. So this is essentially “free” F&V. As the results of this, the recipients of this program went to farmers market and used those coupons and created a fantastic example of convergence.

In one program it created a consumer demand that was need but it also created a secure market for the farmers who became the retailers. In fact it created a shorter chain and convergence along that chain. What farmers liked so much about it was that it was a secure market because every week the consumers would come and buy F&V from them. So the incentives to invest in distribution which is always a major cost were there because of the secure market. And there was as a result a greater availability, affordability of F&V and limited evidence does suggest that the program has promoted consumption over the longer term and of course new markets for local farmers.

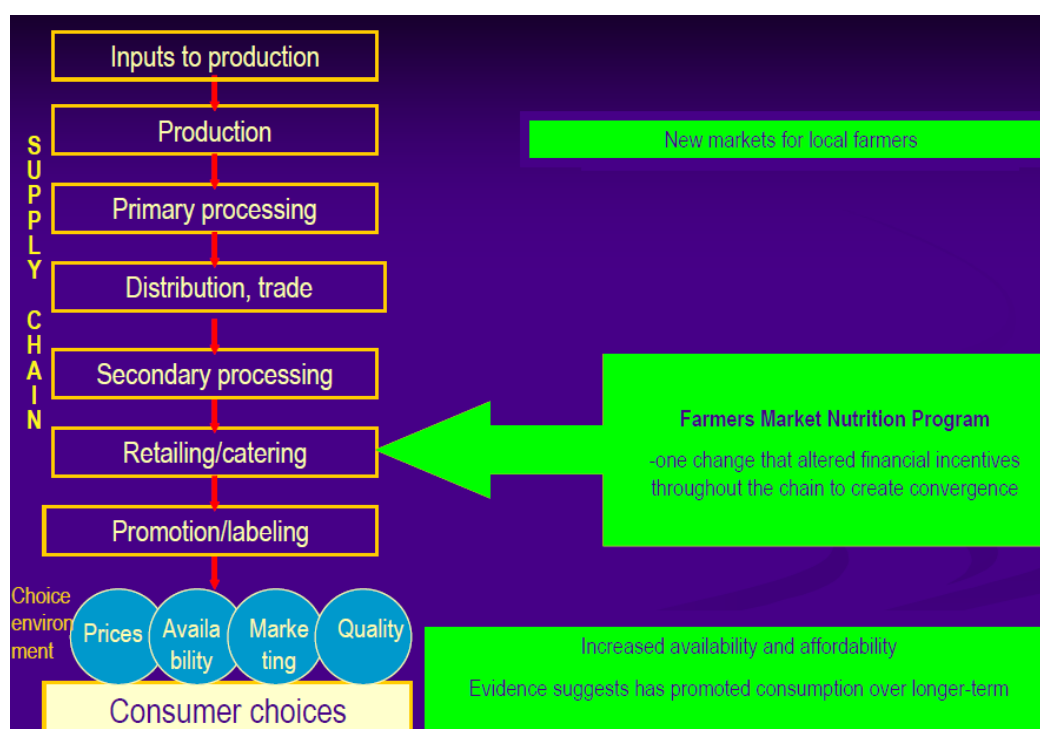
This is an example of what a single program can create convergence along the supply chain. But, it is not always so simple.

Problem 2: Low consumption of F&V among school children in US and again poor quality (taste), unpopular with children and extremely poor provision of school meals.

So we have got this great idea of local farmers struggling to find secure market we have got kids in the school that we want to feed with F&V. The program was not so simple. Huge challenges in doing this, it was not like The Farmers Market Nutrition Program at all. There was just one big logistical nightmare (...) because of

disincentives throughout the chain. The school is essentially the retailer and dissident with budget restraint, centralized school meal provision, federal procurement guidelines. There was every kind of disincentive you can think of to get in F&V from local farmers in school because of the straight jacket provided by budget and regulations and lack of technology. For example there are no refrigeration and cooking facilities in school kitchens in many US school and probably most US schools. There were no promotion abilities for encouraging school children to consume. And probably the most major problem was delivery. If you are talking to local farmers about delivering from the single local farmer to the school when you have a huge school district it is just a nightmare of logistic. All these kinds of disincentives alternate supply chain and coordination.

A lot of people tried this and it did not work because there were so many problems. The program that worked in my analysis was the program that took into account that all supply chain in developing the promotional program. Just some examples about how those program works:



Because of the problem in primary processing, the processing became the responsibility of farmer or they took on board the local cooperative in order to solve the process in the F&V which an organizational change which created a financial incentive.

On the distribution side, schools said that what they do is find farms on existing delivery route for their school meals so they can just deal with one extra drop off/pick up or they dealt with just a single farmer which was simpler but there were some problems of volume or they dealt with farmer's cooperative so there was just a single pick up point.

On the school side there was a realization to the size of the school that there was an assumption that F&V were going to be more expensive from local farmers that is not always the case the problem is more the delivery costs that is what make it more expensive so let's find where to cut the delivery costs. Or if there was the case of a high and organic farmer that was being the local farmer it was better to buy the cheapest diet from that farmer that also made it perversely possible from the pricing point. Strict procurement guidelines in the US always around them was to procure from individual famers which meant that it fall below if you order less than an amount per year and have to cohere to the guidelines or you can limit the procurement to say 20% which is also allowed in some district.

So what these schools were doing was ask themselves how we can get these changes along in the whole supply chain to get this program working. We see that some schools hade no refrigerators in the schools and the products required refrigeration or cooking such as apples, using salad bars very popular in the US. Or some investment was required for refrigeration in kitchens.

Along with this the program that has been successful was combined with the education in the classroom because schools are actually ideal places for promotion through education with the 5-a-day also "buy local" campaigns. So, there was a kind of convergence with education in the classroom, 5-a-day campaign with "buy local" campaign" working together.

So we see what happened with these successful programs is that they made organizational changes, they made changes to financial incentives, they made changes to the technological incentives and to the marketing incentives in order to lever the supply chain towards making these programs work. And the programs that have work are working very well the results in getting fresher and tastier vegetables to children who now like what they are provided because of the taste and freshness aspect combined with the education and the convergence with the farmers.

So these are examples how working throughout the supply chain can create changes over the long term that really are needed. So when we are thinking about promoting the consumption of F&V we need to be thinking about how to lever change throughout the supply chain by finding opportunities. The way to find opportunities as I said earlier is to identify challenge in the chain and indentify whether that challenge matches up with the challenge on the consumption side. For example farmers had problems, consumers have problems let's try and create that convergence. So identify challenges that can be solve through this analysis and through this approach I think is a good way of finding opportunities. Also if there were changes going on in the supply chain, in the policy, in the technology or the financial aspects we need to convenient that change to try to promote consumption and convergence that way.

In the European context at least there is such opportunity that is currently rising up at the moment which is the policy reform of the F&V regime part of the agricultural policy in the EU. The policy reform of the F&V regime is particularly interesting

because they are trying to create convergence. The specific aims in quote are to: “improve EU F&Vs market orientation”, “reduce crisis-related fluctuations”, “protect the environment” and “increase consumption of F&V in EU” though increasing funding for promotion to children, and a school fruit scheme. These are examples in order to increase consumption through those policies but are they really? This is the question we need to look at. When I read through the documents what strike me is how uncoordinated there are and forgive me if people have a different view on that. On the one hand they want to increase consolidation among producer organizations in the EU as a way of fighting the power of the supermarkets as way of working with supermarkets is wrong mentioned this idea of scaling out produces in order to coordinate better with the retailing sector and they want to increase market orientation etc. Then on the other side, they want to add funding for promotion to increase percentage promotion as wells as school fruit scheme is currently being discussed. But the issue here is whether the change in the supply chain would that actually be conducive to school fruit scheme, would that be conducive to that promotion or whether there are actually just separate things by no promoting, no fruit school scheme but a change in the supply chain. I would argue that if you want to increase consumption we need to make changes in the supply chain that will make the business incentives for them to be in schools. Make the businesses incentives to be there for increase consumption through promotion as opposed to look at promotion as a separate component, we need to integrate it into the chain. We were talking earlier about fragmentation and consolidation in this chain and I do not think the EU approach saying that we need increased consolidation among produces in this chain is one way of approach. How are we ignoring the fragmented market and perhaps we can lever the fact it is a fragmented in order to build local chains for local promotion activity. So I will argue we need to look at both of the global F&V supply chain and at the local supply chain if we are going to lever it for better health to really build coherence in convergence between promotion and changes in the supply chain.

Q & A

PUBLIC (Australian man): (...) As you go through the harm chain you are presumably as you look at the organization and individuals involved in that chain looking at to do business with them to influence that behavior in some ways. Any thought about how do you go about doing that? You know the local farmers who are going to deliver to the schools or the supermarkets that are going to stock the fruits in place or whatever it might be. How do you get these stakeholders of various sorts to change that behavior?

C HAWKES: This goes back to my point about incentives where the question is who takes the lead in deciding or implementing changes incentives. First of all when there are incentives that need to be changed somebody need to take leadership on that. For

example if it was changing the behavior of a supermarket the supermarket would need to have financial incentives to do that perhaps if it was a promotional activity. It is complicated because if you are giving the supermarket a bit of financial incentives, if it comes for the producer that might be bad for producers so that is not good convergence. All these kinds of issues make it complicated. But I think that the key is to change incentives and not to see it as financial but to look at it from the total organizational and policy standpoint and to see in all those frameworks. Those four aspects are important. The question is who is going to take the leadership in trying to change those incentives and to create convergence and I think the real issue is for the one in leadership.

Innovation perspective

Robert-Jan BRUMMER

Örebro University, Sweden

I will do this innovation perspective of F&V especially in the framework of the public/private partnership. (...) The link between Sweden and Denmark is a brilliant example of public/private partnership, not only because it is build as public/private partnership but also because it has stimulated innovation in public/private partnership across the two countries especially the research environment in both Denmark and south of Sweden. (...)

My very simple way of looking to innovation is actually divided in two parts: the invention part and the innovation part. Very often innovation is a very blurred topic because people thin that creating an idea is also innovation which is not, that is invention. Everything from converting money into knowledge is the invention part. Creating money from knowledge is the innovation part. It is very important to distinguish these two parts because normally there are a lot of people working on inventions and a completely other team of people is working on the innovation part and that is why a lot of money converted into knowledge is not converted into money again. The key to really create an innovation circle is to have a team with people from both invention and innovation parts to create together what kind of knowledge should be created and what kind of knowledge is needed in the future and then it will work. That is what we have worked on in the last 6, 7 years in Holland and also in other countries.

It looks very simple that all knowledge is converted to money but it is not that simple of course. You are probably familiar with the innovation funnel that shows that from the left to the right from the invention part to the innovation part a lot of ideas are actually lost. This is because normally in this innovation funnel there are only a limited people involved from the innovation part. How you can convert and valorise you idea into money. (...) Normally only limited people of the innovation part are involved in this process and a lot of spinoff possibilities so knowledge which is created in funnel but can not be used by the innovation part but by other partners by other people is actually just going somewhere but not really in the innovation process.

The typical example which is well-known also by economists in the literature is the Xerox Company in the US where if you sum up all the spinoff companies from people who originally worked at Xerox these are much bigger than the Xerox Company itself. But Xerox has never been interested in having these spinoff things by themselves so they lost all this money in capital. For example the knowledge on how to create hard disk that is from people who worked at Xerox.

It is even more complicated if you look at the money. Those who support the invention to innovation process are often different parts in a different process

innovation invention transition innovation. That makes it even more complex. One of the key to have a whole circle going around from money to knowledge to knowledge from money again is to have also the capital involved from the beginning. If you are working in an innovation process you should think already of who will support you with capital to go further on in this innovation process.

The public/private partnership concept is only made by the academia industry and government working together to create this sort of innovation circle invention/innovation process. Somewhere the consumer subject should be in the centre because the consumer should always direct the process. This is still in an indirect way because there is some communication between the consumer and academia industry and government but it is indirectly either by marketing or by politics or even and this is a one way academia by education to the consumer. So this is a little bit public/private directed in this communication.

I want to make it a little bit more complicated but perhaps even easier to understand by seeing how sometimes it goes wrong. A very dogmatic scheme on how knowledge can be valorised.

In the food and nutrition field especially, a lot of the knowledge which is created by academia or other research institutes could both be valorised towards industry as well as to Public Health. The consumer should always be in the central position because at the end industry will only make product which will be purchased by the consumer so in the consumer in some way directs what the industry is doing. On the other hand the consumer is paying tax and gets health care back so the Public Health should be also in some way either by politics or by another way directed by the consumer.

One of the pitfalls in a lot of public/private partnership is that very often the public part of the public/private partnership is either the more trade economy part of the government or the more Public Health welfare part. They have a very completely different interest in what directions the knowledge is valorised. My experience of working in a public/private partnership only was industry and especially the economic part in the agricultural department. This part of government was only interested into support valorisation of knowledge towards industry and not at all to Public Health. But very often this is a very synergistic process where you can both valorise it. For example we did some research on folic acids and hearing and showed that folic acid was able to attenuate the loss of hearing when you are ageing, that is a great thing but industry could not do anything with it because you can not put it on a package. It was completely useless for industry although is very useful for Public Health. In Sweden e.g. the problem is bigger because you have the local government, the country government, the provincial government and the state government which are directing Public Health in different ways.

So we tried in Holland to see more or less how we could build a sort of integrated knowledge in innovation chain.

At the right this is the industry which has to create the money at the end, the upper right of this panel is especially the development part and left is the research part of research and development of industry. The new part in this integrated knowledge chain is a sort of interface between university research and the industry research and development. That is new block that is formally called for Wageningen Centre for Food Sciences and since two years The Top Institute Food and Nutrition (TIFN) in Holland and this is a partnership for both industry and universities academics and also Contract Research in organizations. The colours blurred into each other are the interface. What we are trying to do is from the knowledge which is need here to create this money we try to converted this to the process of research here. The questions and the problems that should be answer are transfer to university research and into several researches.

The problem is the small and medium size enterprises (SMEs) in between. There are of course very important and very necessary from an economical point of view but there are nearly absent from the research point of view. You can divert it in two parts: the SMEs with high-tech focus more or less creating ideas and knowledge and the medium-tech or low-tech SMEs which actually valorise the knowledge created into Euros. We understand that in a sort of standard conventional system of university the big TIFN research institute in industry does not work for SMEs so we created another sort of dispatch in 3 dimensions for SMEs in Holland as a sort of private interface to create better knowledge directed research.

On top of this is the interface with the European Technology Platform (ETP) Food for Life which was created 2 years ago in which I have been involved especially in the nutrition and health part of it. What we have done there is also in a public/private fashion we created a strategic research agenda for the next 15 years for food and health for the nutritional part but also for the food science technology part for the convenience for behaviour. I have been involved especially in the Research Agenda for the nutrition and health part we created three pillars: brain functions, immune intestinal functions and metabolic functions. This strategic research agenda is a basis for European framework 67 and also for the *Grenster* and we are now part of this tall interface created in implementation program. How you can implement this strategic agenda in the next 5 to 10 years. It is a huge work and we hope it is fruitful.

Another problem and it comes to problem of innovation in functional food in healthy food is this integration between the different parts of the knowledge domains the agro-food nutrition help and diseases and very often you see somewhere a diversion. There people working with the agro and the food and there are people working here and we you really create a good knowledge in value chain you have to integrate this. What is the challenge for food and nutrition and health in the next couple of years? That is very simple actually from my view. If you look at this diagram you have age and the severity of a disorder e.g. atherosclerosis. There is a certain time for disorder to progress to a level that you get symptoms, if it progress further you get a disease and you consult a doctor at the silent phase and if the doctor do not do anything then

you will die. As a doctor, I can do this, I can not see the patient before because it not a patient yet and I can do by nutritional but especially by pharmaceutical meanings to divert this natural cause of disease and they can have an increase of living years. That is what I can do as a doctor and it needs a huge effort to have that natural cause of disease changed. Although by nutrition you can start very early even perhaps before and even if the angle is much smaller that the other one you see that there much more effect.

On the side you have the population an on the bottom the healthy and unhealthy conditions. In the original population less than 50% have these healthy conditions and a substantial proportion of this population have unhealthy conditions. If you can shift by nutrition to the left then half of the population will be healthy and only a small proportion will be unhealthy. But I will let it because we mentioned earlier that is a very segregated market you never know what the consumer eat there are all sort of different consumers and even worth you never know who the prescriber is. If you look at nutrition not longer the doctor is the prescriber even not for functional food. Very often I have seen that the consumer has more acknowledge on functional foods than the average doctor. So this is a very big problem.

You can also see that what goes wrong is that for example if you look at the problem of health heart disease this has been taken parts by Public Health authorities representing the consumer partly by NGO Heart associations and they took up this question of what kind of knowledge should be created and how it should be solved. In general the nutritional question is not taken up by industry which does not have this big R&D potency and is not really taken up by Public Health Authorities either and there is no NGO dealing with nutrition as such. So if you compare it to asthmatic disease for example there is a big difference with heart disease.

To sum up what is another problem in agro-food innovation and why it is going so slowly in my view is that it is segregated innovation chain also. You have the agro part which delivers the ingredients and the full products and you see that in the agro part the cycle speed of the innovation such as very often 8 to 12 years to have a new product on the market while if you look at the retailers 2 years is already very long. There is a completely disingring between the innovation cycle at the agro part and industrial part and the food ingredient and food industry at the other side. It is not only a difference in speed but also a difference in focus. It is product-focused on the agro-side while it is ingredient-focused on the food and food ingredient industry. It is also dominated by SMEs on the agro-part while it is dominated by multinationals very often in the food ingredient industry.

To finish I would say that the situation today is that the agro-food business in is R&D is rather traditional and conventional and perhaps even conservative. In my view public/private partnership can facilitate much more opened innovation processes and there is also new break through.

Social Norms and Culture Perspective

Claude FISCHLER

CETSAH, Paris, France

This is the cover of Michael Pollard last book. Once you have read this, you have got pretty much a good part of the message. The book says: “Eat food, not too much, mostly plants”! Mostly, not only, far from it actually!

We are omnivores and we probably forget or we did not realise until recently that moving out of the forest into the savannah did not mean only that our ancestors could access scavenge meat or hunted animals easily but it meant that they also could access roots and tubers which grew in better supply in savannas. According to Richard Wrangham a primatologist the word the offices are using is fold back food that does not sound very attractive.

If we look at data on how various countries perceive vegetables it is interesting to note that if you ask to rate on the scale from 0 to 10 the healthiness of the following categories of foods in this sample which was not a representative sample but a sub-sample from a large study we did recently that includes interestingly physicians, teacher of all levels and one third of random people what you get on a zoom in this complex graph and look at just fruit and vegetables we can see that maybe credited to public health campaigns but the message obviously came through because the ratings are very high everywhere. Interestingly enough there are lower ratings in two of the countries which are the highest consumers. This tells a lot about the relationship between perception and behaviour and above all about the facts of telling people “eat this, this is healthy”. We do have other evidence from psychology that actually is sort of puts off people and children in particular.

There are interesting differences for other classes of foods, not nutrients. It is difficult to understand the perception and uses of vegetables if you do not look at it in comparison with meat. You can see that meat is rated healthier in France, in Italy than anywhere else and I would like to point out something even more interesting in my view. We have a subsample of physicians as I said, the ratings of the physicians should be heaven and done according to science and knowledge but apparently not so because they match exactly the ratings by the general sample the teachers and the general randomly picked people. The mean is actually the same between the general sample and the physicians if you take it country by country. There is not only one knowledge and knowledge is not unique at least when it comes to nutrition and food interested.

Another thing which comes in contrast and we just saw that healthiness were plants in general. We are talking about a very diverse thing here that we just dumped together in one category. We are talking about root and tuber; we are talking about stems and leaves and without forgetting the potatoes all are vegetables (...) what makes the picture a bit more complicated. People are pretty well convinced that

vegetables are good for them and fruits as well. Now it is interesting to note as early as 1941, psychologists had already observed that disgusted and stronger versions were almost exclusively at least mostly associated with animal foods. Now how is it that we are being told constantly that children spontaneously won't go towards plant-food? Or that even adults at least in certain cultures simply won't eat them? Even in France where people eat mostly a lot of vegetables you can hear people when receiving their salad bowl saying "I don't eat grass!" The story is obviously that there are various different attributes to meat and plant. Meat is the adored and the most aborted food in the world. If you look at the human relations area files the data set of all ethnological observations you find that there is not one culture where –there might be one exception- meat is not associated with celebration, affluent prosperity, sexual strength, life and so on. On the other hand, meat is associated with taboos and religious prohibitions.

This is from an ongoing research program in which we had the opportunity to try out an idea while we were doing focused groups. We tried to replicate Venetian redes experiments of 1664 trying to test the spontaneous generation hypothesis. We put a piece of beef or more precisely veal in one pot leaving it open and another one in another but with a lid on it trying to see what would happen in the pot with the lid as opposed to the pot without the lid. That showed that there was a maggot in the lidless pot and not in the other one. We asked people to do a fourth experiment asking them what would happen etc. with a roast beef on one side and a lettuce on the other case. We were flabbergasted to find out that in very tiny sample –absolutely not representative but we are going to extend this survey to representative samples- people thought that it will not make any difference whether there was a lid or not, when it is meat you get worms (and it smells) and when it is salads it just dries up or melts down and may stink a little bit but nothing much happens. And there is other evidence to the fact that there is a strong difference, opposition, in people's minds between animals-food and plants-food.

In a questionnaire in which we were asking people how dangerous is it to consume the following products after several days in the refrigerator. The result shows that on a scale from 0 to 10 what happens is that there is really clear cut radiant between high risk and low risk. To make it short on the low risk side there are plants and on the high risk side there are animals.

Another thing that I did about 20 years ago is on how things change and spread. We have a national institution in France that tends to be imperialistic by the way that is the Michelin Guide. The Michelin Guide has for instance about 20 restaurants in France that are distinguished with the high valued 3 stars. What I did at that time was looking at a collection of Michelin Guide since the 1930's each restaurant have changed now but at that time each restaurants that had 3 stars were allowed to list three dishes from their menu so you could look at the menus, dishes and ingredients. What I taught was before 1965 there was not one case where the name of a vegetable of the word vegetable was mentioned. This was for a number of reasons and not only

because people did not eat vegetables or because “haute cuisine” did not care about vegetables, that is not the point. The name of the dishes were coded and standardized so names like “*Poulard de Ste Alliance*” etc. did not mentioned the ingredients, they did not list the ingredient the way they do now in what I like to call “karma cuisine” in the menus particularly in North America but it tends to spread. What happen is that fruit and vegetables began to appear more and more often in the late 70’s in the early 80’s. In 2002 there was an important event. Alain Passard of the 3 stars restaurant “L’Arpège” declared he had have lots of joys and creativity working with meat animals-food but he was still serving animals-food (...) so would not call it vegetarian by any standard but he decided he was going to focus now on vegetables. He acquired a farm in the west of the country from which the vegetables are brought in by faster TGV train every morning and you can eat probably the most expensive turnip of radish that you will ever experience at that restaurant. The point is there has been trickle down process in terms of perceptions and the “haute cuisine”, the restaurants and the Chefs have played a part in it. It was not enough actually to increase actual consumption but consumption of F&V in France has remained level and if you look at some of the issues that were brought up by the previous speakers for instance the issue of convenience which I think is absolutely essential you find looking at the stats that consumption has increased whenever convenience was present. That is the frozen market, there is one chain in particular of quality frozen food that has known consistent growth and we can say there is message in there. Plant-foods have in particular handicaps because they were fold back foods and I remember stories in my childhood that always began with “the family was so poor that they were eating roots”. One the other hand some of the core food of the world are roots (tuber potatoes, carrot etc.). Animal-foods are adored plus they are less risky in perception and perhaps also less attractive and perceived healthiness does not necessarily increase consumption. The key issues are certainly convenience, price or income in relation to the convenience ant to the availability etc. I think we should not go too much into health issues.

This cartoon says that people are leaving the thinking ship and there are saying it is probably all for the best because meals where hopefully rich.

Q & A

PUBLIC (Mariano WINOGRAD): I am from Argentina the biggest meat eater country of the world and the question for Mister Fischler. In our country meat is in reality a politic problem because the government and the cultures consider that big quantity of meat is a sign of richness, of welfare. We say that instead of 70 kilos per person a year we would eat 50 kilos per person a year of red-cow-meat. These 50 kilos we can not change for 60 kilos of fruit and vegetables then we were able to get the WHO recommendations. Do you know in Argentina think what suggestions in a country as ours?

C FISCHLER: WHO approved people were turning from switching from grass-fed-meat to fried potatoes. I really do not know, this is something for a nutritionist and I am not sure I can take sides on this one. But one thing that is important is that I believe that as far as know Argentina has grass-fed-animals for a larger part so that is comparable to Europe and it not the same chain as in the US with the corn and the feed larts and the nutritional compositions of the meat and the fat and it is probably quite different.

PUBLIC (American woman): I have a question that comes up in most of the presentation and particularly in Corinnna's. There was a lot of emphasises in the value chain perspectives towards farmers market etc. and my question is about restaurants. Eating out is growing and we did a study a couple of years ago that was actually sponsored and motivated by the Produce for Better Health Foundation in the US and we talk to marketing menu development directors that the largest chain restaurants ranging from fast-food to sit down kind of range. The controversial answer that we get we asked about healthy food in general but F&V also specifically was they do not see a market for it and that do not see changes in interaction. So when talking about incentives the question is: Is there some leverage point that anyone as thought of that moves us into that direction and whether the leadership comes from?

R LEMAIRE: We have actually done some research recently in Canada around meeting some of our key food operators in distributors. Corinna's outline on the supply chain and value chain links to the food service perfectly and it does not matter if it at the retail level at the end or food services at the end. One of the biggest challenges when you get back to food service for produce still we are not centre of the plate. So the business still drives how they procure and purchase products. And when you go at how they are actually structured within the supply chain and especially moving more to a large broadband distribution system where these broadband distributors if you are looking at local investment into that system it is more and more difficult for the small producers to engage. We have a group across Canada and there were several anterior smaller groups based on different cities and

these groups are trying to work with local producers to get them engaged with local restaurants. Even at a local level it is interesting because we go back in some of the core points we were talking about on challenges at the very beginning around distribution. Just to get product in as an example there was a chain restaurant in town that said they love to buy local but there are few elements they did not have as consistency, price and quality that they can rely on because they only 3 or 2 menus that we work with per year so they have to ensure the products are always available because their customers would not accept that they do not have on type of vegetables in the week. So it is a real challenge and how actually people are looking at it I know for example from an industry perspective.

C HAWKES: I think this is another example where the restaurants are kind of captured market if you like or fruit services for example in schools. In is an example in where creating an incentive in consumer could help driving incentives on the producer side giving them logistical problems. Sometimes, given those examples, with mainstream fruits or services providers have consistent menus rather than special menus that promote fruits and vegetables. Another example was when I was in Canada last year. I love the work that has been done in France by the PNNS and the National Nutrition Promotion Organisation but I came across yet another example where I my local Carrefour at the café attached to it they were doing a promotion for fruit and vegetables eat-5-a-day along with these special menu items which were healthy menu with fish. I was very pleased by this and so I chose the healthier item so I said I wanted the fruit and vegetables and they told me that I have to pay extra for that. I am a price conscious consumer and I thought that I will not have it; I had to think twice. This was an example of if the incentive there was to have them free on the side with this dish would have been increasing incentives about the change. I think the world of incentives within the restaurant setting is underexplored and should be explored a lot more.

PUBLIC (Woman form University of Puerto Rico): I am concerned and surprised that none of you mentioned or remember telling about the increasing concern about food insecurity in the world and how that is going to affect the consumption of fruit and vegetable which as you mentioned is one of the most expensive items in the diet of people because of the cost of distribution, production, marketing and all those factors. So how do you think we can deal with the situation to increase the consumption of fruit and vegetable in a difficult situation that we are facing right now?

L DUBE: It is a challenging perspective but I do believe that more and more soon we will need to look at the three facades of food and healthy diet which are over-consumption, under-consumption and food safety. In some of the continuum perspective so that part of the problem of food insecurity that we are going now it is bio-fuel type of thing but is also for a large part du to the fact that worldwide the diet

is moving toward food toward consuming more. I think addressing more fruit and vegetable in a way that is economically sustainable worldwide we require more and more to look at cross country and global approach to how we create a food supply and demand that is affordable worldwide for all of us. This is the thinking in whether it is in fruit and vegetable or in any other industry has not started to look from that perspective of looking. Canada Trade with some other countries tries to have a more supply and lower costs that will be the challenge.

PUBLIC (woman from FAO): I just would like to make a point on this issue of food insecurity. Most of you know that we still have a very high number of people who are food unsecured in the world. In fact FAO will shortly publish figures indicating that there are still more 850 million people who are in the world that simply do not have enough food and quality diet for an healthy and active life and many of these people do not consume fruit and vegetable. The current rate of food prices that we are seeing is going to have a further negative impact on the quality of the diet for many people in the world and not only on developing countries but also poor people and Europe and America and the rest of the world in general. And part of the reasons why there is a raising food price is not only because of increasing area of land is being given over to bio-fuel production but actually it is the change in consumption pattern like India and China primarily who are demanding more food like meat and so on and you know that to be able to produce meat you need cereals and soya beans and pollsters in order to feed animals. Soon we are going to have to deal more and more with looking at the consumptions patterns that we have at a global level rather than being sort of Euro or America-centric. This is going to be a really big issue and we are seeing many changes going on globally in food consumption patterns and if those kinds of meetings could be a little bit more international and global that it is at the moment.

C FISHLER: I thought I had quite a metaphor of you wad with my last cartoon (...) but let's not have a simplistic picture there are not bad guys, good guys, good food and bad foods because it is not just meat that is at stake there because flying vegetables from one side of the world to the other is not a very good way of functioning either.

R LEMAIRE: The issues that we are dealing with are high complexity we know that. We know eating itself and their attributes start going along with what make you decide what you are going to put on your plate is a complex element into itself. (...)

SESSION 7

FROM POLICY TO ACTION: WHAT TO DO NOW?

Chair: **T. Lobstein**

- Introduction: Moving from policies to action. **T. Lobstein**
- Food, marketing and young people. **G. B. Hastings**
- Parents Jury – a grassroots advocacy program to improve nutrition environments.
K. Chapman
- Controlling the market using legislation. The UK experience for TV and non-TV regulation. **J. Landon**

Introduction: From policies to action

Tim LOBSTEIN

IASO – IOTF, London, UK

In this session we want to spend time looking at how nutrition and public health policies can be turned into real practices and bring about real change.

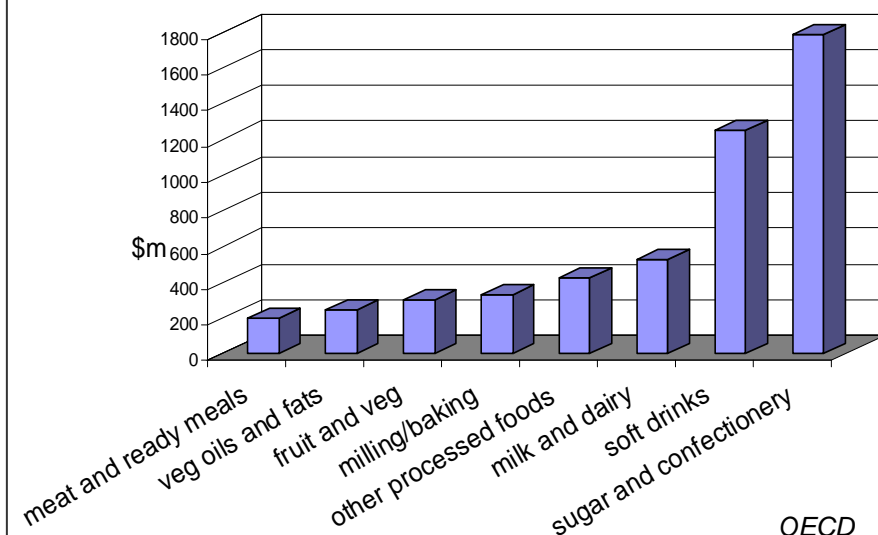
My specific interest is obesity and as you will aware, obesity is on the increase. It is extremely prevalent in countries in the developed world, is becoming very prevalent in countries in transition, particularly in former Soviet Union countries, and it is also becoming increasingly prevalent in developing countries. And as we saw from figures Philip James showed in session 2, there has been a remarkable rise in obesity rates in the last 20/25 years, particularly in child obesity – but in obesity generally there has been enormous increase that is a great concern to policy makers.

What has been happening in the last 20/30 years? What significant changes in society have been occurring? We know that for physical activity we have rising urbanisation of the population, increasing motorised transport, and more sedentary work patterns, and these may be parts of the explanation. The other side of the equation is nutrition, which is of course the area we are interested in this congress.

As you know all over the world fast food companies have been finding new outlets for their products, selling in different countries to anyone who would buy them and mounting great monuments to the present. The picture shows an impressive tower and if you cannot read the language, you can recognise exactly what it is from the symbol.



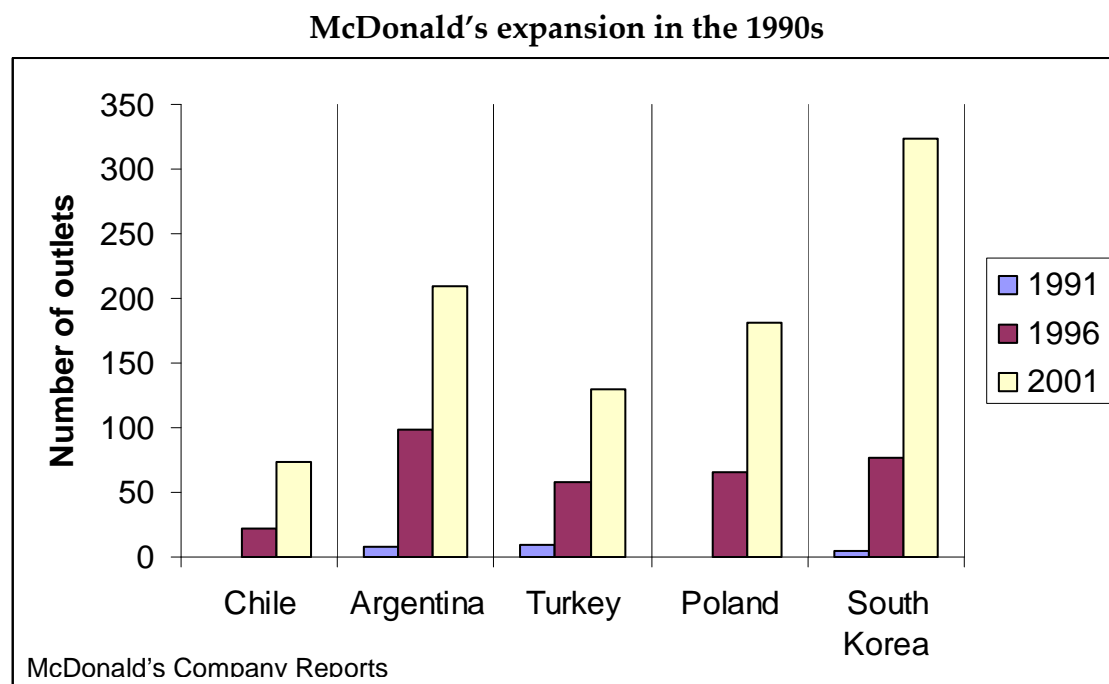
Foreign Direct Investment into Eastern Europe's food sector, 1990-1997



In Eastern Europe, a region that is now part of the European community we have seen a massive increase in investment in food. The big companies are coming in to develop the food sector and OECD figures for the late 1990's show exactly which part of the food sector are getting the

most attention. It is interesting to see that F&V are the third lowest investment sector. The two very large investment sectors are for soft drinks, and for sugar and confectionary products. So the big money invested in Eastern Europe as it is in much of the rest of the world is on these sorts of products. And if you invest you bring down the prices, you encourage sales and you do a lot of marketing to ensure those sales continue.

Fast foods of course have also been on the rise. The figure shows different countries around the world comparing the numbers of outlet of one chain, McDonald's, over a ten year period in 1991, 1996 and 2001.



If you take Eastern Europe, Poland is a good example. There were no stores from McDonald's in 1991 but it shot up to over 60 stores and then over 170 stores by 2001 and now I do not know the figure but we can imagine it is probably off the top of that graph. So, these have been the changes that have occurred over the last 20 or 30 years.

The question is whether health education is an answer to this – is it the correct policy response. We have to think about what education does. We have a good example from the 1970's in the UK where health education was considered the solution. The government produced a wonderful booklet called 'Look After Yourself!' which more or less says what their philosophy is because they are not going to do anything to look after for you. It carries some wonderful advice on obesity: "a practical way to prevent obesity is not to become overweight". So, these sorts of leaflets were being put into doctors surgeries around the 70's and early 80's and it is perhaps not surprising that it did not prevent the rise in obesity.

I want to make the bigger point that the commercial flood of activity that we are seeing is practically impossible to resist; it is very hard for an individual. You can not give advice to an individual simply to resist this commercial flood of advertising, marketing, reduced prices, widespread availability of fast food outlets, snacks and soft drinks and so on. And to tell a child to resist that it is almost certain to lead to failure, which is disappointing for the child and that would probably mean that they would not listen to your health messages again. And it also may widen health inequalities because the people who can implement the advice and resist environmental obesogenic pressures are likely to be those people with the greatest access to resources, to be able to afford more expensive food, to take exercise and so on. And those who are less likely to be able to resist that flood are likely to be lower income. So we have an increase in inequalities if we really rely on health education as a chief policy. Government has recognised this – I think it is true to say that over the last 10 years at least we have seen changes in government policies. Health education is not the only answer any more.

We had a very significant conference in Norway in 2006 on marketing to children and its major conclusion was that “...action is essential” to control unhealthy food to be marketed to children. This policy was reflected again later that year in the European Charter which was signed by over 50 WHO European region member states. Health ministers signed this charter which included the request to “...substantially reduce the extent and impact of commercial promotion of energy-dense foods and beverages, particularly to children”. And it called also for “...international approaches, such as a code on marketing to children” which is a significant step forward that recognises that governments within a country are not sufficient to control marketing to children when you have satellite television and the internet beamed in from outside their jurisdiction.

The European Commission is in a very important position to set some regulations. In 2004 the Health Commissioner gave the industry one year to show reform or face compulsory regulation of marketing to children. In 2005 the Commission softened a bit giving the industry another 2 years. In 2006 the Commission issued the Green Paper which included some suggestions about marketing and last year 2007 its White Paper came out and that too included a piece on marketing. I am sorry to say that its proposal was to keep the existing voluntary approach at EU level and to have another look at the issue in 2010. So from 2004 to 2010 we have seen a long delay. The Commission argued that using a voluntary approach is much quicker because the industry can do it straight away, you do not have to go through a long regulatory process with Parliament and conditions and so on. But if we are waiting from 2004 to 2010 then I am not so sure this was such a quick strategy after all.

In fact the European Parliament itself became more sympathetic recently. One of their committees issued a report on advertising to children which said that even if the evidence was not that strong showing a direct impact on child obesity; nonetheless policy makers should develop recommendations to control marketing. The non-governmental sector has been very influential in this and kept up pressure on policy makers reminding them that children are exposed to these marketing pressures, that children are vulnerable. The European Heart Network produced an excellent report in 2006 in which they held a series of stakeholder meeting and some analysis of the impact of marketing, and that came to the conclusion that marketing controls were a priority. The stakeholders accepted that. My own NGO the International Association for the Study of Obesity (IASO) works alongside the organisation Consumers International to produce an international code and set of recommendations on marketing food and beverages too children, which are now available on the internet. That was inspired by previous good examples, the International Code of Marketing of Breast-Milk Substitutes and the Framework Convention on Tobacco Control.

I want to move on now and pick up three themes from this general overview. We have Gerard Hastings as our first speaker who is going to talk about marketing, behaviour and the lessons we can get from industry about how to market, how to move on from that health education approach to something a good deal more sophisticated in changing people's attitudes and behaviour. Secondly we have Kathy Chapman from Australia describing the NGO campaign 'Parents Jury' which had a major influence on policy makers and is one of the good examples of an active campaign that keeps up the pressure, reminds politicians that there are real people out there and that public health is a real political issue. And last Jane Landon will talk about UK successes on bringing in regulations on TV advertising to children, with a ban on ads to children as old as 16 years, and an important legal definition of junk food.

Food, Marketing and Young People

Gerard HASTINGS

Institute for Social Marketing Stirling and the Open University, LA, USA

If we start to think about human behaviour this is quote from the thesaurus about human behaviour as listed here:

human behaviour

thrawn; dysfunctional; perverse; rebellious;
unpredictable; contrary; unreasonable;
peculiar; wilful; irregular; stubborn; odd;
impulsive; erratic; variable; extraordinary;
fickle; arbitrary; obstinate; changeable;
capricious; off the wall; cussed;
headstrong; erratic; inexplicable; foolish;
obtuse; bizarre; strange; implausible;
unbelievable; odd....

We are extremely complex beings and the idea that we can shift behaviour simply like that by giving a simple black and white message in a health education leaflet is a little naïve. It does not mean it can not work; there are some places where very simple messages can work very effectively. If I only jump and shout Fire I am pretty sure a lot of you will run out of the room and it is a very simple message but in many instances actually our behaviour is influenced by much greater complex of influences and we need to take those into account when we are trying to influence people in what they do. The commercial sector has absolutely devised some very clever ways of influencing and encouraging us to behave in a certain way. The very good in changing behaviour are consumer's behaviour. Problems begin to arise because is that consumer behaviour have other aspects from life and in our case on health outcomes. In this presentation I want to try look at it and try understand a little bit better and see if we can borrow some of those tools and then those ideas for work that we do.

First of all I want to do a little bit of exploration on that idea about what marketing is and I have taken the brave decision to make that part of the presentation interactive

so I need you help with that. (...) Then I want to say something about marketing practice, strategic planning, and something about evidence that we can not escape nowadays and there is some evidence of social marketing approaches to behaviour change that be effective. And finally I just want to bring us down-to-earth as it is still a difficult task.

First of all what is the idea of marketing? What I would like you to do is to just think for a moment about something you have bought recently it could be a cloth as it could be a car. Think through why and how you bought it. What made you think of it in the first place? What encouraged or discouraged you from buying it? Would you buy it again? What did you like or dislike about it and the process of buying it? And then I will ask you to share those with me.

Bill who recently bought a car: "I bought it because I like the brand and it is reliable and good gas management everything we need in the United States. It runs very well on Colorado Mountains where I live but I absolutely hated the process of negotiation to finally achieve the purchase of the car".

Y from Australia who bought some shampoo: "I bought it because my hair went frizzy here. I went to a pharmacy with a friend of mine. I can not read French so I just chose the picture that I recognised from home and my friend said it was a good product and it was cheap as I could work out Euros to Dollars. I bought it because I was passing by and I could".

Ron Lemaire from Canada who bought a Wii: "It is one of those video games that are wireless. I bought one it is branded it was the household preference that was driving me to buy this so in other words my children. It was on such demand that the market itself is the most stimulated in interested worldwide so if everyone have one why do have not have one? Is that much fun? So the marketing around as been outstanding and the supply demand model cut me right into its grass I ended up buying one".

There are a lot of interesting things going on there that it is worth noting on. The first point is before we get into the clever stuff about marketing and so on is that your needs are very important. The frizzy hair, the mountain in Colorado, consumer needs is at the heart of this. Even though we are very ready and I am the worst corporate on this to talk about the dressing of marketing as advertising and the promotion and so on but the heart of it has to be the consumer needs. It is one of the problem that are recovering Public Health with dealing with things that we think are important but the consumer does not necessary feels as important. The branding that came out with this is very interesting indeed and again both the shampoo and the car illustrate this very neatly. Bill bought the brand because he knew it was reliable he know it worked and he knew that presumably because he saw the advertising for it but he must also have experienced at least under directly over the years he must have had some evidence to make him think that it was a good brand. On other word there is a notion of time going on here that build up the trust. Our Australian friend

with the shampoo did not recognise the brand with the name but the logo was there, the reassuring golden arches. Also interesting to go a little further, the outcome of the product is only part of the story. The process of doing it is also very challenging. I know a little bit about buying cars in America and it is a pain in the butt and negotiate the price are nightmares it is much messier than in Europe. Finally I will just add the idea of the household preference as it was expressed by Ron very nicely put and the friend who recommended the shampoo are very important influences and I will argue that friends recommendations would always work as advertising as a source of influence on everyone. Who would you believe first? The person who has got something to make out of this decision in certain way or the friend who has nothing to gain but your friendship? There are some very important lessons there about how marketing works.

So we are dealing with people needs in one. Automatically what marketers have to do is generate voluntary exchanges. All the behaviours we are talking about are behaviours that lead to obesity for instance and people do it freely in their own free will now I am not there for suggesting that it is their own fault because clearly there is a bigger picture than that but the core that is what is happening choosing to listen to Coke and McDonalds rather than the Public Health community. So really those forces, the market place are rude waiter in this respect by forcing you in the market place to respond to consumer needs. For example when McDonalds went for salads they succeeded to some extent but it was not at all surprising when they began to retreat to those core businesses when that was not as successful as they hoped.

- Reputation matters: what you have done yesterday is going to determine what people will volunteer today. Sadly I think in the case of Public Health that was hector and patronized people so there are a little bit not cynical about what we do so much it is a little bit leery and this is a route of not having much fun. We need to recognize those basic principles of branding that are about recognition (you can recognize the shampoo even in different language), promise (it going to stop your fizzy hair from being fizzy) and delivery (it better well work once you bought it!).

- Process matters, a rude waiter would ruin the best steak. If you will life is a process outcome of what is death so we better get that process right.

- Context matters including the competitive context. The example from our friend was equally said by policy makers what has been said with wide opening mouth. The numbers of outlets for selling certain sort of products for example says a lot about how the society feels about these sorts of products. The change in Poland from no McDonalds to 300 McDonalds outlet is a profound statement of where Poland is leave aside obesity but as a political level it is a profound statement and people are not death to those things.

Related to that all this take time so we have to think of a strategic terms we have to think long term and our goal have to be towards those. It also kicks in when supply outstrips demand. If you have got the reverse demand outstrips supply then really marketing becomes an unnecessary luxury. That is why Henri Ford was able to say

"Any customer can have a car painted any color that he wants so long as it is black" because at that stage of economic development there was enough wars to go round so whatever color they produced people were finding themselves to get in. A crucial point for obesity is that if we just do the promotional end of this but we do not have the supply chain sorted out then we do get all sort of perverse pressures building up in the system. As discussed earlier we developing countries are scarifying their own nutrition in order to feed the privileging of the developed communities.

Marketing is producing what you can sell, not selling what you can produce. It is a very settle difference there but this is fundamental in what determines success about media corporations. Second key point is that there is a lot more to it than advertising. Advertising is a crucial part of it but there is a lot more to it than that. McDonalds, Coke, KFC use these ideas to influence our behaviour, our cconsumer behaviour. Social marketing simply applies the same ideas to other behaviours – health, social, dietary behaviours.

Moving to practice, the crucial point and hopefully it already come out is the idea that it does take time, it takes long term thinking. Marlboro did not become the dominant brand it is over night there has been 50 years working at it gradually hoping developing strengthening that brand. The same is true more so at Coke that has been around 100 years. It really shows up our inclinations do randomized control trials interventions experimental designs of curriculum development and so on does make it rather puny when you compare with that.



Strategic planning starts with strategic idea but define your problem it causes and its potential solutions sometimes seen in terms of Strengths, Weaknesses, Opportunities and Threats (SWOT). But we need to interrogate on the Situational Analysis working out what causes the problems and then we can begin to think intelligently about possible solutions. About Marketing Segmentation and Targeting:

whose behaviour has to change? Clearly that includes consumers and citizens but it will also include lots of other moving and shakes in this system as seen in various presentations. There are a lot of different people that can contribute to the solution to the obesity problem. We need to Set Objectives it is obvious but terribly important that we need to make sure that those objectives are realistic and measurable otherwise we are never going to know what progress we are making. We do not our

destinations and we do not know what the maelstroms are. Then we get to the crucial bit that people tend to jump in at in fact, the Formulation of Strategy. Baring in mind it is much more than some leaflets or some communication it is about what we are trying to offer, how much people are going to pay for it whether financially or emotionally or psychologically in terms of convince etc. What are the barriers in there? The place, where are they going to go and get this? How accessible does that going to be? And promotion, the messaging around it that includes connective and factual stuff but also emotional stuff, reassuring stuff, branding as this is the shampoo that will make you look beautiful (and it worked). It is called the marketing-mix and it is a “multi-faceted and flexible means of responding to client needs”. All the time come back to that question about how you are satisfying needs of the person you want to shift whether that would be a teenager or whether it would be a cabinet minister. The secret is to make the offerings that you can come with as Appealing Affordable Available and Appreciated as possible.

Every step of that way is good to be research dependent. Research becomes much more than an arm because success and failure, it becomes your compass. It is the way in which you decide which direction you are going to go at any moment. If you are a mountain climber for example you know at if you get your compass and the aiguilles is wrong at the beginning of your day you know that you are going to and up a long way from your goal at the end of the day. So it is very important to get those reading right. You will also know that you continually check your direction of travel to ensure that you are not a long way from what you are aiming so it is a continuous process. Research began a navigation tool that helps you to make all these decisions as you go through the process checks all the time so you have got the reinforcement in triangulation in continual research. Research methods include the most qualitative to the most quantitative.

Strategic planning is absolutely vital, obvious question: does it work? The simple answer is that it works for the commercial circle so of course it works. Exxon a couple of weeks ago declared they wanted to make it bigger than Sweden. Let's look for a moment at nutrition and Social Marketing. We conducted a revue a couple of years ago for the UK government looking at the effectiveness of Social Marketing. There is evidence out there that using Social Marketing principals not quite the same thing as Social Marketing interventions because some people do not call it Social Marketing but they use these sorts of principles. What happen when you use it is that you do change behaviour. On a systematic review on nutrition, substance misuse and on exercise all showed that social Marketing principles can encourage



behaviour change towards attitudes and knowledge change to bring about healthier lifestyles. So it can work and we can use it successfully.

So we have a problem: behaviourally caused ill health. But we have a solution: a powerful and proven behaviour change discipline called Social Marketing and a systematic way of applying it. We have everything and all we have to do is what an American mechanist called Wiebe in 1951 said is to “sell brotherhood like soap”.

I will just add in a note of caution from a survey delegates at a recent sustainability conference (Smith, 2003) that showed that:

- virtually all knew that HIV could be spread by heterosexual sex;
- virtually all knew that this could be prevented by using a condom;
- but around a third had had unprotected sexual encounters at the conference.

Why there is such apparent stupidity? Why people would do something that is so contrary to that knowledge and understanding and that all the Public Health messages that have been transmitted over 20 years? Why people would do that particularly educated and powered people? You might remember, using a condom involves talking to your partner about it first. Bizarre but true but in our society is often easy to have sex and to talk about having sex.

Let's do an exercise you might want to think carefully about this for a minute or two. Turn to the person on your left or right, and tell them whether or not you have ever had sex. And if you have, tell them: when you last had sex, whether you used a condom, why you did, or did not, do so. The only point I make is behaviour change is not always as easy as we would like it to be, it is very difficult. And unless we begin to see that behaviour change from the point of view that people have to do the changes we are never going to make enough progress. So if we continuously send that preaches messages saying use a condom when you have sex and don't think through that it involves a 15 years old boy turning to a 15 years old girl and answering all those questions and the likelihood it happens it vanishingly small then I think that the feeling of self enjoying nonsense that just transmits the responsibility to somebody else but there is nothing to help them. Most of the strategic cancer leaflets reflect that we do need to think about this.

Really the point I am making is that social marketing is producing some useful practical insights on health. It also includes an ethnical dimension to what we are doing. If we do not take the trouble to find out the impact of our messaging the impact of our programs and what it is like to be on the receiving end we get ourselves into theatrical places.

Finally to conclude, Social Marketing is a useful perspective to bring to behaviour change problems. It requires multifaceted and sustained effort backed by clear strategic planning. This plan must be built around a profound understanding of, and empathy with, those whose behaviours you want to change and that is true whether we are talking about the Chief Executive Officer of Nestlé, whether we are talking

about the Ministry of Health or whether we are talking about Shoggy Megaloo. We have to understand people we want to business with.

Q&A

T LOBSTEIN: I have one burning question which is about money basically. The industry of course has huge amount of money compared to the small amount available for Social Marketing and I reminded the figure showing that the government document in 2004 or 2003 where the government had just announced its wonderful new spending on promoting healthy eating and it were going to invest £7 million in promoting health eating around the UK. By comparison the industry was going to spend that sort of money, in fact twice that amount of money within the first week. So the government was coming with 7 million starting in April until the following March and the industry has spend that within the first week of April. And we go on spending twice that amount of money every week throughout the year and that is just advertising food, just advertising junk food. So there are huge disparities between the amount available to industry for promoting products and those available to government for social marketing. I know the UK government just announced £70 million which is a higher figure that they were preparing to put in this sort of activity before but even so given the inflation that is probably about a month worth of industry funding. Whether you feel that the marketing issue is going to be enough for the budget simply to do it?

G B HASTINGS: I think you are right those David and Goliath figures are sobering and if anything are worth as you say because the industry does not have that pile of money they have a continuous source of money tab that they can turn on and off. Looking at the tobacco industry e.g. they have been pummelled in North America with some very heavy law suits and settlements for the damaged they have done but really just involve a couple of sentences on the pack of Marlboro and they make their money back in a week. It is an issue not just of amount but on continuity and we do need to correct that. ON the other hand a couple of positives are in our part. If you are McDonalds you are competing directly with somebody like Burger King but also all the other fast-food out there and a lot of people as well in the way that Public Health is not. One ad talking about nutrition and health will get a sort of profile but far greater than that the equivalent amount of money that McDonalds will spend. Despite what I said earlier I think a process from a highest platform a higher state of regards with the public they might find it a bit hectic and patronizing at times but automatically they will feed that our heart is at the right place as we are doing this for their benefits not to get some value and that is a profound difference that gives us some strength.

Thos two points make that you are still absolutely right as we need to look at the resourcing of public health and have a step change in it. The only way I can see that happening is through some sort of lobby on food promotion or the food industry

particularly beyond healthy food industries. Beyond that one interesting intent I just mentioned from tobacco and it concerned the Co-Op in the UK. Co-Op is often thought as a monolithic organisation but in fact is made of the group of different organisations. One of those I think in the East of England decided about 5 years ago that it did not feel comfortable with making money out of tobacco and the Co-Op is funded on quite ethical principles in the first instance. They could not afford to stop selling it because of the coattail sales you get if somebody comes in for a pack of fags might buy a bar of chocolate and many various things at the same time so the hit will be too great. But what they did is to give that money from tobacco to charity and they have been doing that since 2000 and another Co-Op has now joined in and is doing the same thing. I think that is an interesting debate whether the private sector should be thinking about doing something similar but instead of giving the money to charity giving it to public health so that we can do some really good work on educating the public. They can become empowered consumers and I think that it is just an interesting possibility there.

PUBLIC: you have acknowledge that Social Marketing as a proportion of the total marketing that is aimed in young people is a tiny proportion and probably will always be a tiny proportion. So, my question is should be aiming Social Marketing at young people? Or should you be aiming your promotion thing and your strategy thinking at the companies who are responsible for the problem?

G B HASTINGS: The entity of your question has to be both and indeed loads of other people as well. What we are thinking to do if we really want to make progress with obesity we have to change the behaviour of lots of different sectors in the society. We have the behaviour of individuals trying to move into healthier diets and more active lifestyles but we also got to change the behaviour of politicians, teachers, doctors etc.

PUBLIC: There are people who represent food marketing in this room so my question is what your message to them is.

G B HASTINGS: I would say an important task in group need to be influenced as well. They have to get with them into negotiation with the discussion about how they would move voluntarily their behaviour but we also have to think about regulation and quite often the commercial sector will offensively through its hands up in horror of the idea of regulation but they wont be as resistant. I give you an example of banned smoking in public places: when England unlike Scotland was going down and with allonym us routes to this is was actually the industry that stood up and said “if you got to regulate get on with it” do something sensible and coherent and then we can respond to it. That is the point, the commercial sector is fantastic at the stuff it does and they do create wealth. They pay our wages, I am an academic paid by university and that money comes out of taxation and that taxation

is generated by private companies. So we need to recognize that otherwise there is a much bigger picture here. What business will do is that it will operate very effectively and the job of regulation is to set limits on what they do so within those limits they get on with it and do what they do so well as actively as they can but we stopped any major harm that are going on. The extreme example would be with tobacco. Personally I think the world would be at better place when tobacco marketing and tobacco companies ceased to exist. I am predicting that may in 15 years time we will look back and say why on earth we ever had free operative corporations with legally allowance to sell a product that kill its customers, that is insane. But with food it is not the same so we are going to have to go on a mixed route of both negotiation and voluntary actions and regulation. That is going to be a very difficult route trade and what we need trying to do is to see as far as we can how we can create win-wins but when we can not I think Public Health has to come further up the priority list so it becomes a more important consideration in terms of what policy makers do. Again one small example not with nutrition but an alcohol policy in the UK: England and Scotland have both introduce new alcohol bills. The principal difference between the two is that in Scotland Public Health is actually is *in trying* for illegitimate reasons making decision about how many licences are given and the price of alcohol and so on and is *in trying* on primarily regulations and I think a bit more of that would help.

Parents Jury – a grassroots advocacy program to improve nutrition environments

Kathy CHAPMAN

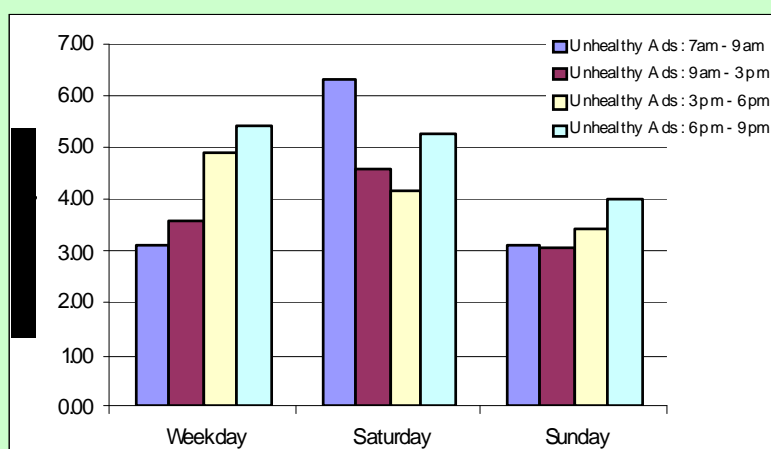
Cancer Council, Australia

The program that I am presenting does not only belong to the Cancer Council where I work but is a partnership with other NGOs involved as well. It is called “Parents Jury” and is a web based network of parents who wish to improve the food and physical activity environments for children in Australia. It is a grass roots advocacy program. Parents, grandparents and guardians of children aged than 18 can participate and the people that are involved in Parents Jury need to have access to the internet and email but it is a free program.



Parents Jury was developed to address the increase in obesogenic environments where the healthy choices are not always the normal or the easy choice. The picture that in Australia we have a lot of unhealthy food promotions that are designed to appeal children.

TV food advertising in Australia



per hour during cartoon time, and when they come home from schools in evenings.

With TV food advertising in Australia, studies have looked at when the most junk food ads are being shown and it is particularly at those times when children are more likely to be in the viewing audience such as Saturday morning from 7am to 9am when they will see about 6 food ads



In children's magazines there are a lot of competitions where prizes are given away or even some editorial as an example where in a girl magazine where they are comparing the different boyfriends they may have with the different chocolate bars. Last year we did a study with the food marketing in children's magazines and found that of the food references about 64% were for unhealthy food and only about a third of them were healthy, 36%. So it is very similar to what we have seen with TV advertising. Of course there is also internet food marketing as well.

So because of the high levels of unhealthy food environments, we came

up with the idea of the "Parents Jury".

Parents Jury has 3180 members across Australia and we certainly see more people joining Parents Jury when we do any media activity. We also have health professionals who have joined up as "Friends of The Parents Jury". There are 2 full time equivalent staff; a program manager, program officer and a media officer, who are paid staff to conduct the daily operations of Parents Jury. The program is funded by Diabetes Australia, the Cancer Council Australia, Vic Health (funded by tobacco taxes) and the Australia New Zealand Obesity Society. Two members from each of these organisations form a Steering Committee which decides on the strategic directions of the program. Some of the issues that "Parents Jury" focuses on are identified by the members: food marketing to children is a significant focus; healthy schools & food sold at canteens and also the issue of vending machines in schools; having healthy supermarket checkouts; and improved physical activity environments.

Parents Jury campaigning is very much about grass roots advocacy. We do regular polls and surveys of the parent members. For example, we might ask them a question about how they feel about confectionery being available at the supermarket checkout and use the feedback from the parents to generate our media advocacy. We also have advocacy materials and toolkits on the website for parents to become their own champions as well.

"Parents Jury" is most famous for in Australia is the annual Children's TV Advertising Awards and a new program called "Trial by Jury". "Parents Jury" also

campaigns by doing delegations and submissions to the key decision makers such as the government about children television standards or we might write a submission to the local supermarkets about having confectionery free aisles. So it is a range of campaign activity, and is not just about yelling up and down in the media.

With each campaign we try to create parent champions so that a parent might speak out on behalf of other parents in the media about having much less confectionery available at the supermarkets but it is also about having local parent champions as well. There is information available on the website so that parents can go to their own school principals and say we would like to have a healthy school policy and have much better food available in the canteens. We also try to generate media debate, informing the general public. Often time's parents are aware that they are pestered by their children for confectionery at the supermarkets or the pestered for the happy meals in McDonalds, but they do not realise how systemic it is. Our campaigns keep the general public informed. We also make sure we lobby governments and the different key decision makers for policy and regulatory reform. And we certainly are trying to put pressure on the food industry to improve their marketing practices. Food industry certainly regards us as a thorn in their side.

Parents Jury holds annual TV Food Advertising Awards. There are 3 categories including the Parents' Choice Award that is a positive thumb up award that goes to the food ad on TV encouraging healthy eating for children. In 2006 it went to Weetabix breakfast cereal which was advertised as the Breakfast of the Soccerroos, our football team during the year of the World Cup. This award category promotes a good product as opposed to a lot of the ads that are promoting high sugar sweetened cereals. Another category is the Pester Power Award, where parents nominate the food ad on TV that lead to pestering from their children and in the 3 years that have run this campaign McDonalds has won with their Happy Meal where they give away the toy and in 2006 it was Action Man & My Little Pony toys. And the last category is the Smoke & Mirrors Award and in 2006 it went to Karicare Toddler Gold®. The Smoke & Mirrors Award is for a food ad that does not tell the full story, for example highlighting one particular positive nutrition attribute without disclosing that it is high in sugar.

In 2007 we were a little bit low on nominations for healthy food ads but fortunately Woolworths which is one of our supermarkets came up with the Fresh Fruit for Kids ad. McDonalds won the Pester Power Award again and Smoke & Mirrors Award went to Kellogg's for their Coco Pops Coco Rocks ad that was a chocolate cereal with a small amount of added fibre, but they forgot to tell you that it was still as high in sugar as the regular Coco Pops.

This year we have added some new award categories. Instead of just being about TV advertising food, we have added new categories like the School Food Bully Award that is for the worst example of food marketing in schools, and the Techno Hack



Award which is for internet food marketing. Nominations are open throughout the whole year.

Another campaign added last year was Trial by Jury to highlight other food marketing campaigns to children instead of just TV advertising. The marketers were put on 'trial' by The Parents Jury after nominations from the parent members and there was a judging panel convened. Last year we had three 'guilty' verdicts handed down: the first one Krispy Kreme Doughnuts for fundraising in schools particularly in schools in low income areas. We also had a guilty verdict handed down for the movie Shrek food marketing. The last guilty verdict was Coca Cola at the time when Consumers International announced the 'Dump Soda' Campaign for the Coca Cola ad on TV which depicted Coca Cola as the ideal drink as part of the family meal. When Coca Cola won the Trial by Jury the website for that Coca Cola ad was removed immediately and the ad was no longer shown on TV.

We also had a campaign around healthy schools. Parents voted for the lunchbox winners and losers which were the best choices in lunch boxes and the less healthy products. The media release was called the "Parents give school lunchboxes a healthy wrap". We have also conducted polls of parents about their views about commercial marketing in schools, for example children being rewarded with the fried chicken vouchers or McDonalds vouchers for doing well in school. We also had a poll about active transport asking parents about their views about their children walking to school. In each of the campaigns, we create a new section on the website. For example for the healthy school food, the website provides information about the different canteen guidelines across Australia. The website provides ideas about healthier fundraising alternatives.

The Healthy Supermarket Checkout is one of the most popular issues with parents and with the media. We have called for half of supermarket checkouts to be junk food free. A poll showed 80% of parents were often pestered by their children at the checkout. The media release was "Parents sick of being pestered at the checkout". We also wrote letters and had meetings with the local major supermarket chains about introducing confectionary free aisles and some of the supermarkets checkouts have tried it but unfortunately none of them are doing it consistently.

Media advocacy is a significant part of the Parents Jury work and it is our main method of communication with the public. Whenever we do media advocacy, we have an expert nutrition person or health promotion person as well as having the parents themselves being spokespeople. We provide media training sessions for parents. The media can be a lightning rod for activity. As an example, the Trial by Jury and the Coca Cola ad achieved the removal of the ad from TV and it raised the issue with politicians as well are getting good coverage.

This slide illustrates our media coverage.



We have held 5 media training sessions over the last few years and have about 20 regular parents' spokespeople. We also have conducted consumer advocacy training sessions about helping parents understand the political system and how they can influence it.



The Parents Jury website is www.parentsjury.org.au and includes online advocacy toolkits to assist parents to become champions. For example the toolkits include sample templates for making complaint about TV ads, sample letters for schools principals to introduce healthier canteens. We are trying to make it easier for parents to speak out. There is also an active discussion forum where parents can raise different issues the website has an online reporting system so we can track who is joining, what postcode they live in and their areas of interests. We also send out a fortnightly newsletter to all the members and the website also has an event calendar.

Because we are from a cancer organisation, our pictures always have children wearing hats for sun protection.

Parents Jury is a collective voice to advocate for improved food and physical activity environments. Parents and health organisations work together towards a reduction in the obesogenic environments and allow parents to be involved. Parents can express their opinions and we give them the resources to make it easier to become grassroots champions. Parents Jury is very much about community action which is part of the Ottawa Charter of Health Promotion.



Q&A

T LOBSTEIN: It is very valuable to show the impact and power that a small NGO of just two and a half people can have getting into the media, getting companies to change their policies. It reminds me we had a shock this week of the checkout campaign in the UK in the early 1990's and indeed companies in supermarkets did respond and did remove sweet from many of their checkouts. The trouble was about 3 years later when we looked again they all crept back in again so you have to keep on having these campaigns. It makes you think maybe if it is just relying on voluntary measures the supermarkets voluntarily changing this would not be enough unless they sustain the campaigns and that a regulatory framework might be better.

PUBLIC (Jane BADHAM from South Africa): Congratulations you mentioned you had some 3000 parents. You did not mention how you got that. How did you recruit and how do you recruit now?

K CHAPMAN: It is an ongoing thing. Initially it started with the first media campaign which was about getting confectionary out of the supermarket checkout and it just grown from there. Certainly when we do a lot of media we notice that membership goes up. When we did the 2006 advertising award we had approximately 600 new members join during the nomination and the voting process. The Cancer Council and Diabetes Australia promote the program through our community networks of people who support our organisations and to our health professional contacts as well. We have a sample presentation about Parents Jury which staff from the Cancer Council use. This year we advertised through schools newsletters to recruit more parents. There are a whole range of things but media coverage gets the most of members because it is very fresh in their minds.

PUBLIC (Anne GAUTIER from the Ministère de l'Agriculture): I was wondering whether you know within you members if it is representative of all the social classes?

K CHAPMAN: Unfortunately it is not. One of the things we are doing better now is that when parents join we record the information on where they live and we have an idea of where they live and we ask them questions about their educational status as well. We do know that the people that mostly join Parents Jury have higher incomes and are better educated. We have a lot of people with a health professional background and are very interested in this area but having said that we do have representation from those other groups as well. One of the criticisms is that people need internet access. But we could not afford to run this program with mailing out to people every fortnight as well. We are trying to increase representation. We have good representation in country areas compared to city areas that is something.

PUBLIC (Saskia Te VELDE from the Netherlands): It is nice to see how active you are and I was just wondering if you are evaluating how effective these programs are. Are you measuring behaviour change in the children? Or what active change happens in the environments?

K CHAPMAN: It is an advocacy program so we are not trying to change individual family behaviour. We are trying to change environments. In terms of how evaluate, we look at our media reach and participation. It is very hard when we look at the environmental situation whether it is something like TV food advertising and the standards around those; we can not say we are the only people that are advocating for changes. Realistically we know we are not going to change that by just having one annual TV ad awards ceremony a year it is going to be constant government lobbying and things like that. So, a few things that we are doing is really saying how we are persuading the media that we are getting positive coverage and that we are getting more receptive reception when we are going to different politicians and decision makers but it is also we are thinking that we had great success we the confectionary checkout campaigns in the supermarkets when putting pressure on them to actually be just introducing it first to becoming a permanent policy.

Controlling the market using legislation: the UK experience for TV and non-TV regulation

Jane LANDON

National Heart Forum, Tavistock House South, Tavistock Square, London

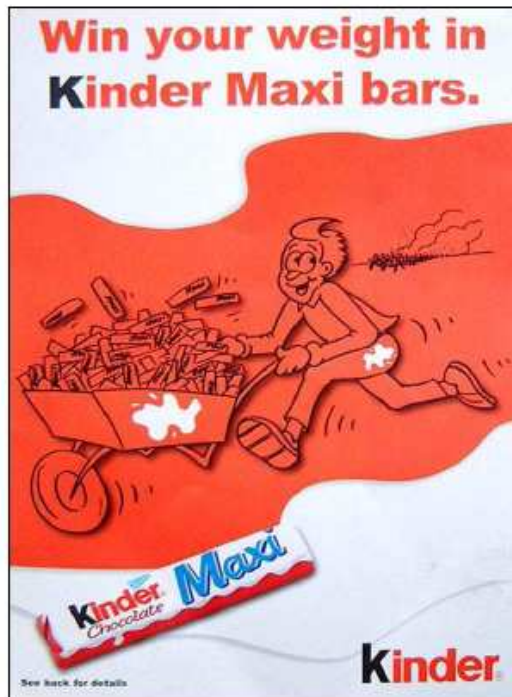
I am going to talk about regulation in the UK on TV advertising. We heard from Kathy Chapman about the excellent grassroots advocacy in Australia and I am going to focus more on advocacy by professional organisations in the UK. The National Heart Forum is an alliance of about 50 national consumer health and medical groups and our purpose is to develop and advocate policy for the prevention of heart disease. There are successful actions in the UK but I think that these should be regarded as partial successes. There are some weaknesses in what we have achieved despite the fact that in many senses what is happening in the UK is world leading and there continue to be changed.

Briefly, what I would like to cover is: to look again how powerful TV advertising in terms of children's food preferences, and to reflect on the fact that many of the controls that we need, and that we have achieved so far on food and drink marketing has been building over two decades and this progress has been largely led by the health advocacy organisations. We now have some examples of both voluntary and statutory restrictions in the UK, as elsewhere. What is interesting is to work out how we arrived at these current controls because it is a complex and complicated process as there are many twists and turns. And as we discovered in the UK, many unexpected obstacles have to be overcome. And finally we will reflect on some of the lessons that we have learned.

Talking about how powerful advertising is, I always like to see what advertisers would say themselves when we discuss what we think is the disparity between the advertising 'din' for junk food compared to advertising for healthy food. This is a member of the Advertising Standard Authority (ASA) the self-regulator in the UK quoted at an ISBA Annual Conference (2008):

"There's no case for being naïve and disingenuous about the purpose and effect of advertising. At its most imaginative and wonderful best, it does more than influence consumers' choice between brand x and brand y. It has the capacity to influence as well as reflect attitudes, behaviour and cultural norms on a much wider scale." (Baroness Jean Coussins)

The reason I particularly like this quote is because it contradicts what advertisers often say to us when they try to defend against possible restrictions on their activities; which is that advertising is only about influencing choice between brand x and y and that it has a very minor effect compared to other influences in children's life.



This ad is sadly ironic in view of the child obesity rates at the moment with the message "win your weight in Kinder maxi bars" but according to the advertisers their rules say very clearly that you "...should not exploit children credulity, loyalty, vulnerability or lack of experience." (CAP Code of Advertising Practice).

Turning to the Non Governmental Organizations (NGOs) we are very clear about what we need and what will actually make a difference. First and foremost it is about having controls which operate across all media. I am going to talk about TV advertising in this presentation but we need to put it in the context that if you squeeze

advertising in one area of media alone you will simply push the marketing effort into other unregulated areas. So we need controls that work across all media. And it needs to be all media accessed by children, not just children's media. This is often where for example the McDonalds offer in Australia not to advertise in children's air time proves to be rather less helpful that they might suggest because children watch outside of that air time. Controls need to address the cumulative effect of advertisements and promotions, not just the content - not just the messaging within individual adverts but the amount of advertising over time. We need to deal with the problems of 'border-control' so it is not enough to deal with advertising or marketing as is it operates within you own borders. A lot of what it is coming to us is part of the global media environment broadcast across national borders. And we need to have meaningful sanctions for non-compliance. If breaking the rules brings no punishment then people will continue to break the rules, as we know.

When we look at what we achieved in the United Kingdom we see that it is the result of a building momentum which has involved an interesting number of different parties and different influences. The NGOs have been pointing to the problems about food marketing to children for about two decades, but in 2001 the economists in the UK woke up to the problem when they were looking at the rising rate of obesity. The National Audit Office, which is responsible for auditing government expenditure, identified food marketing to children as one of the levers that should be investigated for addressing child obesity. The Food Standards Agency, the food regulator in the UK, commissioned a systematic review of evidence of food marketing and promotion to children which were really the seminal piece of work which has helped us to build the case for controls on food marketing. Then the MPs got interested.

They had an inquiry into obesity a couple of years later in 2003/4 and made various recommendations about policy measures that should be engaged including tackling food marketing. Finally, the government asked the broadcasting regulator to look at the problem. Then we had some new rules which I will talk to you about, and there has been some review of the self regulatory rules which I will also talk about. More recently, we now have a government obesity strategy which has brought forward a review of whether or not the current controls are working, and identified other ways in which advertising and food companies could clean up their act if you like, particularly on internet advertising.

I want to focus particularly on the new rules and on the review of the self-regulatory requirements.

Turning to TV advertising I will present a few key facts. It is hugely influential, as we discussed, and there is an awful amount of money spent on TV advertising. This is for 2 reasons. One is because it is expensive to do but two, because there is a lot of it. And most of it, according to analysis by the broadcast regulator is for the 'Big Five': fast food, confectionery, snacks, fizzy drinks and sweetened cereals. Children in the 4 to 15 age group watch about 15.8 hours of commercial television a week and that is getting to be equivalent to how much time they spend in the class room. 80% of viewing is outside of children's airtime. So if you only focus your effort on children's programming you are missing a huge amount of advertising impacts on children. And for children aged 5 to 9 viewing outside children's airtime is about 40%.

So how is TV advertising regulated in the UK? Probably it is not very different from regulation in other countries represented in this conference. It is a co-regulatory model. There is the broadcast regulator OFCOM and there is the self-regulatory organisation BCAP (Broadcast Committee of Advertising Practice). Put very crudely the broadcast regulator imposes the scheduling restrictions and the self-regulatory organisation proposes the content rules. But what is important is that OFCOM has to finally approve those content rules. In 2005 we had the new rules governing television advertising food and drink product to children. As part of the process OFCOM undertook an in depth analysis of the costs and benefits of a number of options. They also conducted their own research into the effects of advertising on children and they published a public consultation with the number of options. I want to talk about flaws in that process that concerned us. Before the consultation was published they met with what they called 'interested parties'. We had to request to be an interested party as health was not considered an interest in this issue. Interested parties were thought to be advertisers and broadcasters. When we did get around the table we advised them very clearly that in our view a restriction up to 9PM - that would capture nearly all of children's viewing, not just children's airtime - for those foods that were high in fat, sugar and salt (HFSS) was the only option that merited support. However OFCOM officials described this to us a 'nuclear option'!

They considered it to be at the far end of the regulatory spectrum and as a consequence when they published their consultation they had excluded the 9PM option saying that it was “not appropriate for consultation” because they judged it to be “disproportionate” .

This is the problem with an economic regulator regulating on an issue which has a public health dimension. We were all very concerned that if the one option that merited any support was not even on the table for discussion, the chances of any sensible regulation being agreed seemed to be vanishing.

So we talked to our lawyers and asked them if we could seek any legal redress to this consultation. In the UK – surely in other countries too - there is process called judicial review where, put simply, you ask a judge to decide whether the decision that has been taken is unfair and may be overturned. We had to act fast: go to our lawyers, have these discussions and work out what were our options while the consultation was in process. The grounds for judicial review seemed to be compelling to our lawyers. OFCOM had failed to follow its own policy on consultation which is that you do not exclude any option, you have them all on the table and you look at them all. They had acted irrationally and it was conspicuously unfair to exclude the 9PM option from discussion.

“A ‘pathetic’ attempt to curb TV advertising of junk food puts the needs of big business before children’s health, campaigners said yesterday. Regulators ruled out a ban on all ads before the 9pm watershed because broadcasters would lose up to £240m a year in revenue.”



In the meantime, like our colleagues in Australia, we prepared to do battle. We took our story to the media exposing the fact that OFCOM was effectively pitting public health interest against losses to broadcasters. This caused moral outrage among a lot of organizations and individuals. And at the same time we gathered expert witnesses to support our legal claim.

What happened is that during the 12 week consultation period OFCOM decided that it would publish supplementary documents with a full impact assessment of the 9PM option, as we had asked. They also said that they would be “welcoming all representations” on the 9PM option. Given that our purpose was simply to get this option on the table for discussion we withdrew our claim for judicial review, and we did not actually get our day in court. It was the threat of the legal action that encouraged, I would suggest, the regulator to be more open and comprehensive in its assessment of the options. What also happened is that the campaign for judicial review attracted very wide support for the 9PM option. It became the only option with any merit or value in discussions about what needs to be done to address advertising of junk food on television. A very high volume of responses were submitted to OFCOM in response to their consultation. I counted up one hundred to one in favor of the 9PM option including 43 national health, medical, children’s

welfare and consumer organizations from across the country. Included in that number was the Children's Commissioner and the Standard Food Agency itself. I think it is fair to say that although OFCOM did not agree that all ads for junk food should be restricted up to 9PM, their decision in the end went further in favor of public health considerations than they were originally minded to go (they might well deny this, but that is my assessment).

In brief these are the new rules you might familiar with:

- No high fat, sugar or salt (HFSS) ads in children's programs.
- No HFSS ads on dedicated children's channels.
- No HFSS ads in programs of particular appeal to children under age 16. (They have a way of assessing the audience watching at a given time using an index which indicates what proportion of an audience is children).
- No celebrities or licensed characters to be used in ads for HFSS products aimed at primary aged children (less than 12 years).
- No promotional offers (giveaways) in HFSS ads aimed at primary aged children like the toys that come in the packages of Happy Meals.

What is also important about the rules is that, as you saw, they talked about HFSS food. Nutrient profiling is very simply about scoring products plus or minus for healthy or less healthy nutrients enabling OFCOM to assess whether or not the advertisement can be broadcast during the restricted times.

Nutrient profiling: defining healthy and less healthy foods

Points →	0	1	2	...	10
Energy (kJ)	≤335	≤670	≤1005	...	>3350
Sat fat (g)	≤1.0	≤2.0	≤3.0	...	>10.0
Total sugar (g)	≤4.5	≤9	≤13.5	...	>45.0
Sodium (mg)	≤90	≤180	≤270	...	>900
					5
Protein (g)*	≤1.6	>1.6	>3.2	...	>8.0
Fibre (NSP) (g)	≤0.7	>0.7	>1.4	...	>3.5
Fruit, Veg & Nuts (g)	≤40	>40	>60	...	>80

For both food and drinks: scores are based on the content of nutrient in 100g.

**If food scores 11 for protein, fibre and F&V then scores 0 for protein except if scores 5 for FV&N*

<p>Healthy/Intermediate food = 3 or less</p> <p>Healthy/Intermediate drink = 0 or less</p>	<p>Unhealthy food = 4 or more</p> <p>Unhealthy drink = 1 or more</p>
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The Food Standards Agency provided the model to OFCOM as it is beyond OFCOM's competency to decide what food are, or are not healthy. This is one of the key features in the UK that make it possible for changes in the nature and balance food marketing to take place. Under the terms of its review, OFCOM is looking at the

impact of the new TV ad rules not only to see if the rules are working but how much it is costing broadcasters, how it is costing the advertisers, and whether different advertisers are coming in to fill the gap or whether the same advertisers are coming up with different products. The Government Health Department is looking at a broader picture to see whether the changes in TV advertising regulation are having an impact on advertising in other media. And the performance of the nutrient profiling model is being assessed simply to see whether it is doing and what is supposed to be doing and whether it needs to be adjusted.

We do not really need to wait for the assessment of the new rules because it was possible for OFCOM to predict what the changes in the regulatory environment might do. Children's exposure to HFSS ads are expected to be reduced by 41% according to the rules that are currently in place. With that 9PM option it would be twice that, with a reduction of 82%. Cost to broadcasters are estimated at £22.6 million - far less than the estimated £221 million for the 9PM option. But you have to bear in mind the different social and health benefits assessed by the Food Standard Agency. Even the estimated loss of £221 million is only 3.5% of total revenue.



In other media - not covered by standard regulation - self regulation applies and it is worth remembering what the purposes of self-regulation. Advertisers themselves say the purpose is to ensure ads are 'legal, decent, honest and truthful'. It provides protection to consumers but it is also about promoting fair competition between advertisers so that there is a level playing field.

Importantly, self-regulatory rules do not deal with the amount of advertising. With few exceptions, there is no scheduling equivalent; rules only look at the content issues. If we are talking about 'turning down the noise' of advertising for junk foods we cannot rely on the self-regulatory model. Importantly, the rules do not differentiate between healthy and less healthy foods. Advertisers do not accept the principles of nutrient profiling and they made that quite clear to us, although that might be changing a little. And the other key issue is that self-regulation does not cover all media, such as websites, which are considered to be editorial, and SMS messaging. For example, the Nesquik Rabbit, because it appears on a corporate website, is not covered by any advertising regulations.

The non-broadcast media self-regulated rules were under review in 2007. The small changes that were introduced were:

- No celebrities or licensed characters should be used in ads for food or drink products aimed at primary aged children (<12 years).
- No promotional offers or giveaways in food or drink ads aimed at primary aged children. (CAP Code of Advertising Practice, 2007)

What you notice is that they are not talking about junk food, or HFSS foods, they are talking about all foods. But they have put in an exemption for fruit and vegetable advertising. But because the amount of fruit and vegetable on television in the UK is tiny, this exemption is not going to make a great deal of difference. It is important to see what the advertisers say about their voluntary code. In the days following publication of the new changes to the code, it was reported in Campaign Magazine - which is the flagship publication for the advertising industry in the UK: *"...it doesn't take a genius, however, to spot the weasel words, the obvious fudges and the potential anomalies just waiting to emerge."*

Another mechanism whereby marketing to children can be controlled is when the food companies themselves choose to withdraw or restrict their activities. We are seeing more and more of such commitments, which is not surprising because the threat of regulation in Europe and the threat of litigation in the US have sensitised a lot of food companies to do more in order to head off these threats. We are often seeing general, rather than specific commitments. It is quite difficult to pin them down in what they actually mean. When it comes to companies' definitions of children they may define them as fewer than 8 or fewer than 12 but you very rarely find older children, covered. And we all know that teenagers are very susceptible to advertising and marketing because they may understand that they are being advertised to, but that does not mean that they have the powers to defend against the persuasive intent. Commitments are generally only applied where children form the majority audience. The percentage of children in the UK is about 14% of the population so for them to be watching in greater absolute numbers than adults is rare. There is no independent monitoring of food company commitments as it is very difficult to do. NGOs have no resources to do it and governments are not minded to do it. We tend to rely on the food industry to tell us whether they are doing what they say they are doing. And as a consequence, things that are promised are not delivered, or companies may deliver and then take it back again. Kraft was one of the first companies to say that it would stop providing supersize portions and then 2 years later it said they had talked to their customers who told them they would like a full range of product sizes so Kraft decided to offer them the full range of product sizes including supersize. Finally, global companies, although they maintain their brand globally often apply the commitments selectively. What you might find in one country would not necessarily follow through in another.

I'd like to turn to the role of health and consumer organisations because I think that they have been influential in the progress such as it is that we have seen in the UK

and also elsewhere in Europe and overseas. What NGOs can do is to maintain pressure on governments and on regulators to regulate, and regulate properly and in the public interest. They can identify flaws in proposed regulations and propose 'best' models of regulation. They can monitor the effectiveness of new rules and food company commitments, bearing in mind that it is a big job and they are not resourced to do that on a global scale. What they can also do is to share their experience gained in other countries and in other spheres. So for example the lessons learned from tobacco; we should talk to our colleagues of tobacco control and alcohol control about ways to deal with the problems that arise in dealing with multinational corporations, share best practice and the tricks of the trade about how to campaign and advocate effectively.



The Children's Food Campaign report in the UK has been looking at how to tackle numerous media; it is actually a model suggesting how you would go about framing rules that would protect children from junk food advertising in media other than TV (*Available at www.sustainweb.org.uk*)

Finally, voluntary measures can succeed but they are unlikely to succeed without the monitoring and the sanctions that we talked about. In the absence of these, statutory regulation has its place. You need your 'sticks' as well as your 'carrots'. What we have in the UK is a valuable start, and work is progressing. I would finish by asking you to keep in mind the achievements of civil society - and that is all of us; both as individuals working through grassroots organization like the Parent's Jury, and through professional organizations as doctors, nurses or dieticians, or as members of whatever organizations we contribute to.

Q&A

T LOBSTEIN: it is wonderful to see that junk food advertising at last being defined and being shown in statutory regulations. Twenty years ago when the food industry was saying that there was no such thing as good or bad food - it is all about the diet. Ten years ago they say; actually there are good foods and we put label on them saying it, but they were not defining the bad food. It is really exciting now to see that not only it is defined but it is shown in regulations that there is such a thing as a junk food.

PUBLIC (Albert HIRSCH, Lutte contre le Cancer) : Par analogie à la réglementation concernant les produits de tabac et en vous félicitant de l'avance que vous avez au Royaume-Uni par rapport à la France, je voudrais vous demander si premièrement il y a un observatoire de l'infraction aux règles de la publicité que vous avez mentionné, deuxièmement avez-vous des perspectives sur la réglementation d'autre

forme de publicité, soit direct par exemple le cinéma soit indirecte par exemple le packaging c'est-à-dire les paquets englobant les aliments qui ne sont pas recommandés ?

J LONDON: You are quite right to identify the other media because as I say if you only concentrate in one area the effort will go elsewhere. The report of Children's Food Campaign in the UK seeks to address just those other media. There is not the appetite within the self-regulatory organizations to go far enough or fast enough to deal with the volume of advertising. It is asking the wrong people to do it. We are going to propose what the rules should look like and I think we are going to need to ask the statutory regulator to overrule the freedom of self-regulation. That is very significant step away from the status quo. Have there been any violations? I actually spotted one and I reported it to OFCOM and it will be taken into consideration in their review which started in July and will probably not report until Christmas. But because the advertiser is able to submit their adverts in advance they can see whether or not it is above or below the bar for nutrient profiling. They have all the help that they need so there is no excuse for violation.

PUBLIC (Serge HERBERG): Nous sommes dans l'actualité en France de cette discussion puisque la ministre de la Santé a annoncé le 4 février dernier qu'elle demandait aux industriels de l'agroalimentaire de fixer une régulation sous forme d'une loi, une autodiscipline, sous réserve si cette autodiscipline n'était pas rapidement mise en place. Des réunions préparatoires ont eu lieu aux Ministères boycottés par l'ensemble des firmes agroalimentaires et de la grande distribution. Nous attendions bien évidemment ces difficultés de la part des partenaires économiques du champ de l'agroalimentaire par contre nous n'attendions pas des difficultés aussi violentes des chaînes de télévision qui en France sont montées au créneau pour défendre la création jeunesse voire même la création artistique. La Ministre de la Culture française qui est en charge de la direction des médias a même déclaré publiquement que touché à la publicité n'avait sûrement pas d'effet sur l'obésité de l'enfant mais était une catastrophe économique pour les chaînes de télévision et pour la culture française. Je voulais savoir si pour vous en Angleterre ce problème du coût économique des pertes pour les chaînes également pour les fabricants de publicité, pour les fabricants de programmes jeunesse si tous ceci avait été un obstacle majeur à la mise en route de ces restrictions et savoir comment vous avez pu vaincre cet obstacle qui pour nous est extrêmement fort et puissant.

J LONDON: You put your finger on it because that was precisely the obstacle. The loss of revenue was what primarily appeared to concern the broadcast regulator. Their role was to regulate in the interest of the industry; that was the broadcasters and indeed advertisers are part of that. They were very frustrated by our campaign and in fact took the unusual step of writing an open letter to the Financial Times. In it the CEO of the regulator said: If the government wants us to take a public policy

decision - and we consider this to be a public policy decision - we are not the right ones to do it because we must weight the costs in a certain way to meet or regulatory objectives. So effectively they were saying they cannot do this. So we told them the government needs to take action rather than just simply hand it to the regulator. And our hope is that the government will - when it sees that what the rules deliver is half of the level of protection that we need - that they will decide to act in the public interest and overrule the regulators to say 'no advertising up to 9PM'. That is our hope.

T LOBSTEIN: The website of OFCOM gives intensive analysis of costs to the food industry, costs to the advertising industry, cost to the broadcast industry and then some estimates of the health benefits. It is a very interesting analysis and there are a lot of arguments about the correct figures.

J LANDON: But slightly flawed because of course they weighed the fact that adults would not see junk food advertising as a dis-benefit to broadcasters and advertisers rather than potentially as a public health benefit because the rules focus on children, not adults.

PUBLIC (from WHO): Taking the spin from the title from policy action what do we do now. Now there is going to be an advertising gaps there may plan to promote or give incentives to the healthy food or the fruit and vegetables or physical activity to fill in that gap?

J LANDON: That is a very good question because one of the difficult analyses was how a restriction on one type of advertising would be substituted by other products and it was quite difficult to model that. OFCOM rather relied on the advertisers to give them that information and I suspect they did not feel they had an interest necessarily to do so because they would prefer to maintain the status quo. This underlines the importance of the principle of being able to differentiate between healthy and less healthy foods; to say which you want to have less advertised, and to create space for advertising for food you do want to promote. I think about experience in other sectors, when tobacco advertising was restricted it did not mean the end of magazines, it did not mean the end of Formula1 sponsorship. Other companies and other products come in. Within the food sector, a lot of companies are making a virtue of their healthier product lines like Nestlé or Pepsi particularly - companies with the broad portfolios. And there would be more affordable airtime in which they might advertise.

SESSION 12

ROLE DES ACTEURS TERRITORIAUX POUR PROMOUVOIR LES F&L A L'ECOLE

Chair: **J. Remiller**

- Action pédagogique sur la nutrition dans les lycées et CFA de la région Ile de France. **J. Penez**
- Assurer un relais au-delà de l'école en agissant avec les habitants, à l'échelle du quartier. **P. Martin**
- Comment mutualiser les compétences et fédérer les projets de l'ensemble des acteurs locaux? **P. Berger**
- Nutrition Santé Adolescences Val de Marne. **E. Feur**

Introduction

Jacques REMILLER

Assemblée Nationale, Paris, France

(...) Nous débattons ce matin du rôle des acteurs territoriaux pour promouvoir les fruits et les légumes à l'école. (...)

Pour me présenter je suis maire d'une ville de 35 000 habitants, un des responsables également d'une communauté d'agglomération de 70 000 habitants, je suis député et (...) je suis président à l'Assemblée Nationale depuis la dernière législature du groupe d'études Fruits et Légumes qui est un des plus importants groupes d'études de l'Assemblée Nationale. Je comprends qu'ils aient adhéré à ce groupe parce que la production fruitière française est quand même importante. Je vais vous le rappeler, c'est 7% des exploitations agricoles et c'est 0,6% de la surface agricole utile. C'était beaucoup plus il y a quelques années mais avec les problèmes de consommation en particulier, il y a une transformation parfois dans certaines régions de France de la production de fruits en céréales ou toute autre production. La pomme reste le premier fruit français, nos exportations sont en baisse et aujourd'hui nous importons ce qui est quand même un comble alors qu'il n'y a pas si longtemps nous étions un des principaux pays européens à exporter. Et, la consommation française est en baisse et il faut se demander pourquoi. D'abord les aléas climatiques qui sont déroulés encore pour la septième ou huitième fois cette nuit. Aussi, il y a le problème de cherté, le problème de concurrence et c'est pour cela d'ailleurs que l'Assemblée Nationale qui fait l'étude de la grande modernisation économique va étudier en particulier les problèmes de concurrence mais c'est un atout malgré tout pour l'emploi puisqu'il y a 200 000 salariés sur la production fruitière dont 15 500 permanents.

L'objet de cette table ronde est le rôle des acteurs territoriaux. Je suis très fière car j'ai déposé une proposition de loi que vient de reprendre le Ministre il y a quelques années en étant partie au cimetière des propositions de lois, pardonnez moi du terme mais c'est le jargon que nous utilisons à l'Assemblée Nationale, c'est-à-dire que chaque député dépose sa proposition de loi, à ne pas confondre avec un projet de loi qui est le gouvernement alors que proposition de loi c'est le député, 99,99% ne sont pas retenues par le gouvernement. Un jour enfin, le ministre Michel Barnier m'appelle et me dit qu'il va retenir ma proposition de loi que j'avais déposé alors que Hervé Guémard à l'époque –ça remonte déjà à quelques années – était le ministre de l'Agriculture c'est-à-dire une distribution journalière de fruits frais dans les établissements publics et privés. Donc ce sont bien les acteurs territoriaux qui prennent un certain nombre d'initiatives. Le ministre qui a succédé Hervé Guémard était venu d'ailleurs voir ce processus que nous avons mis à titre expérimental dans une école de la circonscription dont je suis le député avec des goûters chaque jour à 9h45 et 15h et une participation modique des élèves. C'est justement là-dessus qu'il

va falloir vraisemblablement que nous fassions des propositions. Cela va avoir un certain coût, soit pour la mairie dans le cas des écoles maternelles ou des écoles primaires, soit le conseil général dans le cadre des collèges ou la région dans le cas des lycées voire même l'Etat, on peut rêver, dans le cadre de l'université. J'avais fait cette proposition de loi pour aider les producteurs de fruits à une période de méventes, pour écouler ces produits frais et consommables très rapidement et il faut les écouler immédiatement et aussi pour lutter contre les problèmes de santé publique et en particulier lutter contre l'obésité. Certains professeurs et spécialistes nous disent qu'il faut manger 5 fruits et/ou légumes pour avoir une bonne santé, ce que les docteurs vous diront. Ce processus que j'ai mis en place dans la Vallée du Rhône va être étendu grâce à tous les acteurs territoriaux sur le territoire national. Monsieur Martin qui est le directeur la Maison de la Promotion de la Santé de Dunkerque liera le problème entre la santé et également l'écoulement des fruits et ce que font les acteurs territoriaux qui initient des projets et qui les mettent en musique.

Action pédagogique sur la nutrition dans les lycées et CFA de la région Ile de France.

Jacqueline PENEZ

CERVIA, Paris, France

Cette action pilote que nous avons intitulée « Des fruits et légumes de proximité pour les jeunes franciliens » est le prolongement de la signature par Jean-Paul Huchon, président de la région Ile-de-France et les professionnels du monde agricole, de la Charte Fruits, Légumes et Société, en septembre 2006.

Cette charte a été rédigée par l'Interprofession des fruits et légumes frais (INTERFEL), l'objectif étant de mobiliser les collectivités locales pour qu'elles agissent, chacune à leur niveau de responsabilité, pour une alimentation favorable à la santé.

Avant de vous présenter concrètement cette action, il convient de la situer dans le cadre des compétences d'une Région. Elle se situe à la croisée de deux grandes compétences des conseils régionaux dans la loi de décentralisation : la responsabilité d'être coordinateur ou 'chef de file' du développement économique et la mise en œuvre du schéma des formations.

Pour la première fonction, coordination du développement économique de la région Ile de France, la région Ile de France a adopté en octobre 2006, un Schéma Régional de Développement Economique qui définit à la fois les filières et les territoires prioritaires et où bien entendu, l'agriculture a toute sa place. On ignore souvent en effet que l'Ile de France est une grande région agricole, à la fois pour les grandes cultures - c'est une des premières régions productrices de céréales - mais aussi en productions maraîchères donc en fruits et légumes et c'est le sujet qui va nous intéresser ici. C'est également une grande région par rapport à l'industrie de transformation et donc par rapport à la filière agro-alimentaire. Aussi, dans notre schéma régional de développement économique, nous avons un chapitre qui s'intitule (...) 'Donner au secteur agricole les moyens de son maintien et de son développement'. On est bien là au cœur de cette mission que se donne la région Ile de France pour soutenir ce secteur. Ceci est donc le premier pilier justifiant notre intervention de coordination du développement économique.

Le deuxième pilier est la formation et dans formation, il y a à la fois la formation initiale et la formation continue tout au long de la vie. Les régions ont à la fois en charge la construction et le fonctionnement des lycées, la formation professionnelle et celle tout au long de la vie. Depuis Juin 2007, nous avons mis à plat l'ensemble de la politique et des moyens de la Région dans un plan transversal qui s'appelle le « Plan régional de formations ». En Ile-de-France, nous avons 500 Lycées publics et 200 lycées privés, ce qui est une lourde responsabilité, quand on la compare avec d'autres régions qui n'ont pas la même difficulté à gérer ce patrimoine important. Nous avons

également en charge l'apprentissage, au travers des Centres de Formation des Apprentis (CFA) qui sont de la responsabilité directe des Régions.

C'est dans ce cadre, que la Région d'Ile-de-France, au travers de son organisme associé qu'est le Centre Régional de Valorisation et d'Innovation agricole et alimentaire (CERVIA Paris-Ile-de-France), a lancé une opération en direction des jeunes lycéens et apprentis autour de la nutrition et en lien avec le territoire.

Les Régions, comme toutes les collectivités territoriales, ont besoin d'avoir des structures et des outils très opérationnels. C'était d'autant plus nécessaire en Ile-de-France pour la filière alimentaire qui souffre d'un grave déficit d'image. Le CERVIA a vu le jour en 2007 ; il est né de la fusion entre deux structures préexistantes, le CRITT IAA (Centre Régional d'Innovations et de Transfert de Technologies) qui avait une mission d'interface entre la recherche et les entreprises et le Comité de promotion des produits agricoles et agroalimentaires. Cet organisme a trois membres fondateurs : la région qui a pris l'initiative et qui supporte la plus grosse part du financement, la Chambre Régionale d'Agriculture et l'Association Régionale des Industries Agroalimentaires. Elle a pour adhérents à côté d'institutionnels, une très forte représentation des professionnels de l'agriculture et des métiers de bouche.

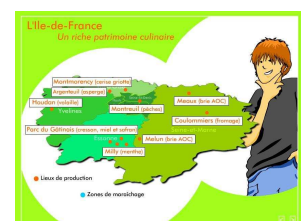
Les missions du CERVIA sont doubles : la promotion des territoires et des produits d'une part et l'innovation et la qualité dans les entreprises d'autre part. Nous travaillons en particulier étroitement avec AgroParisTech, nouveau regroupement des grandes écoles de formation d'ingénieur présentes en Ile-de-France.

Le CERVIA était donc tout naturellement missionné pour conduire l'action nutrition sur les fruits et légumes, en lien avec l'interprofession.

Des fruits et légumes de proximité pour les jeunes franciliens

Nous avons une grande question, un grand défi qui est : comment développer la consommation de fruits et légumes de proximité en Ile de France ? Cette question se pose dans un contexte que vous connaissez dans les autres régions et autres pays européen également, qui sont celui de l'augmentation dramatique et inquiétante (...) de l'obésité et du surpoids. On considère en Ile de France qu'1 francilien sur 3 présente un surpoids par rapport aux normes classiques. Cette tendance aujourd'hui ne fait que s'accroître et en particulier, et c'est une question encore plus préoccupante pour les politiques que nous sommes, dans les catégories de population les moins favorisées, ce qui est une inquiétude supplémentaire par rapport à l'accès à une alimentation de qualité.

Partant de ce constat de l'obésité et de la signature en 2006 de la Charte « Fruits et Légumes et Société » INTERFEL par Jean-Paul Huchon, Président du Conseil Régional d'Ile-de-France (dont



chacun connaît l'attachement au secteur agricole et agro-alimentaire à la fois par son passé politique au Ministère de l'Agriculture également par son passé professionnel au Crédit Agricole), le CERVIA s'est vu confier le montage d'une action pilote.

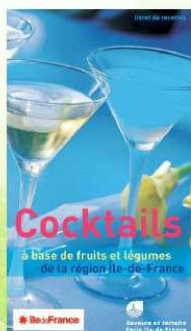
L'association EVEIL, bien connue des enseignants et rectorats, a été choisie comme prestataire pour travailler sur des supports pédagogiques et leur présentation en milieu scolaire. Le travail se fait avec des classes volontaires et le relais soit de professeurs de différentes disciplines : Sciences de la Vie et de la Terre (SVT), Education Physique et Sportive (EPS), soit du service médical. L'intervention dure environ 1h30 devant les lycéens. Le module comporte des visuels, des questionnaires sur la connaissance des productions de l'Ile de France et la connaissance des produits frais en général. (...) Nous avons ensuite deux petits films d'une dizaine de minutes qui ont été spécialement réalisés pour cette opération : l'un présentant la région Ile de France agricole et gastronomique qui s'appelle « *L'Ile de France, destination saveurs* » et l'autre qui porte sur un produit emblématique qui est la pomme, il était une fois une pomme qui présente le circuit de production et de distribution des pommes d'Ile de France.

A la fin de cette intervention, les élèves reçoivent deux petits supports : un livre de cocktail à base de fruits et légumes et un calendrier de saisonnalité des légumes mis au point par le CERVIA parce que, c'est un des axes importants, nous mettons la priorité sur la consommation de produits de proximité mais également la consommation de produits de saison.



Supports de communication distribués

- Livret de cocktail à base de fruits et légumes



- Calendrier des Fruits et Légumes d'Ile de France



Le bilan

Le bilan n'est évidemment que très partiel puisque c'est une opération qui n'a qu'un an puisqu'elle a démarrée à la rentrée scolaire 2007. Nous avons réalisé un certain nombre de supports films et supports papiers. Nous avons recruté cette association EVEIL qui fait la présentation et qui nous a mis à disposition une diététicienne qui présente le module dans les lycées. Nous avons envoyé un mailing dans les lycées et CFA d'Ile de France en commençant en novembre 2007. Sur cette année scolaire nous avons eu une centaine d'interventions qui correspondent à peu près à 3000 jeunes qui ont été touchés.

Nous constatons qu'il y a un grand intérêt, une grande attention ce qui nous a agréablement surpris. Ils découvrent la réalité de l'Ile de France, de ses productions, de la saisonnalité. Nous avons constaté que ce système fonctionnait bien quand l'adulte relai était mobilisé et moteur ce qui est le facteur du succès.

Il ne s'agit pas d'une opération ponctuelle, nous voulons la prolonger et pérenniser dans le temps. Pour la rentrée prochaine, nous allons proposer ce module à de nouveaux établissements. Des fiches activités viendront compléter le module existant.

Nous avons un deuxième axe d'accompagnement qui n'est plus au niveau des lycéens mais au niveau des structures et cet axe d'accompagnement se fera par l'intermédiaire des cantines scolaires (...). Nous voulons prolonger cette opération par une action auprès des gestionnaires de cantines avec notamment un classeur de recettes pour les gestionnaires et des mises en relation avec les producteurs locaux.

Assurer un relais au-delà de l'école en agissant avec les habitants, à l'échelle du quartier

Philippe MARTIN

Maison de Promotion de la Santé, Dunkerque, France

Je représente avec François Liber, adjoint au Maire de Dunkerque, la ville de Dunkerque et son agglomération de 220 000 habitants. Malheureusement nous ne sommes pas une grande région de production de fruits et légumes puisque nous sommes complètement tournés vers la mer et vers l'industrie, nous sommes une région d'industrie marquée à la fois en terme de sidérurgie et production d'énergie avec notamment la plus grande centrale nucléaire d'Europe. Nous avons identifié un grand nombre de problématiques de santé qui sont liées à la question de la nutrition et de l'alimentation en générale. Nous avons des indicateurs négatifs sur un certain nombre de pathologies : en termes d'obésité, de diabète, d'infarctus et de cancer avec des indicateurs de mortalité et de morbidité qui sont très négatifs par rapport à la moyenne nationale et encore plus négatifs par rapport à la moyenne européenne. Ces indicateurs ont été récoltés dans le cadre des programmes régionaux de santé et des programmes territoriaux de santé qui sont menés en lien avec les services de l'Etat et également les services locaux puisque l'agglomération dunkerquoise est une des premières à s'être lancée dans le cadre de son contrat d'agglomération dans des problématiques de santé publique.

Concernant les indicateurs de santé, nous avons des indicateurs aggravés en ce qui concerne les populations les plus en difficultés sociale et économique, ce qui a amené la collectivité à se poser la question d'une politique volontariste en matière de santé. Dunkerque (ainsi que Nancy) est ville-santé membre du réseau français des villes santé de l'OMS depuis 2004 et en 2007 parmi les trois villes françaises dans le réseau européen des villes-santé de l'OMS. Ce qui nous donne un certain nombre de contrainte en termes de méthodologie et de rendu-compte, ce qui nous à amené également à adhérer (parmi les 10 premières villes) à la charte ville active du PNNS.

Politique volontariste de santé



- Dunkerque est ville-santé du réseau français des villes santé de l'OMS depuis 2004 et Europe depuis 2007
- Ville active du PNNS et signataire de la charte fruits et légumes avec Interfel
- Dispose de plusieurs outils de la politique de la ville tels que un ASV et un dispositif CUCS

Enfin, nous sommes également signataires de la charte fruits et légumes avec INTERFEL. Nous avons également un troisième dispositif qui est celui de la politique de la ville et nous disposons au sein de notre collectivité d'un Atelier Santé Ville et d'un dispositif de cohésion sociales CUCS.

L'intérêt de ces trois dispositifs est qu'il faut les mettre en cohérence au service d'une politique de santé et rechercher la cohérence à tous les niveaux d'intervention que ça soit au niveau agglomération, de la ville, du quartier. Dans le cadre de son engagement, la ville de Dunkerque entend agir dans le domaine de la nutrition mais aussi de l'activité physique. Dans le cadre de ses compétences communales, la ville de Dunkerque agit avec ses services municipaux. Elle oriente ses services, notamment la restauration scolaire, l'éducation, le sport vers une plus grande prise en compte de la problématique de la nutrition dans les activités quotidiennes. C'est-à-dire que quand un service avec son élu imagine sa politique de santé il l'imagine en ayant un regard particulier pour la santé pour tous. Enfin, dans le cadre de la politique de cohésion sociale, la dimension santé est intégrée en direction des publics les plus fragiles. L'intérêt est de travailler avec les populations qui sont les plus éloignées des problématiques de prévention et qui sont souvent très loin des grandes campagnes de prévention nationale qu'on peut voir assez régulièrement.

Dans notre projet local, nous avons axé notre travail sur la proximité qui est pour nous une priorité. C'est une proximité à la fois géographique mais aussi une proximité culturelle avec les gens, dans leur cadre de vie, l'idée étant de ne pas se contenter des grandes campagnes nationales mais de travailler dans le cadre de ces campagnes avec les habitants et non à leur place et enfin de s'inscrire au cœur des histoires des territoires parce que chaque territoire a une histoire et il est intéressant de pouvoir l'intégrer dans des politiques de prévention. Nous communiquons également autour du PNNS qui a 9 recommandations. Nous en travaillons 2 de manière prioritaire qui est la consommation de fruits et légumes et l'activité

physique adaptée (la demi-heure de marche rapide par jour). Le troisième point est d'accompagner les choix de consommation car il est vrai que pour un certain nombre de populations le choix est aujourd'hui difficile tant l'offre est confuse. L'idée est de donner aux populations, notamment à celles qui sont fragilisées, des informations et des moyens en termes de consommation.

Pour les comportements alimentaires nous travaillons sur trois niveaux. Le premier est un travail avec les professionnels dans les restaurants scolaires tant sur le plan de la sécurité alimentaire, puisque l'idée est de faire un travail sur l'équilibre alimentaire mais aussi dans un cadre sécurisé.

Les comportements alimentaires

- Travail avec les professionnels dans les restaurants scolaires tant sur le plan de la sécurité alimentaire que de la diététique.
- Travail avec les enfants: dans les restaurants scolaires et les écoles.
- Travail avec les adultes: montées des connaissances et choix de consommation

La formation de ceux qui encadrent les restaurants scolaires est de travailler aussi sur le cadre de vie c'est-à-dire le milieu dans lequel les enfants évoluent pendant quelques heures le midi. Deuxièmement, nous travaillons avec les enfants dans les restaurants scolaires lors de la pause méridienne utilisée pour faire de l'éducation par le jeu grâce à des méthodes pédagogiques que nous avons créées avec le Groupement Régional de Promotion de la Santé de Lille. On a parlé tout à l'heure de la distribution de fruits, sur les démarches bio puisqu'aujourd'hui c'est un peu rentré dans une phase de développement et aussi la remise en question de pratiques séculaires de distribution de lait etc. dans les écoles qui remontent au temps d'après guerre. Nous retravaillons un peu tout cela sous un nouvel angle avec des fruits et légumes plus présents, il y a aussi un choix économique, donc tout ça est pris dans sa globalité. Nous travaillons avec les enfants dans les écoles également puisqu'il y a un gros travail avec les médecins scolaires. Enfin troisième point, le travail avec les adultes, où nous agissons beaucoup dans le domaine de la formation : formation des parents d'élèves, formation des professionnels et formation des adultes volontaires dans le cadre des groupes d'expression santé dans les quartiers.

Nos interventions se situent dans trois espaces. Dans ce qu'on appelle les Maisons de Quartiers qui sont des lieux de vie sociale dans les quartiers, l'idée n'est pas de créer une nouvelle structure qui parlerait de santé dans les quartiers mais d'utiliser les structures existantes. On a cru utile de prendre appui sur les réseaux sociaux et d'animation sociale qui existaient déjà dans les quartiers. Pour l'instant nous avons dix Ateliers Santé qui fonctionnent dans les quartiers à partir de ces fameuses maisons de quartier. Nous travaillons également avec les parents d'élèves donc avec des adultes et pas simplement avec des enfants. On essaie de recréer le couple parent-enfant/éducateur voire dans un troisième rôle le médecin. Refaire ce lien et de le faire produire des choses c'est-à-dire ne pas travailler pour eux mais aussi qu'ils produisent des choses en termes d'outil ou de support, est un de nos objectifs prioritaires. Enfin, la troisième sphère est celle des publics fragilisés, donner l'accès aux populations les plus éloignées à des informations qui leur seraient utiles. Nous travaillons dans ce domaine avec certaines associations caritatives qui font la distribution alimentaire et on sait que très souvent on a des produits secs voire des conserves et que les produits frais sont assez peu présents bien qu'il y ait une très grande amélioration notamment ces derniers temps. Nous agissons également avec les populations étrangères puisqu'il y a aussi une problématique autour de cette population en termes d'alimentation. L'idée pour ces publics fragilisés c'est de leur faire participer à des activités grand public en s'appuyant sur des manifestations nationales. On parle du Parcours du Cœur qui a été fondé il y a environ 25 ans dans la région dunkerquoise et a pris un peu d'ampleur, tant mieux. On les fait participer à la semaine Fraich' Attitude en termes de relais (...) et également dans la lutte contre les cancers puisque c'est une problématique extrêmement prégnante dans notre région.

Quelques exemples pour illustrer l'action. On a un certain nombre d'ateliers qui fonctionnent autour de cuisine et santé notamment de la cuisine à partir de produits frais, l'idée étant de démonter un certain nombre d'automatisme aujourd'hui acquis, notamment vis-à-vis des populations les plus jeunes sur la consommation de plats cuisinés à mettre aux micro-ondes, c'est aussi retrouver le goût et retravailler la notion du goût. On essaie de trouver des termes un peu évocateur, on a un travail autour de la santé communautaire et sur l'hygiène de vie globale qui s'appelle 'Bien être en couleurs' parce qu'on est dans l'inter-culturalité aussi dans ces quartiers et qui fait intervenir des acteurs différents et les habitants sur quatre thème principaux : alimentation, activité physique, sommeil et mobilité (sur les alternatives à l'usage de l'automobile). Autres exemples, des livrets conseils pour les parents d'élèves sont fait par les parents d'élèves avec la médecine scolaire, avec des appuis de diététicien etc. ; une opération qu'on appelle 'Croq'mail' qui vient du fait qu'on a un quartier qui s'appelle le Jeu de Mail, les participants ont détourné ce nom pour donner une identité à l'éducation pour la santé, c'est lié surtout au structure d'accueil de jeunes enfants, centre de loisirs, voyages scolaires etc. sur l'accompagnement des parents pour proposer des repas équilibrés et non pas simplement le paquet de chips qu'on met dans le sac à dos. Le dernier point c'est le remplacement de l'alcool le plus

souvent possible dans les manifestations municipales et le remplacement de l'alcool par des boissons fruitées.

En termes d'évaluation on a à peu près 10 groupes et une centaine de personnes mais ça évolue beaucoup, c'est fluctuant en fonction des entrées et sorties, vous savez que nous sommes dans un système de liberté dans la santé publique. Il y a un effet d'entraînement sur plus de 400 personnes puisque c'est un travail par les pairs en voisinage, en famille etc. On a évalué que les habitants étaient vecteurs de communication grâce au travail du bouche à oreille, ils sont allés jusqu'à créer des mini sites internet avec des blogs pour travailler avec les autres. Ce qui est aussi important chez nous c'est le partenariat et la transversalité. Le partenariat se réalise avec les services de l'Etat, on parle souvent de l'Education Nationale mais pas simplement, avec le Conseil Général, avec les collectivités territoriales, Conseil Régional, avec les acteurs locaux, municipaux et para-municipaux et tout ça se retrouve aussi dans l'atelier santé-ville mentionné auparavant. Sinon, nous avons un système de labellisation d'outils via le PNNS, le coût n'est pas extraordinaire puisque c'est la transversalité qui fait qu'on mutualise un certain nombre de moyen, pour la Maison de Promotion de la Santé c'est 30 000€ à peu près étant entendu qu'il y a des appels à projet dans le cadre des programmes régionaux de santé publique.

Les freins sont le budget alimentation dans le budget général des familles, la durabilité des financements publics pour travailler d'une manière pluriannuelle et non pas simplement sur des séquences annuelles selon des budgets annuels des ministères ou des administrations, la pérennisation des actions à travers des acteurs pérennes car dans les territoires les choses bougent beaucoup et on cherche donc à avoir un volume d'acteur assez stable même si ce n'est pas toujours facile, le manque de connaissances théoriques dans la population générale car il y a beaucoup de confusion en terme de nutrition et d'alimentation et il y a un travail à faire là-dessus et puis l'évaluation de l'impact santé.

Quant aux leviers ce sont la motivation des professionnels et des habitants surtout quand on les met en partage d'enjeux en diagnostics partagés et en projets collectifs, la valorisation des services et des opérateurs à travers des conférences de presse avec la presse locale qui marche assez bien et, on observe une montée des compétences des acteurs locaux, ce n'est plus réservé aux diététiciennes ou autres il y a une ouverture sur un certain nombre d'acteurs qui ne sont pas forcément du monde médical et plus ouvert à la population professionnelle générale.

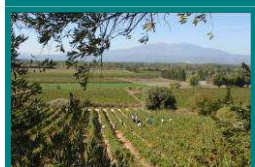
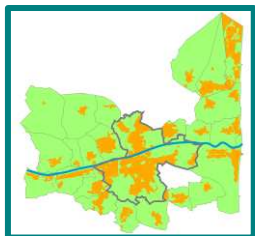
Enfin en terme de propositions nous travaillons sur l'appropriation de jardins en zone urbaine c'est-à-dire se réapproprier les espaces publics et peut être leur redonner le lien entre la consommation et la production. On demande le soutien d'INTERFEL notamment avec les diététiciennes régionales et puis faire le lien entre développement durable, la nutrition notamment en termes de consommation et avec un dernier travail qu'on a engagé sur le commerce de proximité mais surtout dans un premier temps avec les restaurants de ville puisque quelque fois il y a des décalages entre ce qu'ils proposent et ce que porte la collectivité en terme de message.

J REMILLER (Président de la session) : Vous avez parfaitement intéressé l'auditoire. J'ai rencontré votre maire au congrès national des offices d'HLM mais j'aurais l'occasion de le lui dire dans quelques jours que ce que vous nous avez exposé est un bel exemple de ce qui peut se faire dans une collectivité locale ou dans une collectivité territoriale avec en particulier la mobilisation de l'ensemble des acteurs. Vous avez cité les Maisons de Quartiers, les familles, les parents, les enseignants. Je retiens, après le développement de madame la Conseillère Régionale que c'est un problème de nutrition, de santé alimentaire et vous le faites en particulier. C'est ce que je fais également à Vienne la ville dont je suis Maire en Isère auprès des publics fragiles qui sont peut-être les plus éloignés de la consommation des fruits. Ce qui m'a fait plaisir dans le cadre de mes responsabilités nationales c'est que vous liez la production et la consommation. On s'en sortira aussi bien sur la consommation que sur la production que quand il y aura véritablement une symbiose entre ces deux problématiques et puis évidemment le développement durable, le lien avec le bio. En aparté avec Mme Penez, la conseillère régionale de l'Ile de France nous nous demandions comment faites-vous (...) pour franchir le handicap des appels d'offres pour des produits frais. Ensuite, deuxième question, quel est le budget que vous consacrez à ce symbole de consommation dans les écoles et dans les quartiers.

Comment mutualiser les compétences et fédérer les projets de l'ensemble des acteurs locaux?

Patric BERGER

Directeur de l'environnement, Mairie de Perpignan, France



Plus particulièrement sur la mobilisation de l'ensemble des acteurs, comment mutualiser l'ensemble des maillons de la chaîne depuis les producteurs et en particulier ceux qui sont inscrits dans le territoire jusqu'au consommateur qui est bien sûr le public scolaire mais aussi le grand public en général.

Avant de rentrer dans le détail des actions qui ont été menées à Perpignan, pour comprendre pourquoi Perpignan s'est engagé dans cette action je vais reprendre une expression très utilisée par le maire de Perpignan qui est que Perpignan est inscrit dans un archipel, l'archipel du Roussillon situé au sud de la France donc au climat méditerranéen, bassin de production historique de légumes et de fruits au bord de la mer à 30 km de l'Espagne et bientôt à 15 min de Barcelone ville de 3 millions d'habitants grâce au TGV, irriguée par la tête et par tout une quantité de canaux qui ont donné la richesse agricole de ce département et fait de Perpignan une zone qui a conservée cet esprit d'archipel. C'est à la fois la première commune du département avec 120 000 habitants mais c'est aussi la première commune agricole du département avec plus de 2000 hectares de zones cultivées encore sur son territoire. Dans un pays où les grandes villes ont vu disparaître leur *peinture* verte, Perpignan a conservé historiquement cette ceinture verte. C'est tout ce lien entre un héritage culturel et économique, l'agriculture est une économie, et le public urbain qui s'installe et il est de plus en plus nombreux, en milieu méditerranéen il y a une augmentation de population importante donc une pression importante, c'est ce lien que Perpignan a voulu conservé au-delà de la politique Santé.

L'agglomération de Perpignan c'est 200 000 habitants aujourd'hui et la présence de structures économiques importantes. On a parlé de un des premiers bassins de production de fruits et légumes et aussi la présence du marché St Charles sur Perpignan qui est un des 1^{er} marché européen de fruits et légumes en importation et exportation. Il y a donc une implantation des acteurs économiques forts sur ce territoire. Il ya une agriculture tournée vers la viticulture, le maraîchage et arboriculture fruitière et un savoir faire ancien inscrit avec des produits de qualité tel que l'abricot mais aussi tous les produits primeurs, la salade de plein champ, l'artichaut violet etc.

Perpignan c'est aussi engagé politiquement dans une démarche de développement durable et c'est pour cela aussi que le projet Agriculture et Alimentation a pris une importance forte puisqu'il fait parti des 6 thèmes sur lequel Perpignan s'est engagé et les systèmes de la convention cadre que

Perpignan a signé en 2008 avec le Ministère de l'Environnement GRENELLE 2015 donc avec une volonté d'inscrire ce sujet au même niveau que les problématiques énergétiques sur la production d'énergie renouvelable qui est un des thème majeur. Donc, il y a une volonté politique majeur et pas qu'à l'échelle de Perpignan mais bien sûr à l'échelle de la communauté d'agglomération puisque la première éthique agricole entre autres ne peut que se raisonner à l'échelle d'un territoire qui 'dépassé' les limites communales.

En rentrant plus précisément dans le projet Perpignan Ville Pilote Fruits et Légumes et Santé et sur le sujet à traiter. Pour comprendre ce qui a été mis en place, la volonté était de réunir ensemble des acteurs de la filière au sens large, c'est à dire pas que la filière agricole mais aussi la production en passant par les distributeurs en allant jusqu'au consommateur scolaire ou grand public. En 2006, Perpignan profite de l'appel à projet d'APRIFEL et d'INTERFEL sur le programme de l'obésité pour s'investir et devenir une des villes pilotes du projet. Aujourd'hui il y a une vingtaine de villes, à l'époque il y en avait une dizaine. Au tout départ, ce projet a été porté par la direction de l'hygiène et de la santé, Dr Coulon, puisque c'était une orientation santé mais avec la mise en place d'un comité de pilotage dont la présidence a été confiée à Jean Sales qui est à la fois agriculteur producteur sur Perpignan et à la fois président de VINIFLORE et qui a permis de porter le projet perpignanais. Le projet s'est vu confronté, au-delà de la mobilisation des acteurs qui travaillent sur la santé et en particulier le monde de l'éducation, à la mobilisation de tous les acteurs agricoles producteurs du territoire. Il faut savoir que sur Perpignan, une grande partie de la production n'est pas orientée vers le territoire lui-même mais vers l'exportation puisqu'on est un des principaux bassins donc c'est l'idée de mobiliser les acteurs producteurs locaux dans ce projet dans un contact direct avec la population qui a entraîné en 2007 le transfert de ce dossier à la direction de l'environnement que je dirige qui avait déjà l'habitude de travailler avec des acteurs agricoles locaux entre autres dans le cadre d'un comité consultatif municipal qui était là pour parler des problèmes du rapport ville agriculture, présence d'une agriculture dynamique vivant de ses produits sur le territoire de Perpignan, et des relations et des difficultés qu'on rencontre dans l'agriculture périurbaine. Derrière la direction de l'environnement c'était aussi de mettre des moyens humains pour gérer ce projet qui a été nommé chargé de mission sur ce thème pour qu'il y ait une personne qui consacre un temps important à la mise en réseau des acteurs et une chargée de communication car toute action qui est menée doit être à la fois communiqué vers les autres mais aussi une nécessité de donner du lien en terme de communication. Il y a avait ensuite un rythme soutenu de réunions avec l'ensemble des acteurs avec deux dispositifs : un comité technique qui a pour but de définir les actions concrètes qui seront menées pérennes ou événementiel et un comité de pilotage qui a pour but de coordonner l'ensemble de ses opérations et leur donner la lisibilité et de valider les propositions, les idées qui émergent du comité technique.

C'est aujourd'hui plus de 30 acteurs qui sont réunis issus de toute la filière avec une présence des élus et des représentants de l'administration de Perpignan et de la

communauté d'agglomération qui viennent accompagner le dossier, représentants d'APRIFEL et INTERFEL qui viennent soutenir le projet au niveau national. Ensuite c'est toute une série d'acteurs locaux comme le dit le CODES qui assurent entre autres la distribution des repas en restauration scolaire et en particuliers au niveau des maternels et des primaires qui font l'animation sur le plan nutritionnel :

- les professionnels de l'éducation, enseignant, directeur d'école
- les professionnels de la santé tels Mutualité française, l'Hôpital de Perpignan qui est le troisième employeur du département et qui est le principal centre d'accueil au niveau des malades et a donc un enjeu fort sur la santé à la fois sur la cantine professionnelle et à la fois sur les plateaux repas ce qui représente tout un travail sur comment lier fruits et légumes santé et plaisir à l'hôpital car le plaisir de manger est une thérapie
- les acteurs institutionnels, la Direction Départementale d'Agriculture et de la Forêt (DDAF), la Chambre d'Agriculture, l'Institut Méditerranéen des Fruits et Légumes et,
- l'ensemble des associations d'agriculteurs soit dans le domaine du bio ou l'ensemble des agriculteurs qui travaillent sur des produits de qualité d'agriculture raisonnée, les Jardins de Perpignan, Les Jardins St Jacques etc.

C'est un ensemble d'acteur aujourd'hui réuni, c'est 20 actions menées et pérennisées dans le temps dans le domaine du milieu scolaire. C'est aussi au niveau de la politique de l'enfance en dehors du milieu scolaire avec les centres de loisirs la création d'un jardin pédagogique à l'emplacement de l'ancienne station d'épuration en plein cœur des Jardins St Jacques qui est en fait le quartier historique des jardiniers *des portes* de Perpignan. C'est aussi au niveau du grand public avec les événements comme la Fraich'Attitude, la semaine du développement durable ou le salon rêve de nature qui accueille plus de 50 000 visiteurs, les animations de découverte du patrimoine à vélo des exploitations agricoles et aussi tout un travail sur le goût, la découverte des produits qui sont fait dans le cadre *patio* gourmand par exemple avec des produits de Perpignan. Et, c'est dans le cadre de la politique agricole c'est-à-dire du soutien aux acteurs locaux pour derrière soutenir l'effort le contact du monde agricole local vers une consommation locale sans mettre en concurrence agriculture d'exportation et agriculture de proximité. Ce dernier travail a été fait comme par exemple les Jardins de Perpignan qui passaient des partenariats avec des grandes surfaces, des grands distributeurs locaux pour que leurs produits soient sur les étales avec une garantie de qualité et de prix. C'est donc tout un ensemble et au-delà de ça c'est une politique territoriale de préservation du territoire agricole par rapport à l'expansion qu'ont les villes. Aujourd'hui, uniquement sur la



coordination c'est à peu près 150 000€ que met la ville de Perpignan pour coordonner ce projet.

Cela se traduit par un événement majeur qu'est VIS TA MINE réalisé dans le cadre de la semaine Fraîch'Attitude qui a pour but de mettre en valeur l'ensemble de ces actions qui sont menées par l'ensemble des acteurs qui adhère au dispositif. Ce sont des jeux, des expositions, des dégustations qui sont faites avec aussi ce que l'on retrouve aussi dans d'autres villes qui est la remise du prix du petit jardinier avec les écoles qui ont participé au programme européen SHAPE UP autour des jardins pédagogiques de la production de légumes dans leur école et donc de contact. Les enfants sont récompensés avec un diplôme de Petit Jardinier et est remis un tablier un peu comme s'ils rentraient dans l'ordre des Petits Jardiniers pour que demain ils soient les animateurs et les vecteurs de cette consommation de fruits et légumes.

Les clefs de la réussite du projet sont premièrement de se donner pour réunir les acteurs, pour dépasser les objectifs et les modes de fonctionnement sectoriels que chaque acteur a, de ses réseaux etc. et mettre tout ça en commun. Donc premièrement rassurer, deuxièmement coordonner et ensuite faire émerger les projets les plus simples et pragmatiques entre les acteurs c'est-à-dire la mise en commun et créer la transversalité c'est de faire sortir des actions concrètes sur lesquelles les acteurs peuvent s'engager sur lequel la collectivité de la ville de Perpignan puisse appuyer derrière. En enfin c'est la lisibilité, la communication parce qu'on s'était aperçu que chaque acteur avait mené historiquement des actions mais elles étaient dispersées donc c'est réunir tout ça pour en faire une communication commune sur toute l'année, sur tout les événements qui se produisent.

Les difficultés rencontrées sont la mobilisation et les difficultés rencontrées par la crise agricole mais derrière on sent que ce n'est pas une fatalité. C'est de trouver d'autres outils de contact avec la population, avec le consommateur et donc de travailler sur Perpignan, bassin d'exportation, vers une nouvelle logique de contact et de consommation de proximité. Aujourd'hui 7% de la consommation de produit de Perpignan sont consommés sur Perpignan. Demain, l'engagement qu'à la ville dans le cadre du GRENELLE c'est d'aller jusqu'à 30%. C'est un enjeu de développement durable avec le changement climatique, avec le problème du coût du transport etc. c'est une reconversion de cette agriculture vers plus de proximité. C'est aussi un travail sur les modes de distribution. Au niveau de la restauration scolaire, on passe par des transformateurs, des distributeurs de repas, entre autres des groupes comme AVENANCE et on essaie d'inclure dans leur politique une utilisation de produits fruits et légumes mais aussi de produits fruits et légumes produits sur le territoire pour un contact direct. L'accessibilité à ces fruits et légumes de certaines couches sociales et dépasser le débat sur le prix et sur la difficulté de consommation de fruits et légumes est une autre difficulté rencontrée.

Pour finir, cette démarche, au-delà de la politique santé c'est bien un jeu de politique durable puisqu'elle s'appuie sur la première étique de santé publique mais aussi sur l'économie ce qui est important parce que ce sont des facteurs économiques qui font

vivre le territoire donc il faut maintenir une agriculture périurbaine de qualité favorisant les circuits de proximité. Enfin, c'est une politique de territoire, d'aménagement du territoire, de conservation des richesses d'une valeur de ce territoire et encore plus fort présente à Perpignan qui est aussi une zone touristique importante et donc d'accueil fort. C'est donc derrière tout un enjeu de développement durable qui est proposé dans ce projet Perpignan Ville Pilote Fruits et Légumes Santé et Société.

J REMILLER (Président de la session) : C'est un autre exemple de qualité et il faut féliciter également les acteurs locaux. Vous avez dit 7% de consommation et vous voulez à 30%, cela veut bien dire qu'il y a un problème dans ce qui passe entre le moment où il y a la cueillette du fruit et quand il arrive sur les étals. Je vous donne un exemple, lorsque le Président de la République est venu dans ma ville il y a quelques semaines, le kilo de fraises produites était à 6€ et on le retrouvait à 22€ le jour même, c'est un fruit qui se consomme quasiment le jour même. C'est un autre débat que les représentants du parlement traiteront mais il n'est pas inutile que vous me donniez des idées et des conseils et les messages des professionnels présents qui sont à développer. C'est la même symbolique que la ville de Dunkerque, la santé, économie de territoire, développement durable et pour consommer plus il faut un lien entre le patrimoine, la consommation et la production et le soutien aux acteurs locaux et la façon dont la ville de Dunkerque et Perpignan fédèrent ces acteurs locaux.

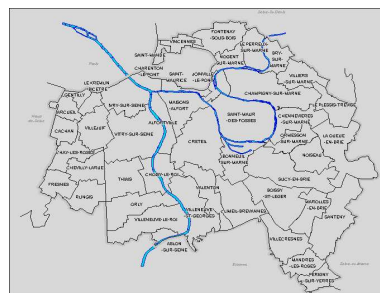
Nutrition Santé Adolescents Val de Marne

Elisabeth FEUR

Conseil général du Val de Marne, Créteil, France

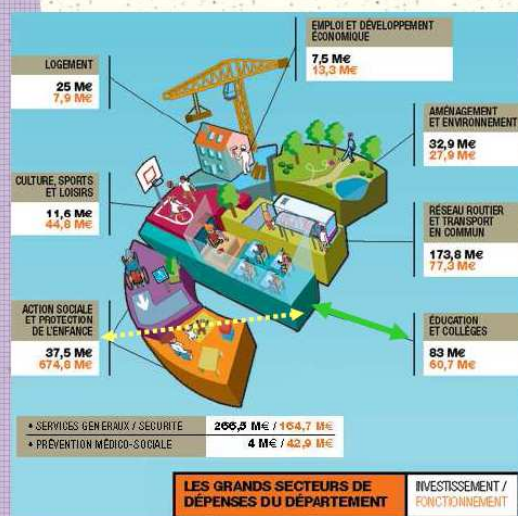
Bonjour, je suis médecin et travaille pour le Conseil Général du Val de Marne. Je vais vous présenter l'exemple d'une politique de promotion de la consommation de fruits, menée dans un département. Je vous proposerai aussi d'examiner le lien entre action et éléments d'évaluation des politiques publiques. Ces travaux sont toujours en cours. Ils ne peuvent se réaliser que réellement menés en partenariat : avec des institutions, des représentants d'organismes professionnels qui émanent d'horizons divers comme l'éducation nationale, la santé, la filière agroalimentaire, des élus locaux, des associations et des associations de parents d'élèves en particulier. Si tout le monde n'y met pas un petit peu de sa volonté et de sa détermination politique et financière, les choses se développent de façon beaucoup trop modeste. Le partenariat avec l'INTERFEL est quelque chose d'ancien. Je remercie M. PITON. Avant qu'INTERFEL ne lance ses politiques partenariales, il a été très fortement moteur et relais du travail que nous avons pu mener avec des grossistes en fruits et légumes.

Pour ceux qui ne connaissent pas le fonctionnement des politiques administratives et la géographie locale, le département du Val de Marne est un département de la proche couronne parisienne de 1,2 millions habitants, au Sud Est de Paris. Il y a 47 communes ; c'est une urbanisation très dense et un quart de la population a moins de 20 ans. Ce département est traversé par la Seine et par la Marne.



Le conseil général est une administration placée sous la responsabilité d'une collectivité d'élus au suffrage universel direct, renouvelés par moitié tous les 3 ans. C'est une grosse administration, dont les compétences se sont élargies depuis plusieurs années par les différentes lois de décentralisation. Actuellement cette administration représente 8 000 employés et un budget de 1,75 milliard €, avec des compétences très diverses qui tiennent à l'aménagement du territoire, au développement économique, au réseau routier, au transport, au logement, à la culture, aux sports et aux loisirs.

Le Conseil général du Val de Marne



- Des élus**
 - 49 conseillers généraux
 - Suffrage universel direct
 - Renouvellement $\frac{1}{3}$ / 3ans
- Une administration**
 - 1.75 milliard €
 - 8.000 employés
- 104 collèges
- 83 millions € investissement
- 800 personnes (T.O.S.-2007)

EGEA CG94 2008

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Une grosse part du budget est consacrée à l'action sociale et à la protection de l'enfance ; et une part plus modeste à l'éducation et en particulier aux collèges. Notre démarche s'inscrit entre une politique sociale santé et famille (flèche jaune) et la politique de l'éducation et des collèges. Celle-ci est devenue un gros pôle de compétence, par le nombre de personnes qui sont maintenant concernées, techniciens et ouvriers de services.

Dans le département il y a 104 collèges publics, 50 000 collégiens : ce qui représente à peu près 30 000 repas servis par jour. Les compétences réglementaires concernant les collèges sont des compétences anciennes, inscrites dans le cadre des lois de décentralisation. Elles étaient avant tout consacrées à l'entretien des bâtiments et depuis 2004 elles concernent progressivement la gestion d'un nombre important de personnel. Autour de la restauration scolaire on a maintenant un levier très fort et en prise directe sur les personnels et sur la qualité des repas qui sont servis. On est entré dans une phase où la collectivité peut investir beaucoup plus concrètement une responsabilité portée auparavant par l'Etat via le ministère de l'Education nationale. Le département du Val de Marne définit aussi des orientations politiques propres : elles ont trait au soutien financier apporté aux familles en difficulté pour payer la facture de restaurant scolaire. Ces orientations politiques propres datent de 1990. Notre programme vise la santé nutritionnelle des adolescents. Comme vous le voyez il est parti de quelque chose de très marginal eu égard aux compétences obligatoires de cette collectivité ; petit à petit il trouve, du fait des lois de décentralisation, des leviers politiques propres qu'il s'agit maintenant d'investir totalement.

Notre démarche est ancienne et s'inscrit dans une démarche de santé publique. Pour rejoindre le sujet de l'évaluation et de l'action, ce qui a fondé notre action totalement volontariste, était une étude diagnostique. Elle avait permis qu'en 1998

nous disposions de données sur la santé nutritionnelle des collégiens et des lycéens de ce département.

Elle avait posé la question de la fréquence du surpoids et de l'obésité en particulier chez les plus jeunes de cette population adolescente. On a donc un diagnostic au départ (1998), une phase de conception (2000), forcément participative et collaborative parce que sinon les choses ne se passent pas correctement. Ensuite on détermine un modèle qu'on expérimente (2001) et depuis 2002 on développe ce modèle. On a parlé de la pérennité des actions dans le temps. Une des forces de nos interventions c'est peut-être de reproduire depuis 2002 toujours, le même schéma d'intervention. C'est à la fois une de ses forces mais c'est peut-être aussi un de ses freins. On a donc mis en place depuis 2002 trois axes d'intervention qui sont toujours les mêmes. Ils visent d'une part à promouvoir la consommation de fruits dans une population adolescente de collégiens et lycéens, d'autre part à développer une éducation critique à la consommation alimentaire pour ces mêmes adolescents (2). Nous avons un autre levier d'intervention ; il concerne le dépistage et la prise en charge de l'obésité (3), toujours pour les adolescents. Tout ceci est en place depuis 2002. En 2005-2006 nous avons décidé de mettre à disposition de l'ensemble des acteurs présents des éléments contextuels qui leur permettent d'évaluer ou de porter un regard sur les actions menées. A l'époque où nous avons mené cette évaluation, 1/5 de la population des collégiens et des lycées publics du Val de Marne avait été touchée par nos dispositifs de promotion de consommation de fruits ou d'éducation critique à la consommation alimentaire. 75% des élèves de 5^{ème} avaient bénéficié de notre action de dépistage et éventuellement de prise en charge de l'obésité.

Premier axe des actions : la promotion de la consommation de fruits. Notre action est en fait ponctuelle. Il s'agit d'une action de promotion qui se passe 3 fois dans l'année. Le levier qu'on a choisi est une action de valorisation par la dégustation, avec des outils de communication qui valorisent le fruit comme aliment savoureux à déguster et à découvrir. Cela peut se passer au restaurant scolaire ou en dehors du restaurant scolaire ; c'est une orientation qu'on essaie de développer, puisque à ce moment là on peut toucher l'ensemble des élèves. En 2007-2008, sur l'ensemble des collèges et lycées du département cela touchait 65 établissements, 30 villes et représentait 30 tonnes de fruits et 20 000 convives pour un budget fruit 50 000€ par an. Une autre part importante du budget finance l'animation du réseau et la création des outils pédagogiques.

Le travail d'éducation critique à la consommation alimentaire touche 115 classes donc à peu près 3 000 élèves. Je veux souligner que nous essayons de faire un lien direct en matière d'éducation à la consommation alimentaire avec un réseau d'entreprises qui accueillent les enfants. On essaie de travailler sur la dimension artistique avec la publicité et depuis un an sur l'analyse sensorielle et gustative; la partie message nutritionnel est de plus en plus réduite, sans être absente, nos

vecteurs pédagogiques sont délibérément concrets et orientés vers l'éducation à la consommation et non pas vers l'éducation nutritionnelle stricto sensu.

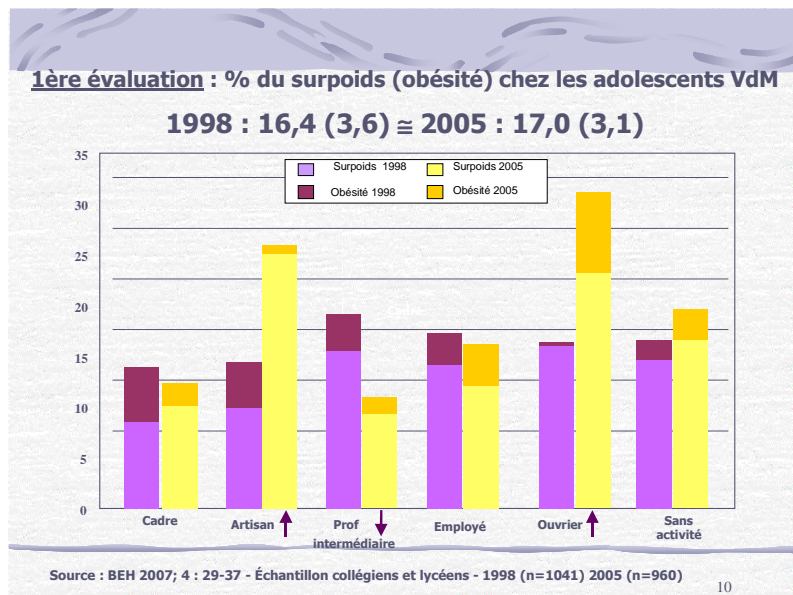
Dans le cadre de notre dispositif de dépistage et de prise en charge du surpoids nous sommes centrés sur la population des collégiens, en particulier du niveau scolaire de 5^{ème} (13 500 jeunes). En terme de prise en charge nous avons monté des ateliers éducatifs qui s'appellent « Manger mieux, Bouger plus : des plaisirs qui s'apprennent ! » Ils sont destinés à des adolescents d'âge collège dont le surpoids ou l'obésité nécessite une prise en charge. Je veux souligner plusieurs points dans cette prise en charge. Dans un vocabulaire médical elle relève de l'éducation thérapeutique ; dans un vocabulaire social elle relève du travail éducatif et social. Ces ateliers sont implantés dans des structures de proximité, dans des centres sociaux, on est vraiment dans une activité très locale, on travaille aussi avec les parents. Sans que l'on veuille particulièrement viser une population défavorisée, la réalité est que ces ateliers pratiques d'éducation thérapeutique touchent une population en réelle difficulté sociale.

Le point est de faire le lien à l'échelle d'un département entre les actions présentées plus haut et des éléments d'évaluation. Ce qui avait fondé notre action initialement c'était un diagnostic de type épidémiologique porté sur la santé nutritionnelle des collégiens et des lycéens. Nous avons avec l'aide d'experts scientifiques mis en place 2 types d'évaluation, en 2005-2006 : une évaluation qui portait sur les adolescents et une autre qui portait sur la qualité de l'assiette servie en restaurant scolaire en collèges et en lycées.

Sur le thème qui nous intéresse j'ai extrait quelques résultats de ces deux études. La première qui porte sur la santé des adolescents est une étude épidémiologique. Elle nous a permis de mettre en relation une photographie représentative de la santé des adolescents telle qu'elle existait en 1998 et telle qu'on pouvait l'observer en 2005 avec à chaque fois un échantillon d'à peu près 1000 adolescents.

Le premier résultat intéressant c'est qu'on constate qu'entre 1998 et 2005, grosso modo, il n'y a pas de différence statistique à prendre en considération entre la fréquence du surpoids, obésité incluse telle qu'elle était observée dans cette population en 1998 et en 2005. Quelle est notre part de responsabilité là-dedans ? Elle doit y être pour quelque chose, même s'il est difficile d'inférer ce résultat très encourageant à une politique spécifique. Dans un contexte de vie influencé par de nombreux leviers beaucoup plus puissants que celui d'une politique de santé qu'elle soit nationale (PNNS) ou qu'elle soit locale telle que nous la menons. Il est néanmoins raisonnable d'imaginer que ce résultat procède un petit peu du travail que nous avons réalisé. C'est donc un élément satisfaisant. Ce qui l'est moins c'est que si globalement la prévalence du surpoids et de l'obésité s'est stabilisée, c'est une vérité totalement inégale pour tous. Par exemple, si on considère la profession des parents, on voit que les enfants issus des milieux les plus favorisés sont ceux qui

étaient et sont toujours les moins concernés par la fréquence du surpoids et de l'obésité alors que cette pathologie chronique ou en tout cas ce problème de santé s'est fortement amélioré dans les familles de professions intermédiaires et qu'elle s'est aggravée en particulier chez les enfants dont les parents sont issus du milieu artisan ou ouvrier.



L'autre élément d'évaluation que je souhaite partager avec vous concerne la qualité de l'assiette servie dans les restaurants scolaires. Notre levier d'intervention sur la restauration scolaire est modeste dans notre dispositif. On promeut la consommation de fruits à trois reprises pendant une semaine dans l'année en collaboration avec des professionnels « militant ». On les appelle, on les sollicite sur la base du volontariat, à participer aux semaines promotionnelles du fruit, au même titre qu'on sollicite des enseignants ou des personnels de santé. Pour cette étude sur la qualité de l'assiette, nous avons demandé un énorme travail aux gestionnaires – et ils l'ont accepté - ce qui nous permet de présenter des données représentatives de tous les collèges publics du département. Ils nous ont adressé l'ensemble de leurs relevés d'achat de fruits pendant toute une année civile, l'année 2005. On a donc pu, avec l'aide d'un prestataire extérieur, quantifier et qualifier la ration de fruits proposée sur l'assiette, en moyenne, pendant toute une année scolaire. Ce que je présente ici, s'appuie sur ce type de données : le poids moyen de fruits proposés sur l'assiette d'un convive, par jour, durant toute l'année 2005.

2ème évaluation : qualité de l'assiette restaurant scolaire

La ration en fruits

Ration (achats 1 année)

Poids brut moyen/convive/jour

	Tous les collèges	Programme		établissements ZEP
		Oui	Non.....	
Fruits crus	99 g	133 g	70 g	55 g
Fruits cuits	9 g	9 g	10 g	10 g
Total	108 g	142 g	81 g	58 g
Coût denrées €	1.87	1.80	1.92	

PNSA => ration quotidienne + 80% de fruits

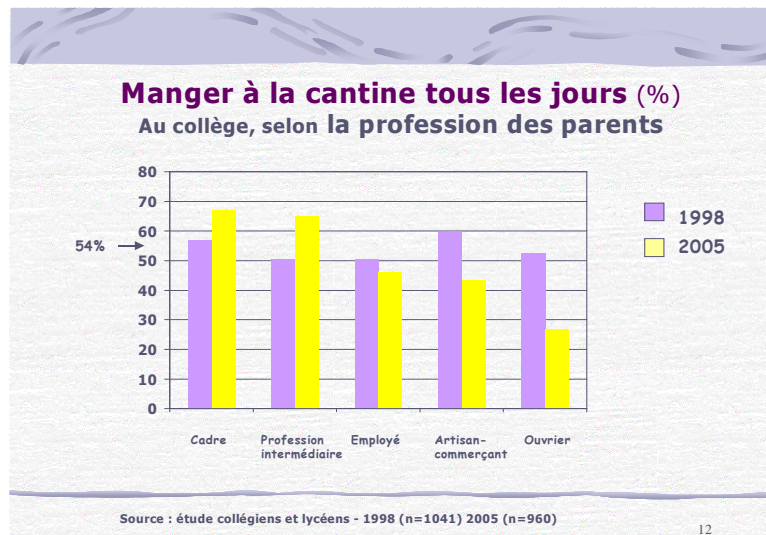
Source : étude établissements publics 2005 : échantillon représentatif 63/104collèges

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On voit que la ration de fruits proposée sur l'assiette s'élève en moyenne, dans l'ensemble des collèges publics de ce département, à 108 grammes. Elle est très largement constituée avant tout de fruits crus et très peu de fruits cuits. Elle s'inscrit dans un coût moyen de denrées alimentaires, pour le repas de 1.87€. Que se passe-t-il avec les établissements avec lesquels nous travaillons sur la base du volontariat pour mettre en place ces 3 semaines promotionnelles du fruit ou bien pour mettre en place un travail d'éducation à la consommation alimentaire, par rapport aux établissements qui ne participent pas à notre programme ? Ce qu'on constate nous satisfait beaucoup. On se rend compte que la ration moyenne de fruits proposée tout au long de l'année est 80% supérieure dans les établissements avec lesquels nous travaillons, dans le cadre de cette promotion 3 fois dans l'année, qu'elle ne l'est par rapport aux établissements où nous ne travaillons pas. Elle s'inscrit dans un coût moyen des denrées sur l'ensemble des repas servis dans une année civile, qui est moindre encore de ce qu'il est dans les établissements avec lesquels nous ne travaillons pas. Ce qu'on a envie de dire, ce qu'on a envie de penser, c'est que, lorsque les établissements, les gestionnaires, les cuisiniers, la communauté institutionnelle professionnelle sont sensibilisés à l'importance des fruits et légumes, il est possible, sans augmenter le coût des denrées alimentaires, de leur accorder une place importante dans la ration proposée aux convives. A l'extrémité droite du tableau figure la ration en fruits des établissements qui recrutent les populations les plus en difficultés, établissements situés en Zone d'Education Prioritaire (ZEP) : c'est une catastrophe. C'est-à-dire que la ration moyenne de fruits qui est proposée dans une année à ces élèves est epsilon, 58 grammes, c'est un abricot à peu près, donc très peu de chose. Un autre élément d'évaluation porte sur la typologie des fruits c'est-à-dire la diversité et la fréquence à laquelle ils sont présentés.

On s'intéresse sur cette diapositive aux achats en fruits et aux menus. On a en fait demandé aux établissements de nous envoyer l'ensemble des menus qu'ils affichent à l'entrée du restaurant scolaire sur toute l'année, sur 9 mois de scolarité. Parmi des 9 mois de menus nous en avons tiré 3 au hasard. Nous avons défini la diversité de fruits par au moins 12 fruits différents proposés dans l'année et au moins 3 variétés différentes pour au moins 2 fruits sur ces 12. Le tableau présente pour l'ensemble des collèges et selon ensuite qu'ils participent ou non à notre programme, des résultats concernant la diversité des fruits ainsi définie. Il montre que dans les établissements avec lesquels nous travaillons, il y a une diversité un petit peu plus grande. Mais la différence portant sur la diversité des fruits est beaucoup moins frappante et significative qu'elle ne l'est sur la quantité de fruits proposée aux élèves. En termes de fréquence, ils sont aussi proposés plus souvent. Vous savez qu'il existe des recommandations nationales dites du Groupe Permanent de l'Evolution des Marchés des Denrées Alimentaires (GPEMDA) et maintenant du GERMEN. Elles formulent des normes pour la qualité de la restauration scolaire. Elles désignent des aliments et des plats dont il convient de limiter la consommation car défavorables à la santé des enfants, et d'autres qu'il convient d'encourager parce que favorables à la santé des enfants. Ces recommandations se font par rapport à 20 repas et on regarde comment l'ensemble des différentes rubriques d'aliments ou de plats sont proposés 1 fois, 2 fois, 3 fois etc. au moins ou au plus selon le type de plat sur 20 repas. On voit comment la ration en fruits définie auparavant en termes de grammage, en termes de diversité, et maintenant en termes de fréquence de proposition sur 20 repas est proposée aux élèves. On voit qu'à moins d'un repas sur deux la ration proposée aux enfants comprend des fruits : plus précisément 8 fois sur 20 repas, on propose un fruit au repas. Dans les établissements avec lesquels nous travaillons ces fruits sont proposés lors de 10 repas sur 20. Globalement, en terme de quantité la ration en fruits proposée par les établissements de notre programme est nettement meilleure que dans les autres établissements, en termes de fréquence un petit peu mieux et en terme de diversité un tout petit peu mieux.

Quelles conclusions et questions peut-on tirer de ces résultats ? Il y a des points clairement positifs : la stabilisation de l'excès pondéral entre notre diagnostic avant action en 1998 et notre diagnostic en cours d'action en 2005 ; une ration de fruits considérablement supérieure tout au long de l'année. Il y aussi des points, toujours les mêmes, à améliorer, des cibles à prioriser : les familles défavorisées. La fréquence du surpoids s'est accentuée dans les populations les plus défavorisées. On parle beaucoup du restaurant scolaire mais la réalité est que les enfants issus de ces familles défavorisées sont ceux qui fréquentent le moins les restaurants scolaires. 50 000 collégiens, 30 000 repas servis, donc une fréquentation de 55% ; sur ces 55% l'origine sociale des parents est très diverse.



Quand on a des parents cadres ou enseignants c'est le top de la fréquentation: 65% des enfants vont à la cantine. Mais dans d'autres familles inscrire son enfant à la cantine n'est pas forcément le meilleur arbitrage pour nourrir son enfant à midi : enfants issus de familles dans lesquelles les revenus, la disponibilité des parents, des raisons culturelles, d'accès au travail, de disponibilité financière irrégulière. Pour ces enfants, la restauration scolaire n'est pas forcément le meilleur vecteur à utiliser pour promouvoir la consommation de fruits. Du fait des lois de décentralisation on dispose maintenant de leviers réglementaires qui sont nouveaux mais est-ce que cela va renforcer les inégalités ? Notre administration est de 8 000 personnes. L'intégration des Techniciens et Ouvriers de Service (TOS) du fait des récentes compétences réglementaires a augmenté la masse salariale de près de 10% soit 800 personnes. Ces techniciens et ouvriers de services sont les personnels qui préparent les repas, les servent etc. C'est donc une énorme partie de l'agent public mais cet argent public est centré sur le service rendu aux enfants qui vont à la cantine et ces mêmes enfants sont issus des familles les plus favorisées. Donc, dans le choix de la gestion de l'argent public, on a finalement commencé un programme et un travail un peu à la marge de toutes les compétences réglementaires de cette collectivité, on se retrouve maintenant avec un levier d'action qui est très important mais finalement ce levier d'action publique ne risque-t-il pas, même avec la meilleure volonté des collectivités publiques, de renforcer quelque part encore les inégalités concernant la santé nutritionnelle des adolescents ? Et enfin, ces normes, ces recommandations toujours sur le restaurant représentent une quantité de travail monstrueuse à mettre en place en terme de formation. Quel est le premier objectif des services de formation des TOS ? Eviter le risque d'infection alimentaire donc une formation HACCP. Alors on fait le point sur le nombre de personnels à former, le turn-over, la gestion des heures supplémentaires dans le cadre des 35h etc. Pour notre compte nous rappelons le cadre réglementaire nutritionnel et la nécessité d'une formation à l'éducation alimentaire. On nous répond qu'on en a bien pour 2 ou 3 ans déjà à mettre en place le programme de formation HACCP, celui sur les compétences

culinaires, qu'on verra s'il reste un peu d'argent pareil pour l'éducation alimentaire....Affaire à suivre ! Je vous remercie de votre attention.

J REMILLER (Président de la session) : Je partage la plupart de des termes de votre intervention et en particulier la priorité à l'aide aux familles défavorisées qui n'ont pas accès à la restauration. Cela répond à ma question où des familles peuvent accéder à la consommation des fruits et d'autres ne le peuvent pas et le font grâce à la restauration scolaire mais cela engendre d'autres difficultés. Je suis d'accord avec vous qu'il va falloir à un moment ou à un autre prendre en compte le rôle de l'Etat avant les interventions. Cela est très intéressant parce que c'est à l'échelle d'un département et j'ai été très attentif à ce que vous avez dit qui se trouve dans l'assiette d'un collégien avec l'aide en particulier du Conseil Général. Cette sensibilisation d'ailleurs les producteurs de fruits, c'est INTERFEL qui le dit (...), finalement c'est un problème de sensibilisation, c'est un problème de communication qui doit être réfléchi entre la filière et c'est une démarche de valorisation des fruits français et ensuite comment on fait pour l'accès à la consommation de ces fruits dans les départements, on vient d'en avoir un exemple ou dans les villes. Je me permets de suggérer aux responsables organisateurs de ce colloque peut-être que les intervenants puissent transmettre leurs interventions à l'association des maires de France et au journal de maires de France pour que tous les élus locaux qui reçoivent cette revue à mes yeux est très importante puisqu'elle présente toutes les expériences qui se font dans les collectivités locales ou territoriales, puissent s'approprier à leur tour ce dossier. J'ai été aussi intéressé par la diversité des fruits, non seulement dans l'assiette mais aussi la diversité des fruits à l'intérieur de cette assiette et le lien entre l'éducation de la consommation par l'éducation artistique et plastique etc. c'est très intéressant.

Q&A

PUBLIC (Christiane TERRIE de l'association Familles de France) : L'association Familles de France est une association familiale qui en 2001 a lancé dans une des écoles de la mairie de Paris 9^{ème} avec Jacques Bravo qui en est le maire. Nous voulions supprimer les distributeurs à la fois les distributeurs mécaniques dans les écoles qui distribuaient des friandises, gâteaux etc. et nous voulions aussi essayer de supprimer les petites pochettes de lait. Je dois dire que cette action qui a été lancée en 2001 n'a pas eu énormément de retombés sur Paris et je reconnais, Monsieur Remiller, que si vous n'aviez pas été là pour nous soutenir à tous les niveaux et au niveau de l'Assemblée mais aussi au niveau de votre région je pense qu'on n'en serait toujours pas là aujourd'hui. J'ai beaucoup apprécié tous les intervenants. Pour moi, qui depuis une dizaine d'année ne gère plus de restauration scolaire, j'ai vu l'évolution et c'est très intéressant parce que je me souviens il y a 25 ans quand j'ai voulu lancé des fruits dans la restauration scolaire de mon département on m'a dit que ce n'était pas mon métier et de m'occuper de mes affaires en faisant manger de gâteaux etc. pourvu que ça coûte pas cher. Je trouve que c'est vraiment fantastique les uns et les autres ce que vous avez pu faire. Je voudrais juste intervenir sur des petits points qui aujourd'hui nous posent réellement question. D'abord sur le fait que nous sommes aujourd'hui dans une société de consommation qui fait qu'on consomme à tout prix et d'une manière inverse et on voit d'ailleurs arriver une publicité à la fois contradictoire. Je m'explique, au niveau de la télévision par exemple la publicité vous dit à un moment donné mangez des fruits 5 fois par jour etc. et puis après on vous fait avaler n'importe quel cochonnerie. Il y a un problème de l'accès aux fruits, vous l'avez dit et je pense qu'il y a besoin d'une TVA qui soit voire jusqu'à 0% au niveau des médias il y a effectivement une parole à donner de façon à ce qu'on puisse avoir une publicité correcte. En ce qui concerne la formation je pense que le personnel municipal qui aujourd'hui a besoin d'être formé ce sont les assistantes maternelles et les enseignants surtout dans les petites écoles pour apprendre à éplucher un fruit etc. et l'apprentissage dès la petite enfance est quelque chose de faisable et de nécessaire. Nous réfléchissons au niveau de l'association d'essayer de voir comment au niveau des familles puisque le coût est extrêmement élevé d'avoir une sorte de coopérative de façon à réduire les prix.

J REMILLER : Votre proposition me semble intéressante, il y a des expériences en France à ce titre là.

P MARTIN : Sur la formation du personnel municipal qui relève du CNPT (Centre National de Personnels Territoriaux) il y aura prochainement un colloque sur les thèmes de santé de manière générale parce que je pense qu'il faut faire attention aussi au saucissonnage de la formation des professionnels mais en tout cas cette approche globale des problématiques de santé par les personnels municipaux me semble tout à fait intéressante et notamment dans les établissements scolaires. Mais il

y aura un colloque au CNPT qui depuis quelques temps après la première phase du PNNS s'est approprié les questions de santé comme un thème de formation.

E FEUR : Pour illustrer, toujours dans le cadre de formation, la façon de s'y prendre. On s'y prend toujours par les côtés et par les bords en termes de formation des professionnels cuisiniers ou des éducateurs voire des personnels de santé en charge de promouvoir le goût des fruits et l'éducation alimentaire. Nous avons avec INTERFEL monté des ateliers culinaires et donc Marion Pénaud coté Conseil Général et Claire Espalieu coté INTERFEL étaient avec des cuisiniers, des enseignants et peut-être elles peuvent dire un mot sur la façon dont les choses se déroulent.

PUBLIC (Marion PENAUD) : L'idée de ces ateliers est juste de réunir des professionnels et de partager ensemble, d'échanger autour des idées concrètes donc à la fois de préparation des fruits et légumes, de présentation, de valorisation de ces produits. Et hier on était avec des infirmières, des enseignants, des cuisiniers qui ont tous échangé autour de ces problématiques.

J PENEZ : Simplement, dans les informations à faire passer, il convient de rectifier certaines choses. Je pense en particulier, sur les deux questions que vous soulevez, à la question sur le coût ; dans nos modules de présentation on a une partie où on parle des prix et où on fait la comparaison entre le prix d'une pomme et le prix d'un pain au chocolat. Le lycéen qui en sortant, va s'acheter un pain au chocolat, n'a pas le réflexe d'acheter une pomme et pourtant la pomme coûte beaucoup moins cher. D'autre part, pour lever ces freins sur la forme ou la difficulté, parlant toujours de la pomme parce qu'on a fait cette année cette opération pomme, mais nous avons des producteurs qui ont travaillé sur des formes un peu élaborées de pommes, notamment un producteur qui fait des pommes tranchées qui sont en sachets très pratiques à transporter, à consommer et on n'a plus ce frein de l'épluchage. Il y a donc des choses à mettre en place à la fois sur l'information sur les vrais prix des produits et sur la praticité et la façon de mettre à disposition du consommateur.

J REMILLER : La pomme est la première production de fruits français ensuite c'est la pêche nectarine et je crois qu'effectivement qu'il faut encourager la consommation de pomme qui est un fruit excellent.

PUBLIC (Jean-Pierre LEBRUN, chef de projet auprès de Michel Barnier sur le dossier de la distribution des fruits dans les écoles) : Pour répondre à Mme Terrie de l'association des familles de France, dans le cadre du projet de distribution de fruits dans les écoles, le Ministère de l'Agriculture va passer prochainement une convention avec le CNPT, qui est chargé de la formation en cadre d'emploi de fonctionnaires territoriaux, pour faire des échanges d'expériences entre les collectivités et les agents de la fonction publique territoriale et aussi mettre en place des modules de formation que ça soit au niveau des ATCEM des responsables de la

restauration scolaire ou y compris des chefs de service de cantine de restauration scolaire. Juste pour information.

J REMILLER : Les ministres de l'Agriculture précédents nous avaient écoutés mais pas entendus sur dossier alors que Michel Barnier nous a écouté, nous a entendu et met en place cette faisabilité qu'il a présenté à l'Assemblée Nationale le 4 Juin auprès de notre groupe.

PUBLIC (Anne-Blondine ELLIAS) : Je suis chargée de sensibiliser la filière légumière bretonne à la nutrition et de les conseiller dans leur actions, aussi chargée de coordonner au niveau d'une autre échelle le Pays de Morlaix, la sensibilisation du grand public et des enfants à la consommation de fruits et légumes et enfin je suis élue délégué à la restauration scolaire à Morlaix. J'ai donc deux questions. Est-ce qu'au niveau de la mutualisation des moyens, les grandes communes que vous êtes partagent tous les documents mis à disposition avec d'autres communes ? C'est à dire tout ce qui a été rédigé, imprimé, communiqué, peut-il être rendu disponible ? Et enfin au niveau des aides financières est-ce qu'il y a eu des cofinancements etc. par d'autres structures gouvernementales ou privées ?

P BERGER : Sur la mise à disposition de documents, oui, les documents peuvent être consultables.

PUBLIC (Sylviana CHIARENA, Infirmière en chef conseillère technique auprès du recteur académique de Bordeaux) : Monsieur Barnier est venu lancer la campagne de fruits dans les écoles et je voulais vous dire que l'académie de Bordeaux a un projet régional nutrition santé qui a été primé par l'OMS en novembre 2006 dans lequel nous avons un volet amélioration de l'offre alimentaire dans les établissements scolaires dont le principal point est « les fruits donnés dans les établissements » avec aussi la création de fontaine à boire. Je voulais dire à Mme Penez qui est intervenu sur les lycées si vous avez pensé à travailler mais en tant que conseillère régionale je pense que vous ne pouvez pas le faire sur le foyer des élèves qui continue à vendre des choses qui malheureusement de font pas partie des PNNS et surtout de viennoiseries. Nous avons énormément de mal à travailler là-dessus parce que c'est objet de financement interne pour l'établissement scolaire. Ceci est ma première question. La deuxième question est de savoir pourquoi dans la loi de santé publique 2004 où on a interdit les distributeurs, je pense qu'il aurait fallu laisser distributeurs de fruits parce que nous avons eu des expérimentations dans l'Académie de Bordeaux avant la loi ou nous avons installés des distributeurs qui avaient été créés mais ceux là sont interdits. Est-ce que cela peut se reprendre ? Est-ce que cela ne peut pas se reprendre ? Nous avons donc un projet dont va-vous parlez ma collègue.

PUBLIC (Caroline CARRIERE, ingénieur agronome spécialisée en Nutrition santé): Je gère justement d'essayer d'améliorer l'offre alimentaire au niveau des foyers des élèves parce que depuis la suppression des fameux distributeurs automatiques une enquête en Aquitaine a montré que quasiment tout les aliments tout les aliments qu'on trouvait dans les distributeurs automatiques se sont retrouvés au niveau du foyer des élèves. On essaie de remplacer ces produits qui sont quand même gras et sucrés parce que ce sont majoritairement des pains au chocolat, des barres chocolatées ou des sodas par des fruits et également des petits pains qui peuvent être agrémentés d'abricot ou des choses comme ça. C'est vrai qu'on a des difficultés parce que ce sont des financements internes et les bénéfices servent à financer des voyages ou des activités sportives et du coup on a du mal à mettre en place cette vente de fruits. On passe souvent par les fournisseurs de fruits de la restauration scolaire mais on a du mal à faire pérenniser cette vente de fruits dans les foyers.

PUBLIC (Jean SALLE producteur de légumes à Perpignan et Président de VINIFLORE, l'office de fruits et légumes du vin et de l'ornemental): Plus accessoirement mais de façon très passionnée je suis président de la commission accessibilité de l'INTERFEL et très associé à cette action qui est tout à fait remarquable qu'est ce travail de réflexion. Je crois que le problème du prix est un problème central et c'est un problème effectivement tout à fait sensible. Parler de la difficulté de l'accessibilité des plus démunis par rapport à cette part de l'alimentation et vouloir tirer des conclusions qui sont des conclusions de marché à partir de cela me paraît être très dangereux parce que si on parle que du prix et de la difficulté de certains pour définir les produits ne me paraît pas tenir compte de certaines réalités qui sont que dans cette moitié de l'assiette censée être constitué de fruits et légumes, la part des fruits et légumes en termes de coût et le prix moyen dans une année dit le CREDOC et SOFRES de 1,90€ par rapport à une autre moitié qui est entre 10 et 16€. Donc pour dire comme ça se dit dans les journaux et comme je l'entends ici que les fruits et les légumes sont trop chers me paraît être un raccourci qui ne correspond pas à une réalité et notre travail ici est de dire ce que peut être la réalité. Ce problème du prix est tout à fait essentiel pour la rentabilité des entreprises et pour la durabilité alors que l'on sait que la plupart des entreprises fruitières et maraîchères de France disparaissent à un rythme deux fois plus élevé que les autres entreprises agricoles en France. Si on veut continuer à conserver une ressource à proximité autour des villes, il faut faire ce qu'il faut et vous êtes bien placés monsieur le député, au titre de la LME par exemple puis il y a un certains nombre de conclusions peut-être à mettre en place même s'il est déjà un peu tard, je ne sais pas ce qui a été prévu par l'Assemblée mais je crois, rien de miraculeux à cet égard là alors qu'on est réellement au cœur du problème. Voilà ce que je voulais situer. Je souhaite qu'il y ait un groupe qui se constitue pour qu'on engage une discussion sur la phénoménologie du prix et de la valeur. Quelle est la valeur alimentaire comparée ? Quel est le coût et la valeur rétribué à la production ? Vous situiez un écart sur des chiffres qui me paraissaient

tout à fait extraordinaires mais en tout cas significatifs en terme d'exemple. Quel est le prix comparé aux consommateurs par rapport à des bienfaits au point de vue de la nutrition par rapport aux autres aliments, par rapport aux autres services sociaux rendus ? Et constituer un groupe autour de cela avec des organisations de consommateurs et des parlementaires et des scientifiques pour faire l'analyse de la valeur entre le besoin de services attendus me paraît tout à fait essentiel.

J REMILLER : Si le débat à l'Assemblée Nationale a été retardé c'est qu'il y a d'abord un autre débat sur le sujet de la réforme de la constitution mais surtout parce que justement on essaie de trouver le juste milieu entre chaque député entre sa propre conscience et son vote. C'est vrai que quand je prends la presse nationale et que je vois les légumes sont trop chers si je ne vais pas au fond de l'article je me dis qu'effectivement ils sont très chers les fruits mais ils ne sont pas si chers quand on les cueille et sont peut-être trop chers à l'autre bout. Il va falloir trouver des solutions là-dessus.

PUBLIC (Jean SALLE) : Pardonnez moi de revenir mais sur le particularisme des fruits et légumes monsieur le député, monsieur le président du groupe parlementaire des fruits et légumes, il y a quelque chose de particuliers à faire. Ce qui se dit aujourd'hui à l'UNESCO et ce qui se dit régulièrement aujourd'hui par les remontées scientifiques que nous avons sur les équilibres nutritionnels nécessitent que l'on préserve la ressource là où elle est. Je souhaiterais qu'une porte reste entrouverte puisque la LME a écarté les fruits et légumes du champ de la loi, peut-être à juste titre.

J REMILLER : L'assemblée des fruits et des légumes va revenir là-dessus et notre groupe de fruits et légumes va justement être le moteur en quelque sorte des propositions.

Sur les distributeurs, nous allons y revenir. Nous étudions la possibilité de proposer au gouvernement de mettre en place des distributeurs de fruits. C'est le problème de la consommation car ce sont très fruits consommables très rapidement, autant vous pouvez laisser des gâteaux dans un distributeur pendant très longtemps, autant dans un distributeur vous ne pouvez pas laisser des cerises très longtemps.

J PENEZ : Effectivement, nous avons la même difficulté que vous à résoudre cette question sur les foyers d'élèves où nous ne sommes pas maîtres. Merci Monsieur Remiller de répondre à notre préoccupation qui est, depuis que nous avons lancé ces opérations pilotes y compris d'ailleurs avec le Val de Marne où nous avons fait des tests de distributeurs de pommes dans les lycées, l'interdiction généralisée des distributeurs. Juste pour information, cela n'est pas qu'un problème de conservation parce que j'étais il y a peu de temps en Italie où dans les écoles italiennes il y a des distributeurs de fruits dans les écoles et ils ne distribuent pas que des fruits dans la journée, il y a des fruits qui se gardent plusieurs jours, il y a une date de conservation

au même titre que nous avons dans les entreprises des distributeurs de sandwiches qui sont aussi à 48 heures. Donc il y a un système de gestion des distributeurs qui est très facile à faire, ce n'est pas une question de date limite c'est une question, je crois, de volonté.

J REMILLER : Sensibilisation, communication, volonté c'est ce qu'il faut retenir lors de cette session.

PUBLIC (Bernard PITON, Président d'APRIFEL) : Puisque vous reprenez le dossier sur les distributeurs auquel nous avons été très touchés il y a quelques années, savoir que ce n'est pas rentable par rapport à la barre de Mars, par rapport à du Coca Cola ou par rapport à la problématique soulevée tout à l'heure, on s'en était rendu compte lorsqu'on avait fait l'expérimentation et qu'il serait important, peut-être avec la mission confiée à Jean-Pierre Lebrun, de bien piloter les limites du systèmes. Deuxième nature d'intervention c'est pour essayer de répondre en partie aux questions que vous avez suggérées en début de votre intervention sur les marchés publics. Je vais faire une partie désagréable et une partie plus agréable. La partie désagréable, lorsqu'on est sur le débat actuellement de distribution de fruits dans les écoles, on est dans du marché public et il n'est pas possible dans le marché public de limiter la commande à la production nationale ou de proximité. Je crois qu'il serait d'ailleurs dangereux de trop lancer le problème aujourd'hui, on a beaucoup milité et on entend encore parler aujourd'hui pour qu'il y ait à partir si possible de cette année Bruxelles qui intervienne dans le soutien de ce genre d'initiative et je crois que si Bruxelles entend que c'est pour limiter à des productions nationales, je crains que le dossier capote et que quelques années d'investissement ne soient remises en questions. Voilà pour la partie désagréable. La partie plus agréable c'est que, je crois qu'on l'a entendu dans plusieurs interventions, le fruit et le légume, au contraire des autres produits alimentaires n'ont pas de marques. Le lien que l'on doit créer sur l'individu, l'enfant, l'adulte avec le produit c'est le lien au terroir, à la production, aux métiers qui les amènent. L'action, et vous l'avez démontré dans ce vous avez fait les uns et les autres, n'est pas la distribution et la proposition des fruits toutes seules qui suffisent c'est la distribution, son environnement, son lien affectif, le contact avec les opérateurs de production de gros. Il faut le caler là-dessus par ce que sinon on va se tromper de débat.

J REMILLER : on est parfaitement d'accord et je dirais même qu'il faut commencer par ça.

PUBLIC (Bernard PITON, Président d'APRIFEL) : Une dernière intervention sur celle que vous venez de faire sur les prix des produits payés à la production. Je ne suis pas satisfait de voir une fraise partir à 6€ et retrouvée à 22€, je ne suis pas d'ailleurs sûre que ce soit la même, il faut le vérifier mais ce que retiens le consommateur qui entend ça c'est que quelque part il y a un voleur et du coup on

achète plus et il ne se pose pas la même question lorsqu'il achète une voiture, lorsqu'il achète un pot de yaourt ou lorsqu'il achète un autre produit alimentaire parce qu'il y a les mêmes associations de valeur ajoutée mais c'est plus difficile à percevoir. Il faut qu'on y réfléchisse parce que sinon on risque de tous ensemble se tirer une balle dans le pied.

J REMILLER : C'est un sujet que j'ai l'intention d'évoquer dans le cadre de notre groupe. Cela va d'ailleurs être évoqué à l'Assemblée Nationale.

PUBLIC (Jacques COUTURE, Maire Adjoint de La Valette du Var) : La petite ville de la Valette de 22 000 habitants est attachée à l'opération depuis 2005 nous avons donc quelques expériences et quelques résultats. J'ai une question cependant ou en tout cas une interpellation. Ces 55 grammes dont parlait le Docteur Feur me préoccupent sur les ZEP. Je voudrais savoir s'il s'agit des 55 grammes sur le plateau puisqu'il s'agit bien de self service en général ou ce sont les 55 grammes offerts dans le présentoir ? Car on observe en effet que tous les fruits qui sont présentés ne vont pas toujours sur le plateau et cela veut dire qu'il y a quelque part une éducation et un travail très important à réaliser dans les ZEP.

E FEUR : Malheureusement ce sont les 55 grammes offerts.

SESSION 16

FROM INTERVENTIONS TO NATIONAL PROGRAMS – WHAT WORKS?

Chair: **K. Glanz**

- What is known about dissemination of programs for increasing F&V intake? **K Glanz**
- Canteen takeaway - provision of healthy meals in the home by worksite. **GL Hansen**
- More matters targeting fruit and vegetable consumption at sporting events. **G Rebnes**
- Successful national expansion of the Danish worksite fruit program. **R Pederson**

What is known about Dissemination of Programs for Increasing Fruit & Vegetable Intake?

Karen GLANZ

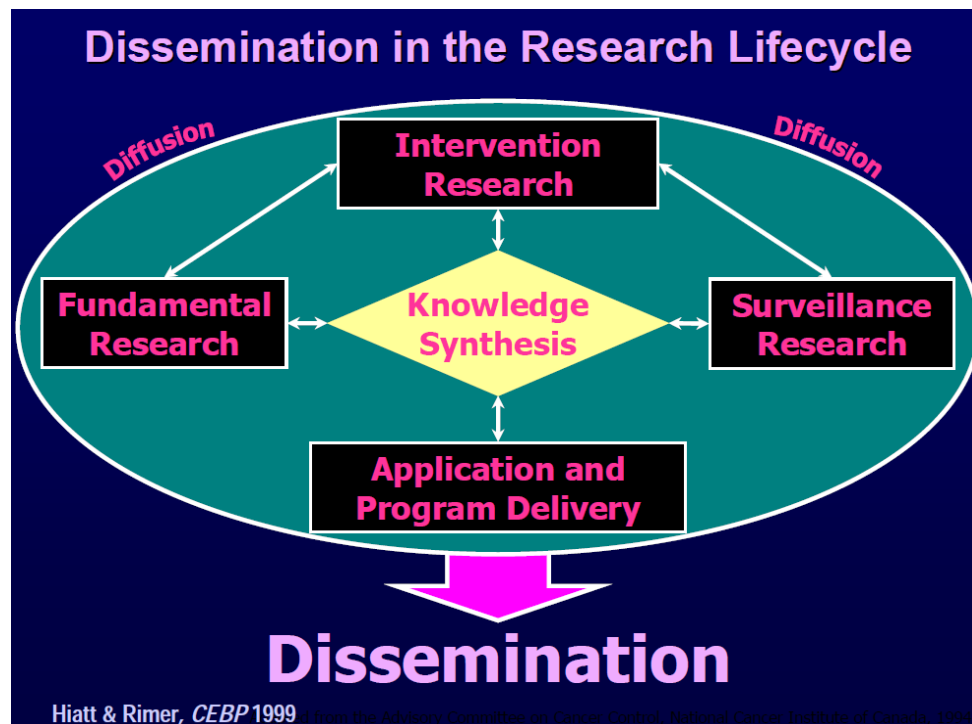
Rollins School of Public Health, Atlanta, USA

We are going to talk about from intervention to national programs what works. I am going to give a bit of an overview for this session and Gitte Laub Hansen is going to talk about the Canteen Takeaway program sponsored by the Danish Cancer Society next we move further north in Norway and Guttorm Rebnes will talk about More Matters, targeting fruit and vegetables consumption of sporting events and Robert Pederson will talk about a successful national expansion event of the Danish Worksite Fruit Program. I will start by giving you a bit of an overview and some examples having to do with dissemination of programs to increase fruit and vegetable intake.

Very briefly, I am going to talk about some aspects of moving from science and control research to dissemination research and how this fits into policies and environments in the community settings. A little bit of evidence review were done about 5, 6 years ago in the States about studies to increase fruit and vegetable intake as a basis. I am going to give you a couple of examples of dissemination that are gone to national level: one the Church-Based program and the other that is not an intervention having to do with measurement system for measuring food environments. And then I will try to recap some key and concrete ideas and I think you will see better illustrated by the talks that will follow.

You heard that a couple of times in different context but basically effective health promotion programs will have little impact if they are not used beyond testing in an initial controlled trial with health partners from the WHO and from industry talking about extending programs further to the national level. So, to improve health what we refer to EBP (Evidence Base Programs) need to be disseminated and we really need real-world examples to learn about exportability and effectiveness in less controlled conditions. There is no one way to make things go national and work but there are a lot of new ideas and key ideas that you can take away.

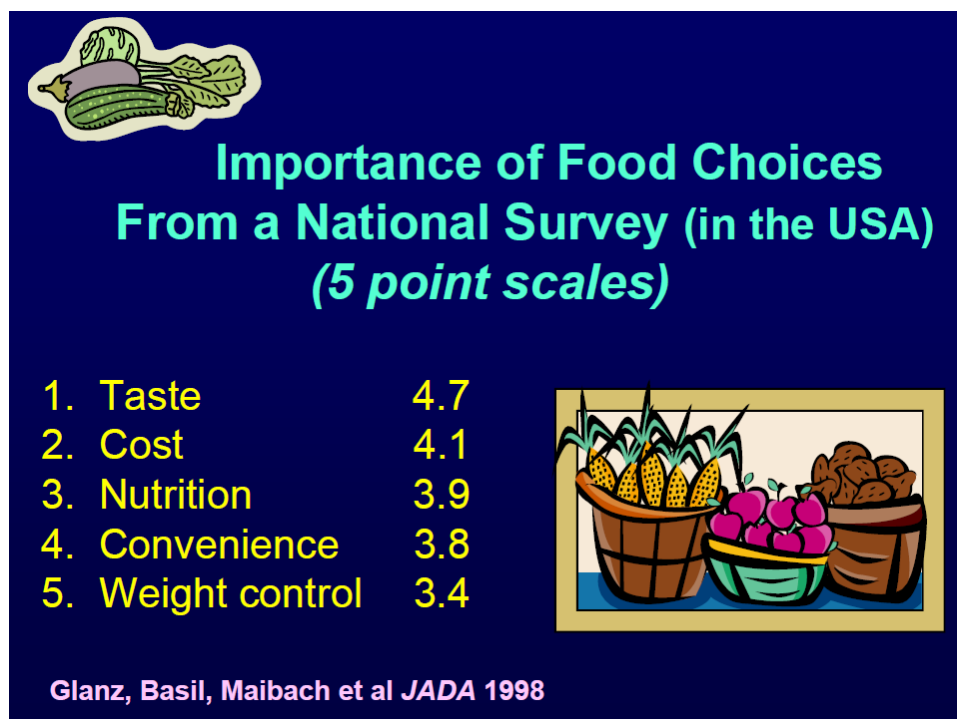
Dissemination is defined as active process through which target groups are made aware of, receive, accept and use information and other interventions such as fruit and vegetable schemes. But most importantly it does not go usually in a straight line; we often see a kind of multi-phase approach where a program is developed and has to do in controlled dimensions and then expanded in study further. It tends to go more in a circle going back and forward.



This image is dissemination model that was adapted by the National Cancer Institute in the United States from some earlier Canadian work. What is interesting about it is that if you put it in a context of this conference, some of the fundamental research that we heard about as from instance from Barbara Rolls when someone was asking questions about how the things that she studied can be put into place and program she said she does not do that and that is for someone else to do, I would say that is for many of us to try to take the ideas she developed and studied about the basic fundamental of behavior and how people eat and turn that into intervention research. There is also place for surveillance research or national epidemiological research that we heard about turning into program delivery.

What are the basics that are behind this? I would like to talk about the types of evidence that play a role in the sources of evidence pathways to diffusion and dissemination and a couple of examples. We often think about evidence and EBP as only evidence that the program works. By this we are usually offering in this context that the program works to change behavior to get people to eat more fruit and vegetables. We are now talking about the evidence based that eating more fruit and vegetables will prevent diseases, that it might be linked to some cancer diseases etc. that is kind of foundational evidence when we talk about evidence of the program

working. But there are really three kinds of evidence to take a program out there: evidence of need, evidence of demand in the audience and evidence of efficacy. In terms of evidence need we all know that people need to eat more fruit and vegetables and if you take obesity in the USA as an example is extremely prevalent and increasing as an article that just came out suggesting that childhood obesity may be levering off but there is no reason to celebrate as even if it does not increase we still are going to be stuck with the problem in many years to come. It is a bit problem it is prevalent and it is costly so just using obesity is pretty to demonstrate the need. For the demand in a lot of our programs they need to be feasible, compatible within the settings that we are working within, acceptable and people need to believe that they can actually be put into place. So many ideas came in the worksite interventions and then the discussions after that in previous session. We heard about fruit and vegetables schemes in schools and some of the challenges that people have faced to try to get those into schools: is it feasible? Is it compatible? What about schools that do not have refrigeration? What about schools that do not have facilities for storage, the supply chain and so for? So acceptability and feasibility may be some variable but we have also seen very good examples that the perception can be improved just by working through some of those problems. We also heard repeatedly in quite a few sessions that what people are actually looking for in their food is not first and foremost nutrition but it is usually first taste dealing with cost issues and nutrition and convenience and weight control a bit lower.



Those results come from a national study did about ten years ago in the USA but there are industry studies and other national surveys that have read over and over again that the terms many people are thinking about choosing food is not first and

foremost health but it tends to be taste and costs at the top with convenience especially for fruit and vegetables. For Efficacy, as I mentioned, we are looking at efficacy to improve health behavior but also cost-effectiveness. How much does it cost to bring about change and what are the costs trade off that are faced? There are a wide of other costs that are under rated and the question is what enough of a change is? We heard about in changes from intervention in schools and worksites changing between the American terms a little less than a half of servings and two more than a half serving, that is really a major change that multiply by the size of population but what we view as professionals as sufficient change may not be the same selling point for schools, worksites or another organization. When we analyzed the studies that have been uttered we really have to look at the methodology, the execution of the trials and how can we interpret things and last and often most neglected is the generalize ability can we said that can be applied more broadly. The sources of EBP go beyond the traditional academic literature. There is one I have to say is that is also beyond what is academic if we trying to go national. First and foremost there are evidence reviews and systematic evidence reviews as the Community Guide to provide services in the US and analysis programs in the UK and in other countries trying to look at their public health interventions and clinical interventions that have been studied and what can we interpret out of those. There are also studies such as Randomized Controlled Trials (RCT) we heard about but also Case Studies and Success Stories which are often equally compelling when it comes to try to get something out the ground. The process is an organic one; it is not that kind of a straight line. In the end I think we do need to keep an eye on evaluation and still keep somewhere in our mind where we making an impact does it make any difference not necessarily in comparison to a randomized control group but in term of public health perspective.

So there are different ways that programs get disseminated and diffused. I think of them in three different ways:

- one is direct to practice where programs are created and people who are out in the fields where involve with them and they went directly to practice;
- another is policy to practice when you think about food assistance programs, school lunch programs regulation women and child situations and so on; policy can actually direct what is going to go on;
- and then the last diffusion research that comes more from academic prospective is really taking a program that was found to be successful in its initial testing and then try to figure out different ways to get it out there and test different ways which often can really increase our changes of carrying on in the future to know how much effort you need to take to get a program disseminated.

In the US state and local health departments were surveying about whether or not they pay attention to EBP that came out a few years ago and pretty much surprisingly evidence is important but is not enough to get things up on the rater screen to get them at the top of the list. It does influence some changes and if people know that there is something that works and they are out in the world of practices

they may be interested in adopting it but there is in particular that need for practical tools and steps to bridge the gap between what works and out to get it out.

To worry about environment and policies, as I mentioned from policy to practice, policy can shape environments can shape school food policies, catering policies, price supports, food assistance policies. But environment often evolve in the absence of specific policies so again it kind of works in a bidirectional way. And, they may have policies that can be not health-promoting at least in the US many members used to follow the joke that ketchup is a vegetable and the school food regulation used to count ketchup as meeting the requirements for vegetables.

About 5, 6 years ago there was an evidence review that was conducted together by the National Cancer Institute (NCI) and the Agency for Health Care Research and Quality (AHRQ) that was completed by a team in Carolina in Research Triangle Institute and they were trying to see as at that day what were the interventions that were available to successfully modify dietary behavior related to cancer risk in that context. The two focus on were dietary fat intake and fruit and vegetable consumption. I am going to talk about only the fruit and vegetable consumption results in particular. The question that they were asking:

1. Is one type of intervention – or combination – more effective than others?
2. Is there evidence of efficacy by population subgroup (ethnicity, sex, etc.)?
3. What is known about cost-effectiveness?

It was an extensive search that went back almost 30 years. They included studies that report fruit and vegetable behavior outcomes for the fruit and vegetable area and they did not include studies where dietary intake was externally controlled such as feeding studies like the kind of studies that Barbara Rolls does will not be included in this and infants, institutionalized and Insulin Dependant Diabetes Mellitus (IDDM) were excluded. So the search yield was 907 articles found and 92 studies were actually retained for the analysis and those include the fat intake studies. They also tried to do some secondary analyses looking at the quantitative analysis and there were other strategies and sub groups strategies that were effective. And 39 studies qualified in the Fruit and Vegetable intake areas some of them with multiple locations but basically what they found was that many of the interventions were successful that the changes in fruits were usually larger than changes in vegetables intake and that the average increase across all studies was just slightly over a half of serving a day. The most successful increases were among children and this falls into the review that Karen Lock talked about in changing behaviors in schools but that obviously include more updated research. Higher-risk groups changed more, when the intervention is spread out across a population of average risk of variable levels of engagement then there is going to be a lower rate of change. And they found that the studies were more favorable active if they were theory-based, not much that we can say about that except that they made it more systematic about following because there is no one particular theory that was found to be the basis for effective programs. Some of the characteristic that were important include goal setting, social support and interaction group type interactions. Interestingly at the time these

studies were reviewed, they were awareness studies that were reported environment change strategies specifically there is a number of issues in interpreting the evidence but it is a good place to start, a good jumping off point that has not been an updated review specifically on these types of interventions. Most included programs that have relatively small reach and so what we are trying to do today are how take some of these ideas of have some of these ideas have been taken and expand it on with new ideas added to it.

When we talk about programs I want to mention particularly that we are talking about specific initiatives that have specific goals whereas the 5-a-day program in the US and other countries tends to be 'umbrella' program. It is not anyone program that has been evaluated or targeted to a particular group. One good example that actually emerges from fruit and vegetable interventions study initiatives by the National Cancer Institute is a project called 'Body & Soul' and this actually an intervention that was combined out of two separated intervention studies. They both found success using slightly different strategies in Black Church settings in the US. It tends to be settings where there is lot of group interactions, a lot of group support they have a culture into themselves and they take advantage of the church setting with things like the sermons and church activities and so on. The National Cancer Institute/American Cancer Society took up some of the key elements of both of these projects, work with church leaders across the country and packaged the program in a way that it could be disseminated nationally and it was then evaluated in another study once it was disseminated to find out if it was still effective and in fact it was. The leaders were Resnicow and Campbell for the two leads on the two different studies. That gives you one example and this program is still continuing, ACS has continued to take it up. It kinds of have a life on its own and it is one of the small number of studies that you can see with that kind of international reach that has progressed in the US.

Another example that I want to use is from my own work and it is not an intervention study but actually a measurement tool that we developed to assess the nutrition environment. This is a research tested measurement tool that was originally developed for research but somehow seems to fill a gap and be very timely and has been used also for community assessment for advocacy and for intervention. I want to give you a very brief idea of what it does and then talk about what happen with it to begin to grow and be spread nationally. Basically NEMS include two different types of measures: one measure is the nutrition environment in stores we started with the focus on confectionery and convenience stores looking at the availability price and quality of the foods available and these are all things telling over and over at this conference as being features associated with more fruit and vegetables intake. Beyond fruit and vegetables in includes categories of foods that are main contributors to fat and calories in the US diet or are aligned with our dietary guidelines.

Core Categories of Foods

Milk	Ground Beef	Baked Goods
Fruits	Hot Dogs	Bread
Vegetables	Frozen Dinners	Baked Chips
	Fruit Juice	

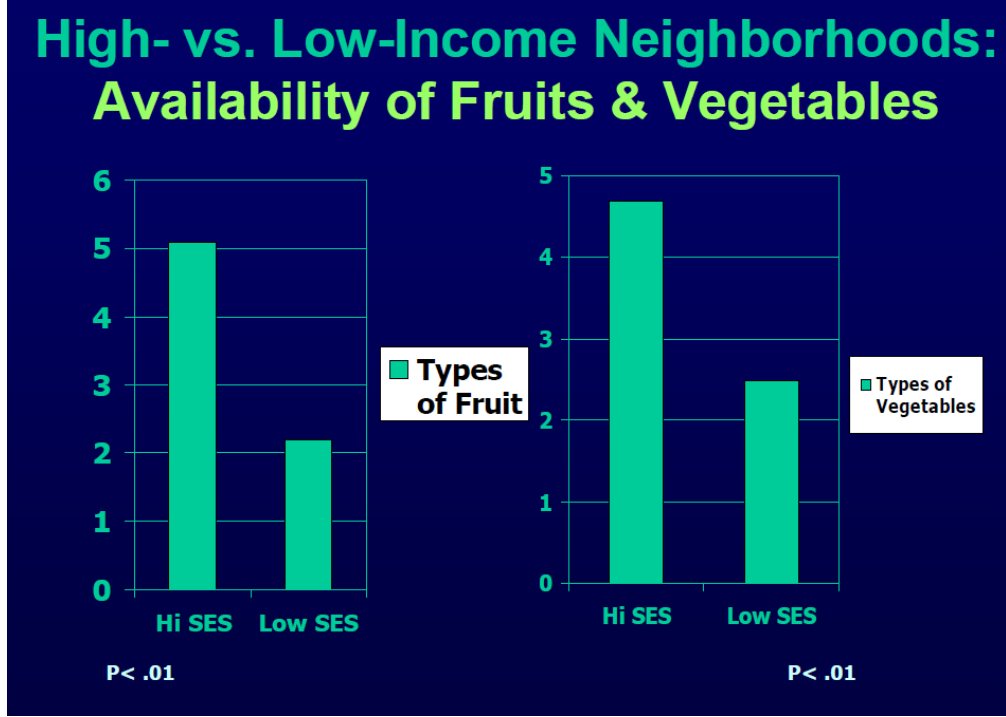
These are the categories of foods that are included. The first thing we did was to look at whether the tool had high Inter-Rater reliability so it could be replicated by different people with a high rate of reliability and we found basically these results shows pretty high rates of reliability across the board.

Inter-Rater Reliability of NEMS Store Observations

Variable/Indicator	Inter-Rater Reliability (2 raters, same day)	
	% agreement	Kappa/V ^a
Any fruit – availability	96.47%	.93
Any vegetables – availability	100%	1.00
Baked chips	96.47%	.92
Lean ground beef	98.82%	.96
100% Whole grain bread	92.94%	.83
Skim/low-fat milk	100%	1.00
Hot dogs (regular vs. fat-free)	100%	1.00
Reduced calorie frozen dinner	100	1.00
Low-fat baked goods	95.29%	.88

^a Cramer's V statistic used when Kappa could not be computed due to asymmetric rater response dimensions

We also designed the measurement study to look at whether we saw differences in high and low socioeconomic neighbourhoods and this is availability of different types of fruits and vegetables in high and low SES in the neighbourhoods.



In the measurement study, as you can see, the tours are distinguished very well between those neighborhoods. We were also comparing the so-called healthier alternative with the regular food and looking at where the cost differences are. (...) We identified out of the food types that we were looking at: the hot dogs, ground beef, chips and juice for really see where you pay the extra price for the healthier choices. With fruit and vegetables we could not compare because fruit and vegetables would be considered healthier food but we did do comparisons between grocery stores and smaller store or convenience stores and again food that you pay a higher price at a smaller store. We also developed measures that were used in restaurants again looking at some of the same type of issues and looking for fruit and vegetables anywhere we can find them, particularly those that were not fried, buttered or served in syrup.

**Nutrition Environments
by Restaurant Type (n=217)**

Variable	Sit-down (n=115)	Fast food (n=102)
Healthy entrée available	20.9%	36.3%
Proportion of entrees that are healthy?	3.2%	8.8%
Healthy main dish salads available	9.6%	24.5%
Fruit available	11.3%	11.9%

Saelens, Glanz et al., NEMS-R, 2007 *Am J Prev Med*

The key findings out of the restaurant measures were that very few restaurants offer healthy entrees, healthy main dish salad available are very limited basis and fruit available on a very limited basis at least in this sample of restaurants that we visited.

So what happened to dissemination tools and methods was first thing that the demand started during the development. We started getting cause and people just heard that we were doing this and we really wanted to be sure that were ready to be disseminated. We have been supported by the RWJF and they gave us further support to disseminate the measures. So we created a 2 to 3 day training program that included a train-the-trainer component for those who wanted to train other people. We do not really know if anyone would come but we thought that is what it takes to really learn how to use an observational measure not the same as a survey. We created CD-Rom for the resources, posted the tolls online for people into the training. We also assumed from the start that people were going to use our measure exactly as we have developed them but they would want to customize them. So we took the lessons that we had learnt developing the tools to try to explain to people how they could go back customizing the tools. Then we started to get cost from state health departments and from the Center for Disease Control and we really did not have the resources to start going traveling around the country with the team and setting up complicated training system but we found the state health department willing to meet us half way to do the planning and support the travel and did the same thing with universities around the country so they gave us quite a leg up. In the last two years we met people in 38 states as well as the District of Columbia, the Netherlands, Canada and Japan which was kind of not what we set up to do but was a surprising spread of this tool.

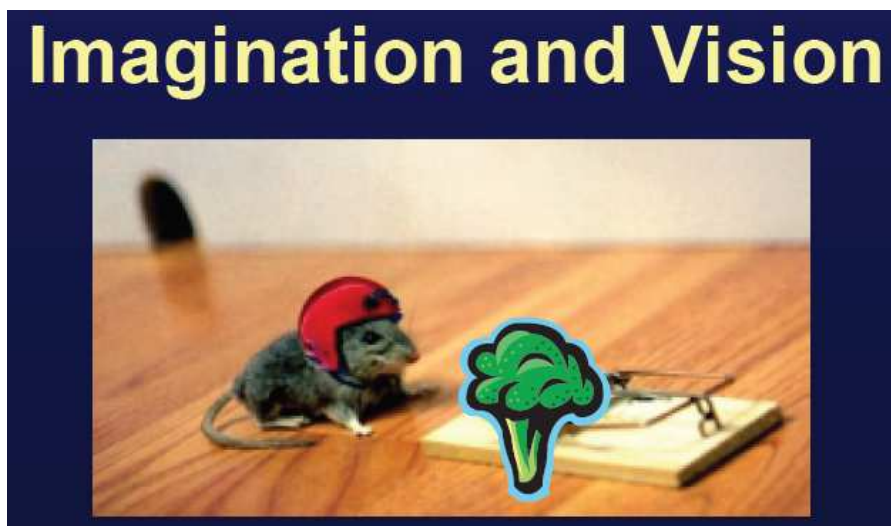
What is next now? We are trying to learn lessons from people who have been trained. We are now in the process of developing an online training program so people do not always have to travel or they can get refresher trainings. A lot of people who have worked with the tool are coming up with new innovations. A group of Pennsylvania is developing a PDA/GPS integrated system that will make it easier to entreat in the field and to link it with other environment data. We have a couple of NIH finding studies in kids and other lessons that we are working with the NEMS tools. Now we are trying to learn more about sampling, how many stores you need to go to, and how many restaurants. What you will be able to see change in somebody's environmental measures if interventions actually change the environment. These are some of the things that we are doing. This is kind of an organic dissemination process; it was not something that we set out to do.

What should we be doing if we do want interventions to go national? This is where the other speakers are going to give you some great examples of what they have done. We should produce for dissemination. We should think that if we are doing something if it worth doing, if it is a great idea somebody else may want to take it and take it to the next step. We should improve and build on prior interventions if

we are adapting from elsewhere, create and infrastructure free dissemination or use existing infrastructure and create partnerships what we hear over and over again in fruit and vegetables.

The potential partners are extensive. They start with industry, governments, universities, voluntary health organizations, voluntary agencies and healthcare until organizations. I really think we should design program for dissemination or package them into toolkits and protocols that can be replicated. Few of us started with toolkits that were for people to use as we are mainly creating programs for ourselves to use.

And my last message is a message for the academic audience as well as those not academics. It is to be willing to give away what we are doing. I think that is a way to contribute to the fields and have a longer shelves life than we develop. And if you do not have time or ability to do it yourself give it to you partners and see if they can not take it the next step. We need to make it easy and results oriented, to use communication media technologies to reach and tailor to users. We also need to keep it mind that we need to keep evaluating process and outcomes of what we do and not just do it because it feels good because we are trying to improve health in a long run. Continuing to be creative is where it goes.



Q&A

PUBLIC (Anna ANDERSON from University of Dundee in Scotland): I am just back from the ISBNPA Conference in Canada and I went to session with Marci Campbell on the research dissemination. I have heard of number of good examples of projects that are started from a research based or from an intervention that have ruled out further. But I can feel like a gap in the structure of research dissemination. I was wondering that if you have a vision of how that gap could be filled in a systematic way that we could learn from.

K GLANZ: I have a vision but I do not have the money. I think it is starting to get a culture shift. Things done never happen as quickly as we thought like. So the academics are beginning to think that there is a way to get things out and there are beginning to be some mechanisms and there are beginning to be some repository for programs and so for. One of the difficult things is that in resources and skills and approaches there has been a tremendous amount done and in some other typical areas in public health like HIV aids interventions and drug uses prevention. There have been contractors that are taking successful programs and then package them and get them out into schools in particular and into community sites. I have not seen that much of that in the nutrition primary disease prevention area. I think that this is going to be a conversion of forces and I also think this is going to be somewhere again but we need to get the examples out. We also need to continue driving tour trying to distil the lessons for people to learn and that is a good model. I do not know if that is a vision but it is a few ideas.

Canteen takeaway - provision of healthy meals in the home by worksite

Gitte Laub HANSEN

Danish Cancer Society, Copenhagen, Denmark

I have been in different positions with the goal of improving dietary habits by increasing the intake of fruit and vegetables in Denmark for many decades. I participated in the meeting in Perpignan, and now I can finally play an active part by giving this presentation of my current work with the canteen take away project.

It is important for the project to improve its scientific value as well as its effectiveness in improving health. If we are successful this study might prove to be a long run funding by the strategic research council of Denmark. This is the first time they have granted this type of project where you mix intervention and implementation phases in an integrated approach. Besides the Danish Cancer Society, three research partners and 12 private and public partners are behind this project.

It is a fact, that the provision of free fruit at the work site has proven very successful and at present more than 40% of the worksite in Denmark has this company fruit. It is very successful and has increased the mean intake dramatically by approximately one portion or 100 gram in the companies with company fruit.

This morning we heard a presentation about on the possibilities of increasing the F&V intake by working with the worksite canteens. The National Food Agency in Denmark has actually launched a campaign to persuade the worksites to implement a local healthy meal policy. In connection with that, the Danish Government has decided, that by the end of 2008 all the public worksites at state-level and all the government canteens should have implemented their own healthy meal policy. The government expects that this initiative will disseminate in to other sectors. They hope that this initiative from state-level will move to regional and municipal level and eventually also to the private companies will follow up.

But what is the next step to increase the F&V intake? What can we possibly do to move on from here? Are we so successful that we can't increase the F&V intake any further? We are looking for a new sustainable solution that will increase the availability of F&V in effective, attractive and convenient way with huge benefits for all involved stakeholders.

A Canteen Take Away program might be the next step in the solution for this increase in F&V. It is defined as the provision of ready-to-heat meals



from the work site canteens for the employees to take home for dinner. The pictures here are from a private company who has been running this Canteen take away concept from more than three years. We know at least 20 work places in Denmark where employees can buy ready to heat meals to bring home and eat with their family. It is the work site canteens that produce and pack and offer these meals once, twice or several times a week. The employees can order their take away meals usually the day before and pay and collect them at the canteen on their way home the next day. The employers only have to heat and eat the take away meals together with their family - saving time for the family to engage in other activities. Often there are no limits to the number of portions you can order, and sometime they use a web shop solution. This sounds so extremely simple so why doesn't everybody get this offer? Why doesn't every worksite have taken away? Well first of all only around 50% of the Danish works sites have a canteen.

We have already identified several incentives why this system has come up but also disincentives why this does not work everywhere. The whole idea behind canteen take away is that it is meant to improve the work-life balance. If you ask the adult population in Denmark what are the main reasons for not eating healthy, it is lack of time. So here we have a way of improving work-life balance. The focus for the Canteen take away concept as it works today is primarily the fact that it is meant to be a convenience for the families, while the health promoting effect, i.e. the nutritional value of the meal and the amount of fruit and vegetables is very secondary. One challenge is to improve the nutritional value of the take away meals.

We actually have measured peoples expectations to the meals served at Danish work site. More than 90% of the employees expect that the meals served at work site canteens is healthy, but alas only 30% (or one third) of the employees perceive the food as healthy. There is a discrepancy here that we are obliged to address.

That is why we have to work both on the training of canteen personnel and the employees' perception of healthy foods, which is not always in concordance with the nutritional guidelines. Along side we have found, that the willingness to pay for the fruit and vegetables is low compared to meat. This issue was also addressed in the plenary sessions. This is another research focus we have in this project, which I will return to.

Qualitative research support that the canteens personnel are convinced that they produce healthy meals, while often they are in fact not, as we know from nutritional analysis of the meals. This is a challenge to this canteen take away project. If I make people take home unhealthy food that would counteract the purpose of the project. This is the reason I have to work on improving the nutritional quality by offering training, tools and dietary guidelines for the canteen personnel and education of the employees on healthy eating.

To ensure the nutritional quality of the take away we want to develop a self-evaluation tool for the canteen personnel. The tool shall assist canteens in evaluating the nutritional value in an easy-way. The majority of the canteen personnel have neither the necessary training nor the time to do nutritional calculation.

We want to measure the effect of implementing the canteen take away on the nutritional quality of the diet of the employees. We want to test the willingness to pay for healthy concept and we want to know what are the cost benefits of this canteen take away. We hope to deliver both evidence of the health effect of canteen take away and to develop effective tools for implementation, offer training by enabling the process of implementation stepwise and as we notice the need. This integrated approach is why this project, has a bit different design than the traditional intervention project.

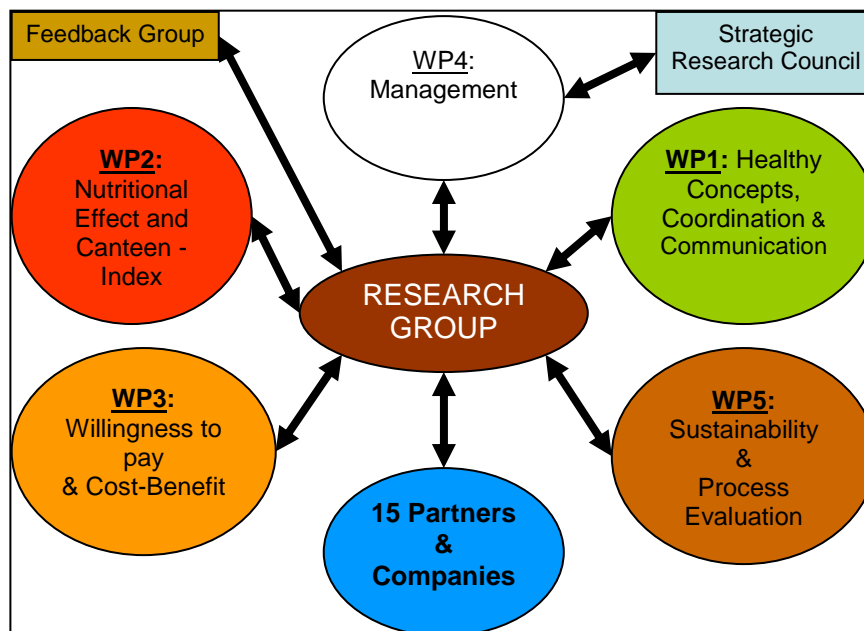
Some of the enabling factors to more canteen take away have been identified. As you probably know, the Danish women have the highest participation rates compared to most countries in the world. 72% of the women and 78% of the men join the workforce. We still have seen an increase in the participation rates among women and still we lack qualified workers in Denmark. Thus it is very important for the companies to attract and recruit the right employees. This is yet another enabling factor for more canteen take away in addition to the health promotion trend at the worksite.

Some of the disincentives for canteen take away, are that many people prefer home cook meals and they fear loosing more cooking skills. What I usually argue, is that we have lost them long ago, so I am confident, that the canteen take away will not do any harm there. On the contrary canteen take away, can inspire the families to new ways of preparing new fruits and vegetables. A large group of Danes have mistrust to ready to heat meals from the food industry. This is partly because of very underdeveloped market for ready to heat meals in Denmark, compared to for instance France and in the US. Here you can find large diversity in price and quality.

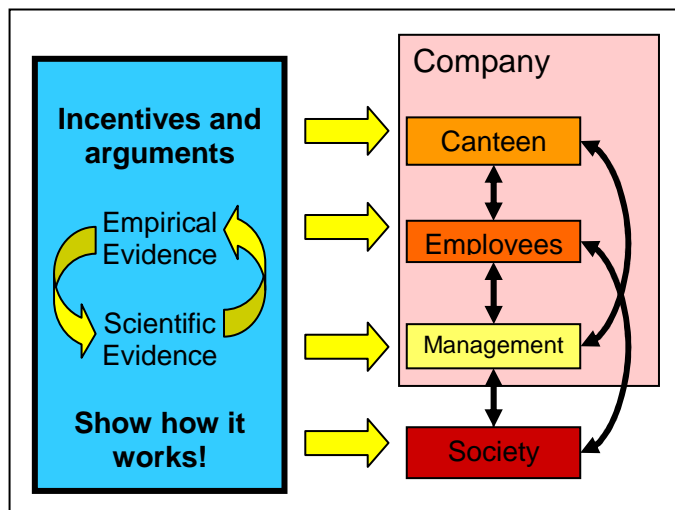
Counteracting more canteen take away is also the fact that 40% of Danes eat their main meal at work and this makes them more reluctant to buy yet another meal as take away because they prefer a lighter meal for dinner. More barriers for canteen take away is, as I mentioned earlier, the fact that not all the canteen produce healthy foods, the canteens may not have the right personnel, or the right equipment or economical background to produce canteen take away. Large diversities among the employers can make it difficult to offer a canteen concept that will please everybody.

There is not just one concept that fits all companies, so I have to deal with the facts that I can't just develop one concept, I will have to describe a range of different concepts.

The goal of my project is to ensure the social acceptability of canteen take away. I want to increase the amount of F&V in the meals in the canteen take away and also improve the willingness to pay for this canteen take away. I have to develop the market and support the canteens when they want to implement the healthy take away. And also I want to frontload the incentives for the society and for company. We want to study cost benefit and find out how we can support the companies in their decision process. Last goal is to ensure the supportive environment. There is tax and food legislation in Denmark which could have impact on whether the canteen take away is going to be implemented or not. If the regulation doesn't support the ideas, the companies or the canteen are less willing to implement canteen take away. Thus lobbying is also a part of my job.



This is a brief outline of the organization of the project and I am happily not alone on this project. It is divided in 5 work packages (WP). B Mikkelsen is working on the sustainability and process evaluation WP5. I am in charge of WP1, I am working in developing in the concept, coordination and communication, I have a website and I am developing a different tools. From the National Food Institute they have to evaluate the nutritional effect of canteen take away and develop the canteen-index which is self evaluation tool that could help the canteen personnel to find out whether they are serving healthy meals WP2. We also worked with the Institute of Food Economics at the Copenhagen University. They have done some willingness to pay surveys and the cost benefits analysis that I am going to tell about later WP3.



In this slide is an outline of the approach of this project. The blue box is the work of the researchers and the company and all the stakeholders are working together and forming both the empirical - we want to show what makes it work - and the scientific evidence. We make an effort to frontload incentives and arguments to all the stakeholders at the different levels – the yellow arrows. There are of

course the companies and within the companies we have the canteen personnel, the employees, the management level and also societal level we have to work out the arguments and incentives to canteen take away.

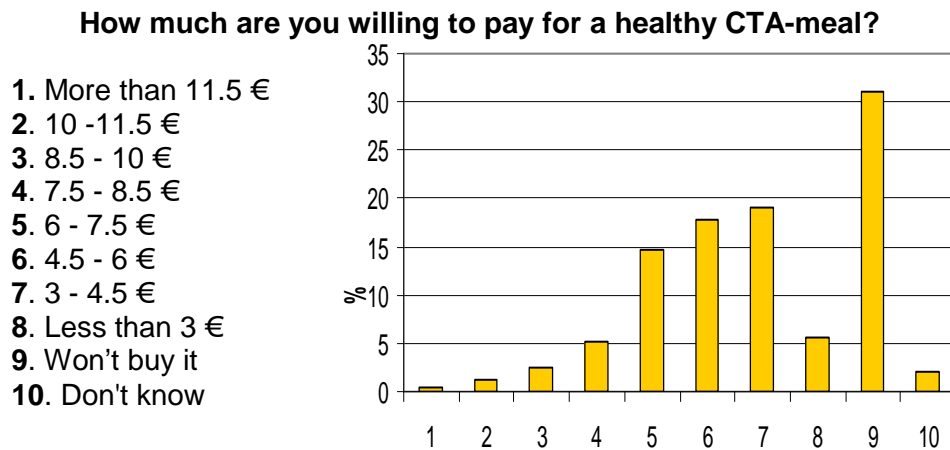
What we are trying to do is to analyze the stakeholder's incentives and develop healthy canteen take away concepts. We enable worksite canteens to develop their own concept by giving selected canteens managers the opportunity to join workshop. This is a process where I give them ideas and they tell me whether they work or not.

We gather information from the 20 companies which have already some experience in operating different canteen take away concepts. We try to involve partners; beside the research partners we have governmental institutions, we have labor unions and we have private companies, which are willing to try out canteen take away and let us test and research and intervene in their worksite and find out whether it works or not. They support the project by bringing in a lot of empirical evidence and testing ground to build the scientific evidence so we can study the effects of this intervention and the implementation of canteen take away.

What are the employees' incentives? There are of course barriers because they dream of home cook meals and we know that using canteen take away or fast-food induces bad consciousness and the fear of empty refrigerators. We evaluate whether the employees want to pay for the added value of canteen take away meals. Furthermore we have to deal with the fact, that consumers have a general mistrust in the food industry. Canteen take away might have an advantage over industry in people's perception. Because here the employees know the personnel in the canteens, so they are more willing to buy the food from the canteen. One of the key question is how can we measure the success of canteen take away?

We measure the success by the willingness to pay and how often the employees chose to buy the canteen take away. For this purpose, Jonas Nordström at the

Institute of Food and Resource Economics at the University of Copenhagen, have invited 10.000 people to participate in a web-based survey. The response rate was approximately 50%. In this survey they were asked how much they were willing to pay for a healthy canteen take away-meal.



As you can see, people are willing to pay is between 3 and 7.5€ and we know from the experience that the normal concept with cost is at least 6€, dependent on the actual concept. So there might be an economical gap here. People are a little reluctant to pay the full price; they only want to pay for the food not the cooking. Is it possible to implement canteen take away if people do not want to pay for it? What can be done about this? We try to find out, what could be the incentives of the worksite. Could it be that the incentives for the worksite are so big, that they want to pay for the difference between the production price and the willingness to pay from the employees?

The incentive of the worksite is of course, that this new benefit can increase the productivity and it could help the company to recruit the right personnel and its kind of social branding (Corporate Social Responsibility) with. It is in the interest of the companies that the work life balance of their employees is okay, so they are satisfied with their work place and thus less sick. It is also seen as a benefit for the employees and it could be a worksite health promotion initiative at home.

We wanted to find out the calculated economic benefits from canteen take away. This was done by Jørgen Dejgaard Jensen, another research partner in this project, from the Institute of Food and Resource Economics at the University of Copenhagen. These results are very preliminary like those from Jonas Nordström and not yet published.

Given that canteen take away is offered once a week, and if it hereby could reduce the number of days away from work (sick leave) by a quarter of a day which amounts up to 1.85 hours a year. At an average wage rate at 34€ per hour for a Danish worker, you could saved 63€ per year per employee.

On top of this you could maybe have a productivity gain or flexibility gain. Given that canteen is offered once a week and it will increase the mean productivity of 5 minutes every week, you could gain more than 100€ per year per employee. The return on investment when you add these two amounts is 4€ per portion of canteen take away meal that the canteen can sell.

If you take into account that people were not willing to pay for the full price for the production of canteen take, actually there is room for the companies to use some of the return on investments from canteen take away. That could be one way of making a success out of the companies wanting offer canteen take away. In addition there could be other benefits which can not easily be measured. What if we can make it financially feasible this canteen take away? Is it enough to make it a success?

To maybe answer that, we have to look at the next level which is the incentives of the canteens, the personnel, and the canteen manager. There could be a demand from the employees or HR department, and there could be threats of being overtaken by canteen operators and they could be a pressure of being more efficient or for the canteens to play a more innovative part of innovative companies. There could be wishes of change in production and offers and the canteens could want to improve their image. This is some of the incentives for the canteens to engage in canteen take away.

But what will happen if the canteens can not make canteen take away work? You could risk ending up with a concept of poor eating quality, low nutritional value and high price. That is why I am going to help them making it work by developing tools and disseminate experience from canteens which have succeeded. We are planning to have canteen – index and we are planning to develop other tools for decision making and implementation with the Danish Cancer Society.

Now we look at the incentives for society and policy development. The argument is that if you succeed and get a healthier and more flexible workforce that are more satisfied with life and work you get more stable labor market and decreased in public costs. Jørgen Dejgaard Jensen again has tried to measure and calculate the possible health effects of one weekly canteen take away meal and has tried to use 3 references: the mean intake of F&V at supper and from home cook meals and from fast-food meals.

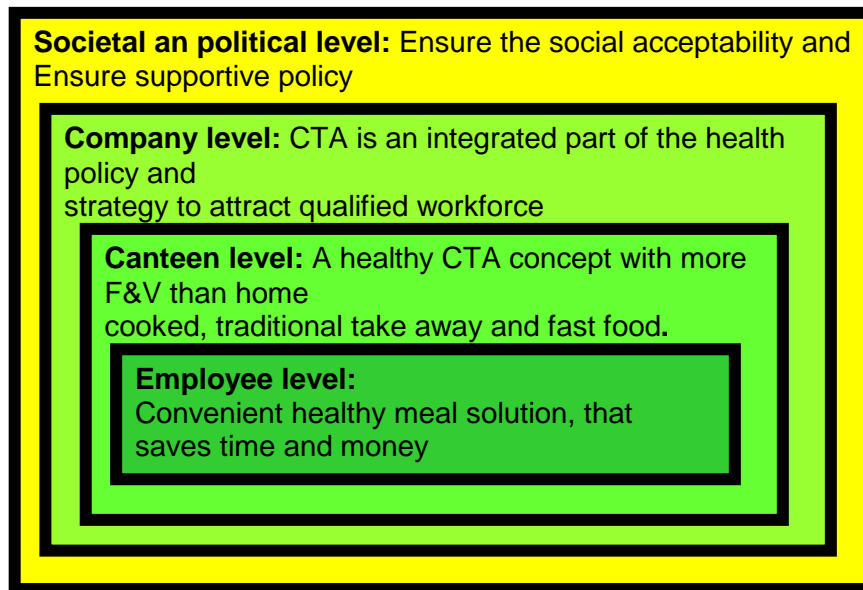
Health effects (on cancer and CHD) of one weekly CTA meal with 200 g of F&V compared to 3 different references	Mean intake at supper	Mean intake from cooked meals	Fast homefood meals
F&V in reference supper (g/portion)	108	150	50
Mean net effect on F&V intake (g/day)	13	7	21
Mean F&V intake – without CTA (g/day)	429	471	371
Mean F&V intake – with CTA (g/day)	442	478	392
Increase in share of people over 600 g/day	1.8%	1.1%	2.4%
D DALY's per 100.000 inhabitant	7.9	4.9	10.4
D DALY's in Denmark	263 - 559		

As we can see the change in Disability Adjusted Life Year (DALY) is very minor to what effect you actually could want. He also calculated what you could gain given this canteen take away and this is not very big.

So what can make it work at policy level, at societal level? This could be a favourable tax policy and I am actually lobbying trying to ensure the current low tax on canteen meals. I am not sure I have been successful but, this could be a major obstacle for this canteen take away program going national. We also have unfavourable food legislation that could make it very difficult for canteens to comply with regulations.

The preliminary conclusion is that the willingness to pay is low among employees but the calculated direct economic benefits for the company are fair. The calculated benefits for society are relatively low compared to other initiatives, but there are added values that are not easily measured.

We have a long way to go before canteens only serve healthy food or meals. If I should point out what should be a framework for a national program is that you have for the time being the empirical evidence - this is still the strongest in this study - but we are hoping time to produce scientific evidence in the research work packages. When you are dealing with worksite health promotion is important to strengthen the motivation and frontload the incentives to overcome the barriers and incentives at all levels.



Last but not least I want to give you three recommendations.

1. When you want to go from intervention to national program you have to have an integrated approach and you have to involve stakeholders at all levels from the very beginning in trying to develop innovative convenient easy to apply financially sustainable solutions.
2. You have to move on stepwise by starting with a pilot study like mine for instance and move on to a small scale intervention to test the effectiveness of your solutions before you eventually move on to the large scale intervention or national program.
3. And third to be taken very seriously you have to be very patient and have to work on a long term funding.

Q&A

K GLANZ: I was wondering if the canteens are interested in changing the foods they serve on the worksite such as the lunch meal as part of this.

GL HANSEN: Yes. It is often the way everything starts. The human resource management board contacts me and says there is something wrong about the canteen meals, they want to change it. And by the way if we could get CTA in the same run that would be a good idea. They can see a good incentive in trying to change the food but it is difficult because they believe they are doing a good job so there is a challenge here.

More Matters Targeting fruit and vegetable consumption at sporting events

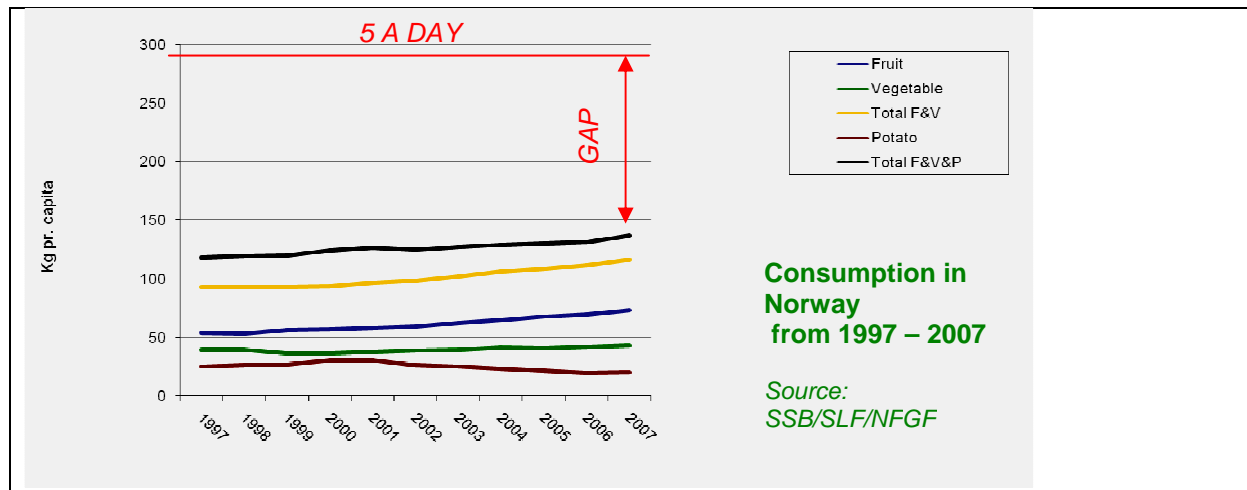
Guttorm REBNES

Norwegian Fruit and Vegetables Marketing Board, Oslo, Norway

At the Norwegian F&V Marketing Board we are a private association and that includes it is own by all the importers and wholesalers and also the wholesalers own at 100% by supermarkets in Norway and that is very important to remember how we actually link this to the industry. Basically, everyones linked to the fresh F&V business in Norway are our owners so all the competitors. We are a private foundation by we are supported financially by the Norwegian Government, the Ministry of Agriculture and Food and the Ministry of Health and Care Services which is the Fruit School Scheme. Our goal is to support the industry, throughout the value chain, to increase the total consumption of F&V in Norway. About the background we target in our strategy to fulfil our goal three main barriers for increased consumption: inspiration, knowledge and availability. There are many who target the same barrier but our approach is to inspire through PR and editorial articles in newspapers and magazines and we are very successful on this. We have to find ourselves as a content provider for the press and we measure this every day really to get through press references. On the School Fruit Scheme for instance last year we had 586 articles in the press. Increase availability is also very important as the work we have with the supermarkets. But we are going to talk about children and our two programs there are the School Fruit Scheme and the MER program. The MER program is different programs but I am going to talk about the one linked to sports.

The consumption in Norway related to the average in Europe, we are quite low. But in northern Europe and in Norway either Denmark it is increasing a lot. In average, the last 10 years we have had an increase of 3% every year. But, from 2006 to 2007 we had an increase of 6% and that was in volume. The increase in value was 10%.

That is quite exiting to look at which products do actually increase because price is ranked as number 4 or 5. It is freshness and value of the products. It is not carrots that cost a dollar a kilo it is the carrot that we pay \$10 a kilo. It is the very expensive tomatoes. Of course, we are a rich country but we have willingness to pay for good products. However the growth is not enough to reach the target of five units a day, there is a big gap. So we have some work to do kids eat even less.



Kids and young people are hard to reach and in Norway there has hardly been any communication toward children and teenagers for F&V. It is a huge task. So where should we start?

My organisation is very action oriented so we wanted to get quick results toward organised sports. Many children are linked to organised sports in Norway. To give you some background, remember we are 4.7 million inhabitants in Norway, it is just a big city in Europe but 2 million of us are linked to organised sports and 1 million of those are under the age of 24. We have more than 13 000 sports clubs and then thousands of sports events. This makes a great territory for F&V.



However, as the newspaper say in Norwegian “healthy sports but unhealthy food”. It was a big section in the biggest newspaper in Norway 2 years ago. The only food they found at sports events where children participate were hot-dogs, soft drinks, sweet, junk food. We did a survey where we interviewed sport association and clubs and that revealed that only 5 % offered

F&V for sale at their events but 80% would like to do it.

So to make a long story short we made the concept of what is called MER. We wanted to code it a little bit not to make it too obvious because we know how to communicate to children so it might be to be perceived as “cool”. MER (or MORE) is large-scale awareness campaign that targets children and teenagers. Its main objective is to increase the availability of appetizing, ready-to-eat fruit and vegetables at sporting events and sports facilities. We focus on sporting events where children participate so we do not work when the national football league have their big matches. In other works, we help clubs to organise how to sell pre-cut tempting fruit and how to make money of it. The MER model is based on how to help sports club to

make high profitability, how to make it easy to implement, trendy and tempting, how it should be positive image around it and very important it should be easy to get volunteers and easy to motivate them and that are the parents and the kids themselves. The MER model helps the clubs to make repeat sales. They can try it once and that was our fear as well that they do it once but that was fun because when the clubs did it once, the parents shout if they try to leave it out next time. Also, very important, the MER model makes it possible to communicate the results to the society and to the government, to newspapers etc. so it is a very positive umbrella. It is not difficult to sell pre-cut fruits, it is easy but it is difficult to make money out of it and it might be difficult also to get it to become a system that survives for a long-term because parents tend to quit when their kids quit the football team, they leave. We branded MER. It is registered Trade Mark so no one can take it from us. Just for fun curiosity MER in Sweden is actually branded as a soft drink but just work in a region market and it is branded by Coca Cola.

One thing we have in our head is that MER should be pre-cut fruit because we know that when we cut up the fruits and make it every day snacks the kids will double their consumption and that is very important to remember.



How does MER work? The clubs purchase fruit from wholesalers or stores we do not intervene where they buy it from. The clubs pre-cut the fruit themselves, fill it into containers through voluntary work. In profit, they sell it USD2.50 so their profit will be USD1.50-2 for each box so it is good incomes for the clubs. Sports clubs that want to put MER on the menu must sign a letter of intent so they write a contract with us, after which they will become MER representatives and receive a toolbox that makes it easy to them to get started selling pre-cut fruit and vegetables. This is organised through our website and it is also interconnected with the website for the different sport federation e.g. the football federation, the basketball federation because they communicate 100% via the web to their clubs. That is also very efficient. I have one person at my office organising everything. Just to tell you, up to now we sold 1 million plastic containers.



This is what the toolbox looks like. We give them knives, cuttings boards, apple cutter, instruction manuals and videos, aprons, we also have an e-learning system where they can just access it through the web, profiling materials, plastic gloves as we focus on the hygiene and we work with the government also the authorities to tell them how they should do this the right way and we also support them with plastic containers in the beginning then the wholesalers take over and they actually have to buy it. This is support through our website www.frukt.no/mer. They also encourage putting in reports to see how it goes and to upload pictures.

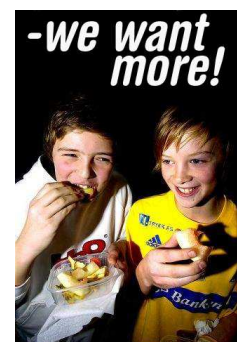
Results: By May 2008 we had signed up 29 sport federations to promote the MER Campaign that is the football, basketball, and swimming, basically everyone. There is

1300 sport clubs up to now that have signed up for the MER project and re-used the concept over and over again. As I told you, we sold more than 1 million containers and we had 900 positive reports on our website. You can then see the entire statistic at all time, this connect them to companies that help to send out the boxes, it is all automatic. We do not do any sponsorship as a rule we focus on sporting event where children participate and we use all our money in US dollars we use about \$400 000 each year and we use it basically on the toolkits. We do not do any sponsorship but we support some events like the Swatch Beach Volleyball Tour 2008 which is in Gstaad, Switzerland this year but we do not pay to get our logos on the spot field event if they will put it there anyway but we help them on how to organise the MER kiosk, how they can make profit out of selling pre-cut fruits. How this is done? They contact local Volleyball team that organise all the practical things around it. We also have a tour in Norway for kids, the Cycling tour. For 3 weeks in summer 2008, cycling clubs all around Norway, participate and have their small cycling championships everyday for 3 weeks and they will sell pre-cut fruits in the kiosks as well. The key success criterion is to keep it simple. We found out that one of the most important success criteria is that we keep it simple. It is tempting to include a lot but the all idea with the MER concept is that we wanted to make the best possible use of the positive commitment from parents, coaches and from the young people themselves. It should be easy to understand, easy to set up, easy to run and it should be easy to make profit out of it and that is very important because that is what most motivate the clubs to do it. It is not difficult and that is probably why it has been so successful. We have been running this now for 4 years and I believe some of you have heard it before so we continue.

We also have some important ambassadors: the President of the Norwegian Confederation of Sports and Norwegian Olympic Committee and the Minister of Health and Care Services. Also perhaps important ambassadors are those 29 sport federations and their general secretaries.

Evaluation: it is well received, good instruction materials, popular among players, coaches and spectators send positive signals about the club and the individual sport and it is perceived as very modern and trendy. It is a good source of income for the club and that is always a struggle if you get linked to sport clubs to get incomes and it is enjoyable volunteer work, it is positive all around it. It is constructive to encourage children to eat less sugar and promotes positive long-term changes in eating habits. It is easy to get information about it through a place you also can go in that is the website and see how we do it even if it in our region and get a sort of idea. We see that the kits are used and re-used even if some takes the knife they get the idea and the supplement what miss. The MER logo gives the campaign a positive profile.

The media have also been very positive. The MER campaign has caught the attention of the Norwegian media which is generally more concerned by what we eat and how we can eat healthier than we use to. Now we experience the great interest and enthusiasm for



the MER message and we see that both local and national newspapers, television and radio channels want to follow how it goes.

The Kids love it! The love the MER project and it is a good project that has shaped the consumer for tomorrow.



MER videoclip

The MER-campaign is a well tested tool for organisations that seek to offer “ready-to-eat” fruit and vegetables at their arena.

Why slice the fruit? More appealing, higher consumption, easier to sell, money in the box

Sliced fruit in tubs is easier to sell.

Get started! The MER- campaign offers all sports clubs free “tools” and guidance, making it easy for you to get started.

Sylvia Brustad, Minister of Health: *“Our people health needs team work and to do that we need to start with the youngest so there is only good things to say about this campaign”*

Espen Larsen, General Secretary of Norway’s Badminton Association: *“Several of our clubs are already part of this campaign and we recommend that all clubs take part.”*

Tove Paule, President of Norway’s Athletes Association: *“Overweight, obesity and type-2 diabetes are rapidly increasing in Norway and we a great responsibility towards our children. This is something we participate 100% in. All clubs are arranging sports events that contact the specific unions or directly contact the information to take part. This is great.”*

Eat MER fruit and vegetables

To conclude, MER works. It is easy to implements and easy to run and it makes us see great results and it is profitable. It creates habits and it actually just positive! I totally agree with the fact that we should share so take it to your country and I promise you that you will get some very positive results. Good luck!

Q&A

PUBLIC (Jane HAKINS from Australia): In terms of supporting clubs where they already have a canteen there trying to sell food, has that have an impact on their sales? Are they supported with the program?

G REBNES: No. Basically, very few clubs have their own canteens but the problems at some places is that if you have a big sport all you might have some professional players. They sometimes disagree but this is basically not our problem, they found a way around it.

Successful national expansion of the Danish Worksite Fruit Program

Robert PEDERSON

Danish Cancer Society / 6 A Day , Copenhagen – Denmark

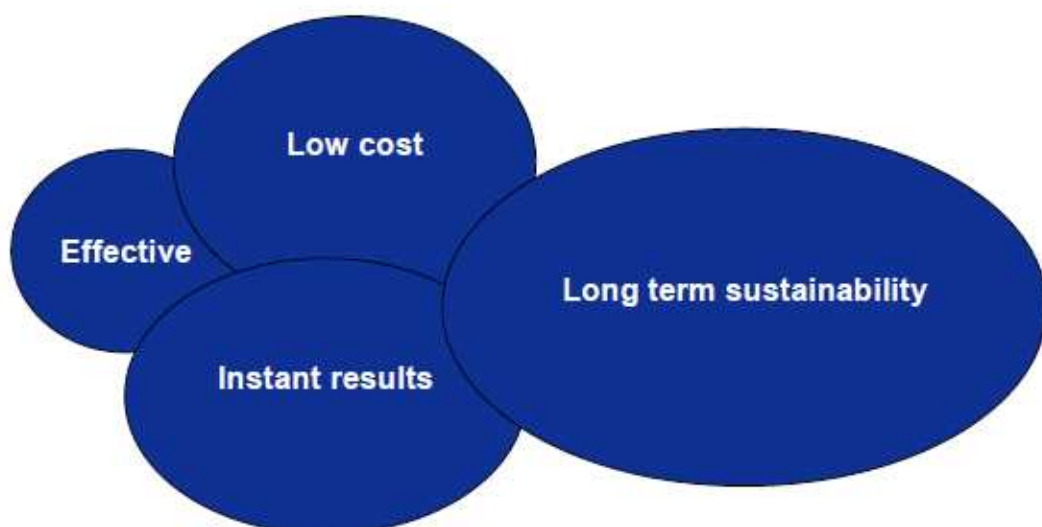
I am going to talk about utilising partnerships and multiple motives out of our experiences of informing projects and this some kinds of example of different projects.

The rumour was when we did this project that it was a project that ruled itself out, we did not have to do a lot that is the rumour. We did some work, we did some very strategic work and some of those are a bit influenced, some of those we figured out on the way but I think it is important to look at the experience that intervention program moving them to international programs and see what works.

(...) I just want to give an example of effective interventions and very briefly tell about the Danish Worksite Fruit Program involves, talk about our epidemic results, how we used dynamic partnerships multiple motives in our work and then just spend more time on the key success factors. I had the chance to kind of look at that in a different perspective and analyse the key success factors. Most of you know I work primarily with School Fruit Schemes but there are some similarities and some differences and it makes an interest in perspective.

For the successful work site interventions there is a review done a while ago part of the WHO on the F&V global initiative.

Ideal intervention



My ideal intervention should be effective and I will measure effectiveness in a lot of different ways. We talked about the impact of Public Health but we have to look at a lot of different types of impact. We want instant results when we do with policy

makers, whether we are dealing with people who will have to pay for these programs we need to show them instant results and this is not always that easy. They need to be low cost or at zero cost whatsoever. And they have to have long term sustainability because if we do not have long term sustainability then we would not make any real change. I would like to pick up on something that often we are pretty good at showing interventions that work in terms of raising F&V intake but we are not very good at what is get them ruled out the dash evidence impact on public health. So we really need to start looking at the science implementation. How do we get these things moved out?

In terms of food policy distribution a work site fruit program is an alternative food change. What we are trying to do is to make free and easy access at work to F&V. Sometimes it works in canteens or sometimes it is a basket but what we want to do is make sure that it is accessible. It is not enough to have it at the canteen you have to have it where the people are working.



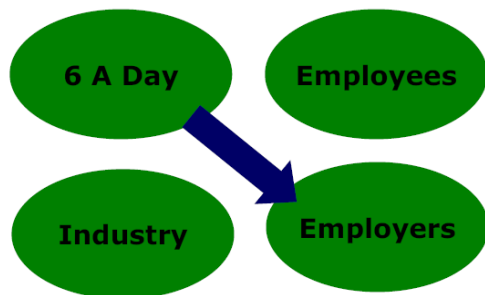
What we are looking at is multiple sites, putting it right where the people work so that they can eat it. We are trying to do it throughout the entire day while working, during breaks and at meetings. I get back for the meetings because it is what we are looking at as a promotional on the work site fruit program.

There are original challenges. We were concerned that will the adults eat the fruits? We knew that children would but would the adults eat it, would the workers eat it? How to change social norms and make the cost legitimate for employers? And I guess the question we always ask is who is going to pay for this? Who will pay? We have been asking it for a long time with our School fruit and who is going to pay the bill? We are trying to look at the motives. What are the motives? Who are the stakeholders? What are their motives for doing this? The employees, they love it. That was pretty easy, we did kind of a users survey and when the big drivers were actually a sign that employees perceived it as a sign of employer appreciation (97%), 95% thought it was delicious, 86% said it was healthy, only 51% said it was because it was free and 47% said to eat less candy. Worksite in Denmark does a tradition for eating confectionery products as a snack.

In the industry they are of course looking for business opportunities. They love to sell it, they make a profit, it is access to a new market and what we saw was a lot of SMEs specialised in worksite fruit distribution. So it has been a dynamic market and

this is one of the key factors and this is why we say it ruled itself out because there was a strong industry perspective. They were making money while doing this. A lot of companies are internet based.

So what we have is 4 happy partners, what an ideal situation with the 6 A DAY program.



This is one of our original interventions; the other ones were the Canteen Program that we went through earlier. So we have 4 happy partners and the program ruled itself up but what we needed to do was to convince the employers that this was worth. This was the

kind of strategic area that 6 A DAY and the Cancer Society and the health partners took in this program. Our role of health partners was to target employers asking them what they think may work because we are in unlucky situation. When we started this program we actually had companies calling us saying “when are you going to start working on this program? We need some help here! What are you going to help us with?” So what we did was to tell them that were doing an evaluation intake and satisfaction and we help you with the PR because sometimes the health organisations have a different role. We can give the stamp for approval from the health sector. The 6 A DAY program is probably one of our most successful interventions in terms that it also happened very quickly and I hate to say that but the industry does not do all the work but they do a fair share of the work. And why do they do the work, because it is profitable fund.

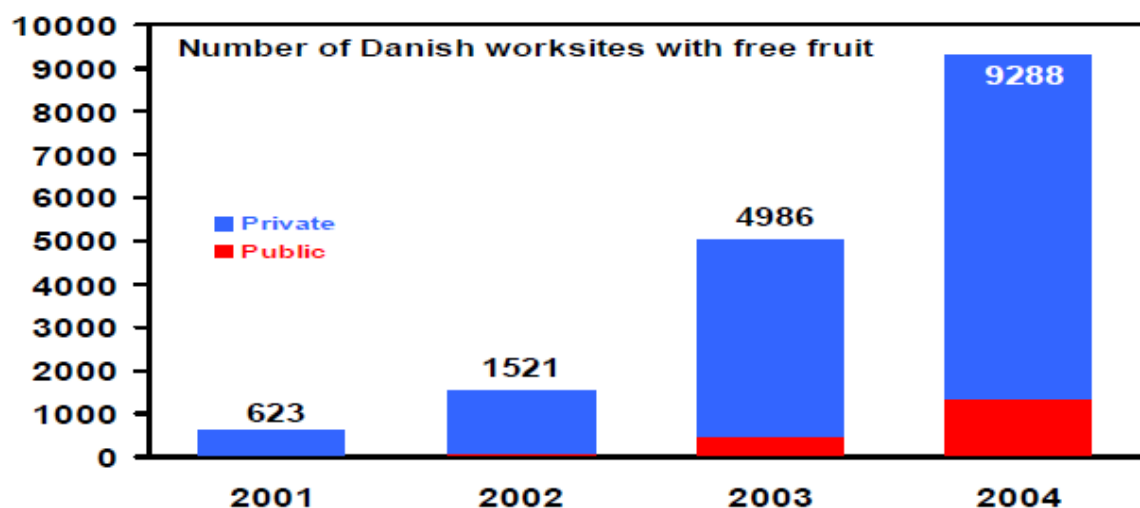
We talked about impact assessments and I would say I think impact assessments and how they impact on F&V intake are important but there are important for mechanizing the program. The other one was that if you are spending public money then you have to show that they work. There are a lot of different ways to show that things work and in this program we are not spending a lot of public money. But we did do a dietary survey. What we are looking at is that we have done a lot of work with changing everyday structures working towards environmental change and I think what we look at is using environmental change that we can achieve change in diets in a lot more effective way than especially traditional health education methods. You get change attitudes and values for free by bringing the food in. You are in this process of attitudes changing. The other thing we noticed from this program was that word of mouth is probably the best advertising you can get. People were saying “we have a work site fruit program in our place do you have one? No I don’t, how do we do it?” This was our main form of advertising.

To tell a little bit about the results we have basically a 0.7 portion increase and this was not a randomised case control trial; it was a case control trial. We did use a control group to make sure that we were just measuring our society effects. One of the other thing is we showed a substantial decrease in what men were eating in sorts

of snacks and confectionery products. We did not observe this difference when looking at women. 96% make use of the offer daily or almost daily, 80% think that the money could not be spent better so they were very pleased that their employers were investing in this program. 85% would miss the fruit a lot if the program stopped and this is something that when you get the program in and then they take it away then employers are going to say "you can't do that!" So it is kind of these unstoppable projects.

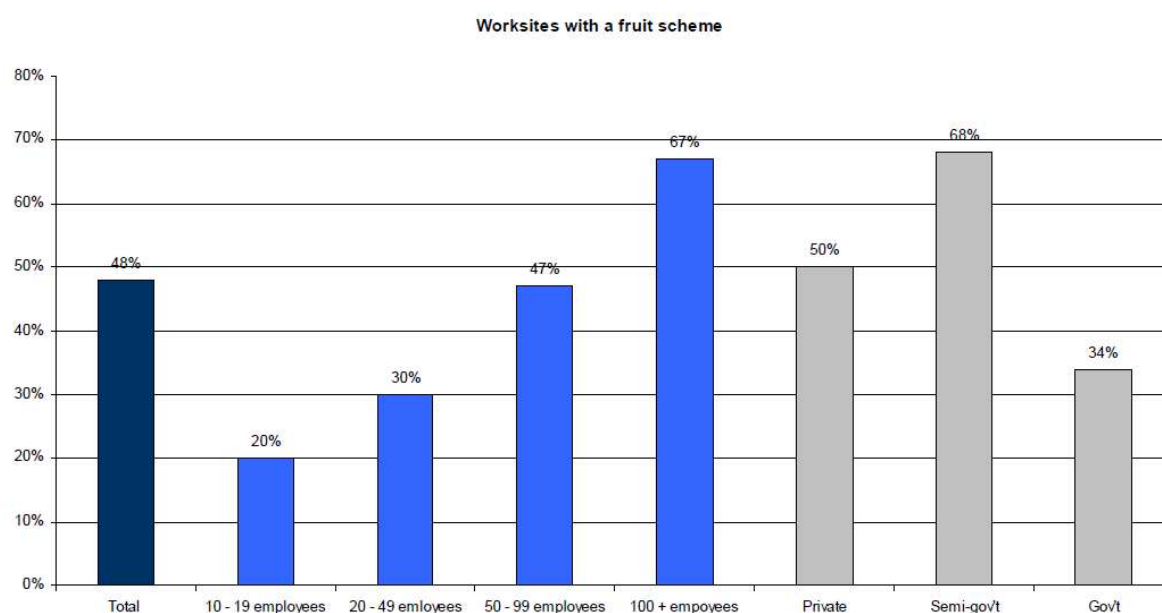
Why should employers pay? We started seeing if we could show when we implemented the Fruit Scheme a difference in sick leaves.(...) I am not a scientist but my understanding of it to show differences in sick leaves you have to have number one a lot more massive intervention than this one. There are other social changes going on that would make it very difficult to show in this change and the sample would have to be probably a lot bigger than what we are used to be working with. What we did was basically to compare price of the Fruit Program to the costs of one day of sick leave and the employers can see this and it is cheap compared to a lot of other benefits especially cheap compared to providing free coffee which is one of the other benefits. They used it to attract and hold qualified staff. This is a kind of front runner project with a lot of information, technology, financial sector, banks, ... and I will show you how this is kind of spread. It is also a sign of appreciation and it also helps the company to create a trendy image. The further arguments are that balanced diet could lead to increase productivity. It is a healthy alternative to cigarettes which are not healthy at all, cake candy and coffee and cheaper than running a canteen and I think that is why it has been very popular in a relative small scale because a lot of employers do not have the money to run a canteen and the facility so it is an alternative to a full scale canteen operation.

These are the results:



Basically, this shows when we started in 2001 the number of worksites and as you can see is that the increase is quite impressive. The other thing we noticed was the difference between private sector and public sector. After 3 years we are reaching 9% of the workforce and it is still growing. We have done some interesting telephone

surveys. One of the ones we do also measured the effect of the 6 A DAY and is called the TRANBERG survey and it showed that 32% and 33% of the Danish workforce were reached by the program respectively in 2006 and 2007.



It is still growing. This is a National Health Administration survey on health promotion at work sites. What we are seeing is that there are about 48% of all Danish worksites that have a Fruit Scheme Program. You can see the differences between the sizes and also between the privates, semi government and government. What I am really happy to see is that it looks like the semi government and government sectors are growing because what I was worrying about when we do these kinds of front runner projects is that it trickles down to the rest. So I am very pleased to see this development. We have hear a lot of talk about social marketing and something adapted from WHO's framework for promoting F&V is the 4 A's: Availability, Accessibility, Affordability, Acceptability and I will put an S of Sustainability of interventions. This relates to the 4 P's Price Product Place Promotion and this is an important factor to work in the interventions towards large scale programs.

The key success factors, effects studies measuring the impact of F&V consumption and this project anyway was important for public health legitimacy. But I do not think it was the prime driver in running this project. I think we need to work better targeting multiple stakeholders and their motivations and this creates multiple drivers. We need to target the stakeholders, who do we want to move? Who can we move? And I think we need to address what partners do well. The industry is very good at making majestically solutions and we have health. We are starting to do more and more projects as we go in and we do not do interventions mapping exercise because that is very time consuming, very costly but we do a really quick stakeholder analysis. And when we do this we ask what is in it for me? Or what is in it for them? And that is kind of defining the motivations of the stakeholders when working in projects. What we really need to do is to translate evidences into easy to

read messages. One of the examples was translated in the sick leaves in just comparing it. Decision makers will have to understand how they think and we have to understand what they understand and then we have to take our evidence and putting them into their perspective. This is a project where there was demand for the project. We need to look at we want to work in areas where is a demand or do we want to identify the societal needs and look after them. It is a lot easier when there is demand for product or concepts. It makes it getting it ruled out a lot easier. We heard a lot about the science of how F&V affect health we heard about how we can measure effects of these interventions I think we need to work toward.(...) We need to start looking at the science of implementation. How do we implement these projects to have a maximum effect? How to we rule this out so we are reaching enough people to actually make a difference on public health? And then we can measure the impact on public health because before we can actually make an impact we should try to do that. That is kind of the key success factors.

I would like to finish by looking at the things of future works. We need to continue creating arguments and incentives for sectors, branches with low uptake with this program. We can see that some of the sectors are financial institutes there are about 70% of our financial institute banks that have this worksite fruit program. Then we have other branches like construction that are really **low** so we need to figure out how we can target those groups. We need to identify new partners as labour unions, insurance companies, and health insurance companies. If we find out what is in it for them we might be able to involve them and working with these projects. We need to increase public support, workplace health promotion in a general framework. We have been thinking about doing some work similar to what we have been doing with the School Fruit Schemes by “kick-starting” hard to reach workplaces and what we know is once you get this program in the place, actually, seeing how it works,



experiencing what it does, break down the barriers that are perceived by the workplace. One of the things we have done at the Cancer Society is that we organised a worksite fruit branch organisation. So we have the suppliers in the work site fruit. We operate as secretary for the branch and we also have kind of helped them along the way and hopefully by next year they will be running on their own. What we are doing now is that we are working on some events at the Cancer Society. We are targeting working with governmental, municipal employers to organise serving fruit

at meetings and we are using our volunteers at the Cancer Society to do this and this kind of help. (...) What we are trying to do is to encourage that the F&V served throughout the work day. (...)

I will finish by saying that is extremely important that we work in partnerships because we can make a lot more effective solutions but to do this we have to understand our partners' motivations and their needs and then address these. One of the very important exercises is if you can get you partners around a table and if you can convince them that this is a good project in a short period of time then I think that you have a winner.

Q&A

GL HANSEN: I just want to make one comment and that is actually, private companies have offered canteens or commodities where they do not have the resources or do not have the possibility of producing Canteen take Away. They have offered to deliver CTA to the canteens where they do not have it. So I see that we have a financial incentive here like we saw in the case of company fruit and work site fruit and because there is a demand for these CTA and I hope that I am going to work on this demand and answer it some way.

SESSION 21

TOOL KIT: ADAPTATION AND IMPLEMENTATION OF INTERVENTION PROGRAMMES

Chair: **R Lemaire**

- Introduction: Toolkit: Adaptation and implementation of intervention programmes: a practical guide. **R Lemaire**
- Brand development. **E Pivonka**
- Resource development and challenges within a developing country framework. **J Badham**
- Overall partnership development. **Ch Rowley**
- What is the toolkit? **R Lemaire**

Introduction

Toolkit: Adaptation and implementation of intervention programmes: a practical guide

Ron LEMAIRE

Canadian Produce Marketing Association, Ottawa, Canada

The session we are going to see is quite exiting. This is our official launch for the International F&V lines of our practical tool kit that has been under development or under discussion for development the past year with the support of IFAVA board and specifically works that come out of the New-Zealand and the development of core elements of the drafts. We have been able to develop our on line tool. And again the rational behind the development of this tool really goes back to 1998 when the Produce for Better Health Foundation and partners in the US began developing these international symposiums in the framework by which many of us currently work with for these meetings. Back in 1998, a group of 6 to 10 countries met approximately to discuss how we run 5-a-Day type programs. What do we need to do to share information and build synergy to develop our brands, to penetrate the market, to increase consumption? That was really the stepping stone of the Foundation to what IFAVA is now today. The opportunity to share the information and to answer questions from those countries that had not developed the comprehensive 5-a-Day program and even the countries that had developed some type of F&V intervention programs in their country but are looking to expend and develop further, these face to face meeting are a key step. But once we left the meeting we found what was more important is a continued opportunity to do interact with one another. IFAVA provides that opportunity through our membership and our meetings that we hold throughout the year. Now this toolkit is an extension of that sharing of resources and sharing of information for not only countries that are looking at the programs but looking at developing from nothing to a program that can hopefully increase consumption of F&V nationally but also for develop programs to look at areas potentially that they want to expend upon whether it is within branding. It may feel their existing program designed as a branding background that they feel strong enough or in area fundraising or in area of evaluation and I will touch a little bit further on these touched components at the end of the presentation.

To launch the toolkit today and to give everyone a true understanding of what this practical toolkit can provide in means of support, what we have done is taking 3 core areas that are focused on the toolkit. We are fortunate to have Elisabeth Pivonka from the Produce for Better Health (PBH) Foundation in the more matters programs to touch on brand development. PBH recently has gone through a total restructuring with the launch of their new food pyramid and the repositioning of their brand. They have done some very dynamic work on brand development and she will walk you

through that. We then have Jane Badham from the 5-a-Day for Better Health Trust out of South Africa to bring a perspective from developing countries and what framework they need to work within and some of the challenges that they face in developing a 5 a Day program and implementing those strategies within a developing country framework. Then the key piece that many of us continuously either have success or struggle with is our partnership development. In this room we have a cross section of industry representatives, government and the health community and educational institutions. This is a perfect representation of what we need to do to move forward and drive 5 a Day intake messaging. Chris Rowley from Horticulture Australia and the Go for 2&5® campaign will touch on an overview of partnership development, what we need to do to expand that focus within our programs.

Before starting I just want to reiterate, this new toolkit will be available on the IFAVA website. The toolkit is a practical guide. We have taken the best practices and key elements that we found from programs, from our existing membership and even from this conference; I have been speaking with many programs such as Fruit Dude and other in the market place. We will be expanding. It is a living, breathing document. Because of the benefits have being web based, we will be adding to it, moving from it, ensuring that we are recurrent on the most updated information around the core elements that will be given to after the presentations. It is a very dynamic tool and it will be available to the world to access and hopefully utilise in the development of their interventions and programs around increasing consumption of F&V.

Brand Development

Elisabeth PIVONKA

Produce for Better Health Foundation, Wilmington, USA

What I am going to do is to give you an example of what we have done in the US. Just to give you a little bit of background about why even we are looking at new brand development, back in 2005 our dietary guidelines changed in the US. Every five years our government looks at the dietary guidelines. This time we were very pleased to see, to hear and to learn that the recommendations were anywhere between 5 to 13 servings of F&V a day as opposed to the 5 to 9 servings a day that we have had before. So what we thought was we had to take a step back and look at our messaging. Our awareness levels were over 50% of the need to eat or more servings a day in the US but our consumption level was not going up. So we taught given the fact that we were already getting a little bit of push back with our 5 to 9 messaging we thought people will really flip out if start to talk about 5 to 13 servings a day. We had to step back, take a look at our messaging, see if we had the right message for consumers and decided to go through a branding process.

Having not done anything like that before we were a little bit of a lost toward the beginning so we did something that I had not heard of before. We actually hired a firm to help us find the right firm which was an interesting process. We have heard of head hunters who help you find the right person to employ, so we hired a gentleman to help us identify the firm that we wanted to work with. This gentleman narrowed down a number of different agencies and identified 32 of them force and when I say us I mean all of our federal partners and colleagues, those involved in American Cancer Society and we had 4 people from our staring comity Produce for Better Health Foundation executive committee so we had marketers involved. CDC was heavily involved. So we narrowed from the 32 represented and narrowed down to 4 and we had a review of these 4 agencies. Interestingly of all the agencies had a process that they went through that was fairly similar. We happened to go with an agency called Sterling Brands out of New York.



This was the six-stage process that they shared with us that they wanted to work through with us. I share this with you because this is typical of branding. Also for the agencies that physically represented to us had a similar process whereby the first half is spend on understanding the consumer and understanding positioning and how you want to position your brand to consumers. The last half from the stage four through five is in developing the brand identity, the actual physical logo. So these were the six stages that we went through. I think the most important stage were the first three, the immersion, the invention and the validation. In that emerging phase we spent time talking to opinion leaders and to consumers. In this time we spent time talking to 20 partner opinion leaders and that included government agencies and included supermarkets, a couple of restaurants and some of our state departments of health. So we talked to all of them about what we were doing, their opinions on where we were going pros and cons about we had done in the past. Then we compared ourselves with other culture-shapers and analogs. For example, there other 5 A DAY programs worldwide and we thought some were doing a particularly good job so we compared ourselves to some of the other programs. I think France in particular, we liked what they were doing and we compared ourselves with MTV, Wal-Mart, the bottle water category, the yoghurt category. What have they done that we thought was successful? We looked at all of that and then we went into extensive consumer research where we conducted some ethnography. When you are going into people's home, you look into their cupboard and see what is in their cupboard; you ask them questions about why they are or not eating F&V, look into their refrigerators and for a couple of families we even went shopping with them just to understand what they thought about F&V. Then we went into the consumer focus groups. In fact, if we go back, the emerging phase was all the interviews with people that included all of our ethnographies, we looked at previous researches, and we compared ourselves with culture-shapers and other analogs. The invention phase we actually had our entire core partners coming together with Sterling Brands and think through some what they had discovered from the ethnographies. We talked through some things to develop story board basically that we then took to the focus groups in the validation phase. You can see where we took some research used it is a bit of an art of science combined as we use the science to help with the art of it all.



The brand positioning: to give you an idea of what positioning is: it is what your brand stands for in the hearts and minds of your customers relative to your competition.

First of all Sterling Brand recommended to us that we talk with moms in particular in focus on messaging and understanding of what moms think about F&V. The reason we selected mum is that we can not talk to the all population; we had to narrow it down and talk to somebody in particular. We selected mums for a couple of reasons: there are still the primary gate keepers to what the family eats and they also are still the primary responsible for the health of the family. So we went to our focus groups, first settled focus group with mothers and we developed story boards. They had visuals, words on and were slightly different when we put them into these 4 quadrants. We put each of these positioning statements in each of these quadrants. We shared with them the story boards and we had a paragraph that explained the positioning behind the story board. We asked them to cross out what they did not like in the positioning statement and circle what they did like. So we learnt basically what they liked and did not like about each of these positioning statements. In the end pulled an arm from one and a leg from another to develop our ultimate positioning statements. But we had to tease out what they liked, what they did not like about each of these first before we could do that.

The quarter "Serve up the passion" was basically about the wide variety of F&V that are available, fresh, canned, frozen and dried, they all count. So many different varieties, they all taste great, you can prepare them, make them for you family and they love it. One of the things that mums liked about that was that they did not

realize all forms counted that is easier they know that all forms count, they can actually do that it is not so overwhelming. They liked the fact that all forms counted, they forget that there are over 300 varieties and more of F&V because we often stocked eating the same 5 or 6 or 7 all the time. That was a reminder. The idea of doing a lot of cooking, they did not like. In fact, some of them said that all they can do at the end of the day is put the groceries away, let alone, put a really pair of fancy meal for my family and they are not going to it anyway so the need for convenience was very important, that is what we learnt from that quadrant.

In the “Thrive” corner we have words like nursing, inside out and basically mums really liked the tone of this positioning. They liked the fact that it was all about taking care of my family. They really like the tome of that one.

In the lower corner was the “Prime to perform”. That was all about performing at your peak, performing at your best day to day more than an immediate return. They liked that, we actually had a tone down our statement a little bit because we used the word ‘machines’ and they thought that will work for men but that is just not going to work for mums. So we had to change our tone a little bit as we went to our focus group testing.

The other lower corner “Appetite for Life” was about the disease prevention aspects of F&V. What we learnt from this particular quadrant was that consumers really valued and they knew about the importance of F&V but how do you talk to them about the health benefits was very important. They did not want to be scared into eating F&V, they did not want to be preached at and they did not want to be made to feel guilty about how many F&V that they were eating. But they liked the benefit; they knew F&V were beneficial. How we talk to them about it, they liked the tone of the quadrant and that is what they liked in the end.

Basically 5-a-Day for us at least in the US, we spend a lot of our time in that quadrant and what we are doing with our new campaign is moving us a little bit more to the “Thrive” quadrant taking the bits and pieces out of all the quadrants that worked. If I were to summarize where we were in the past and where we are going in the future. We are going more from the left low quadrant (Appetite for life) to the upper right hand quadrant (Thrive).

Some overall leanings from our focus groups basically attitudes to, and usage of, fruits and vegetables, vary greatly. In fact Sterling Brands talked with us about do we need a different campaign for fruit versus vegetables because fruit is easier to get your family to eat it. It is sweet, kids like it. Vegetables, you have to do something to do them, you have to clean them, prepare them and you have to eat them with something as you do not often eat them plain. But in the end the health benefits were the same they recommended keeping it together. The importance of F&V was universally understood. Tonality is critical in motivating moms to do more, they did not want to be preached to, they did not want to be scared to and they did not want to feel guilty about what they were doing. Consumers believe they are getting enough fruits and vegetables so the challenge was to convince them how much they

should eat. And the most compelling motivation was that it all adds up so focusing on small achievable steps overtime was important. Automatically and this is the piece of our branding we often forget is that we needed to tap into an emotional benefit for the consumer, not just the factual benefit of health but the emotional benefit. Our emotional benefit was tapping to mum's internal gratification from meeting her responsibility to help her family be at their best. They are not too many things mother would not do for their families and for their children so we can tap into her sense of responsibility and how good she feels when she does the right thing. That is what will help us increase consumption.



We developed our own brand pyramid as opposed to just to a logo, we have a brand pyramid. Where we have brand attributes at the bottom, these are varieties of types and forms of foods fresh, caned, frozen, dried, 100% juice, there healthy they taste great and nutritious. In fact, Sterling Brand said to us they work with a lot of companies they do branding. By the way, this process we were going through is what other firms do. So Nike®, Coca-Cola® and Pepsi-Cola®, this is what they do when they develop branding and SB said, any other firms that we are working with would love to have these brand attributes, nobody they worked before had such terrific brand attributes. So we need to recognise that we have great brand attributes. Our functional benefits are helping prevent chronic illness, provide sustainable energy, hep promote well-being of mind and body but emotional benefits are here that they keep you at your best and it makes you feel better. Mum's emotional

reward again internal gratification from meeting her responsibility to help her family be at their best. Our brand's attitude is one that is straight-talking, passionate vital and optimistic and you see this in our materials, in our websites so it is not just about a logo, it is about how you talk to consumers overall the tone that you use and so on. And our brand positioning basically was that more matters, more F&V matter. In fact, as we were working on this positioning CDC was animated that we will be specific that it is F&V that we are talking about. So we made sure it is F&V we noted here. It is F&V more matters; it is not anything that you eat more matters. It is also unusual that a brand positioning is what is recommended for our logo development. It is not typical of that to happen but in our case SB recommended using our brand positioning in our graphic development.

Just to give an example of why positioning is so important. This whole positioning phase is the piece that we in public health forget. A good example of why positioning is important is, in the US we had a campaign, we had a problem in taxes. We are in the mid-1980s, Texas Department of Transportation (DOT) was concerned about highway littering in its state, it was a real problem. The biggest culprits they found were young male aged between 18 and 34 that had a real macho identity. DOT developed that strategy that was a real tough-talking campaign to appeal to these tough-talking who, by the way, were very



proud to be Texan so they had strong state identification. They developed this campaign that was called "Don't mess with Texas" and they had billboards up around the state and had paid a bit of radio to go along with. To the course of the 5 years between 1986 and 1991 highway littering was reduced by 72%. That is phenomenal! It is unusual to have quite that much of a success rate. They knew what their target audience was, they developed a message specific to them, it did not turned off the rest of the population but they had to develop that targeted the specific audience that they wanted to speak to. Someone within the DOT wanted to add the word please in front of "Don't mess with Texas" and as you can imagine "Please don't mess with Texas" would not have work with these tough-talking young men.

So what we did is we developed a positioning that works with mums and then we tested it with population at large through some online consumer testing, to make sure it did not turn people off. We also talked to dads actually, to make sure that they were okay with this because we did not want to turn dads off. We even checked out the words veggies versus vegetables, people though there was a problem with that. They though veggies was less 'in your face' so we went with the word veggies instead of vegetables.

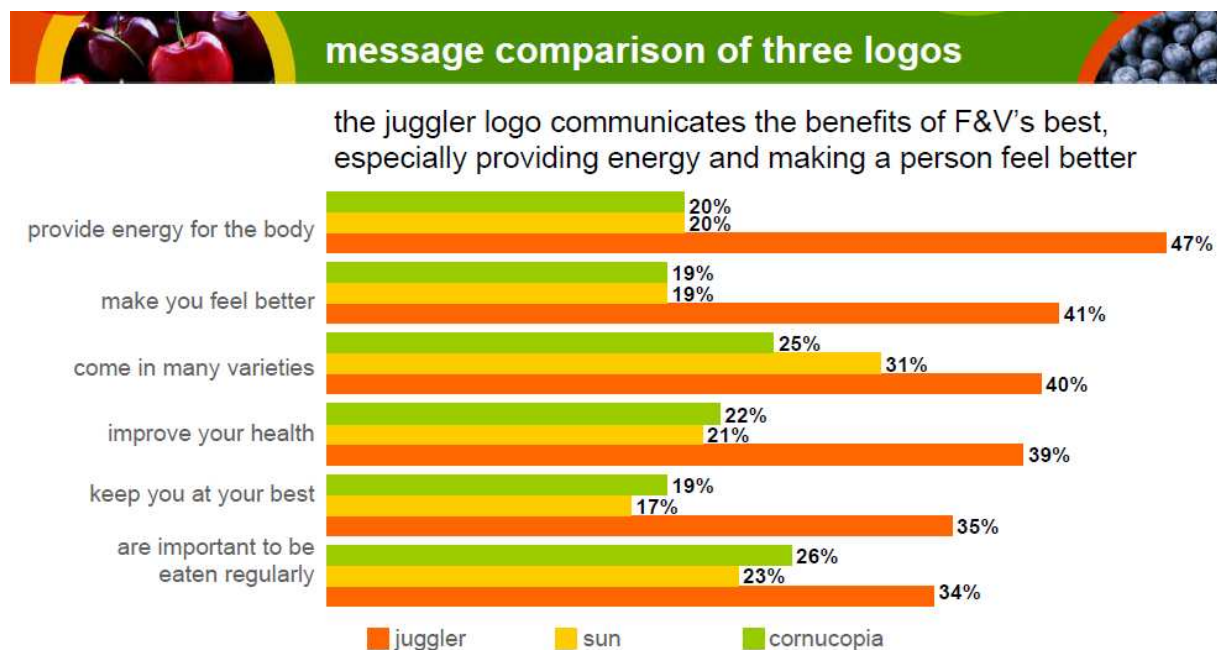
We did all that positioning work that took about half of the time and was the most important piece of the work that we did. Then we went down to the resources of information, we went down to the bottom to hear the more focus groups. We had some graphics that we presented, we narrowed it down about 5, we took it to our focus groups, they narrowed it down to 3 and then we took those 3 graphics and

went to consumers on line on a quantitative survey. Just to give you an example, the selected three:



The sun was a little bit of playoff of your 5-a-Day logo but these are the 3 we tested on line within a thousand consumers.

Part of what we were testing was not just asking do you like the logo but how well the logo communicated our core messages. Just few examples of our core messages were to provide energy for the body, make you feel better, come in many varieties or improve you health.



Q4/5/6. Using the 5-point scale shown in the grid below, how well do you feel this logo communicates that...?

15

As you can see, the juggler logo ranked higher than all the others. We were a little bit worry that they would come out equal but the consumers decided and we did not have to make any kind of choice. Consumers told us that they preferred the juggler

over the other. That is then our new identity. This is replacing the 5-a-Day program in the US. We launched it about March of 2007 and we have a rule in transition because right now 5-a-Day is on our packaging, in our supermarkets, the state health departments were using it, we do not want people to throw away the inventory. So it is useless to replace 5-a-Day when you reprint your material. Our goal was to try to have everybody have 5-a-Day out of circulation as much as possible and replace it by the end of 2008. We gave and encouraged people to have 2 years to do it. Just as a bit of a comparison, 5-a-Day of the past, we were talking about 5 to 9 a day until recently. 5-a-Day was really functionally-based, instructional, informational and 'More Matters' is we believe more emotionally-based, tapping in the mum sense of responsibility. We believe it is more inspirational. There is no limit really and over 90% of our population is not meeting their recommended amount of F&V according to our legislative guidelines. In theory, 5-a-Day is consistently changing because our dietary guidelines were updated every year and we did not want to be stuck with this problem of our numbers changing again in the future. So we felt 'Fruit and Veggies More Matters' was more a stake in the ground, it is the kind of thing that we can stick with for the next 20 years if we needed to. 5-a-Day retreaded more as a logo in the past and 'Fruit and Veggies More Matters' was retreating more as a brand and how we talk to consumers and what our visions look like. 5-a-Day was a bit more of an awareness campaign moving more in that lower left hand quadrant seen earlier and 'Fruit and Veggies More Matters' is moving it to the upper right hand quadrant a lot more of the 'how to'. Mums knew F&V were good for them but they needed help in how to get their family to eat more.

To put in the context on how we are disseminating the message that was our brand development. We continue to do the research with mums in particular from our public relations standpoint we focused on young mothers. The other way we get our information to consumer is our national partners: CDC which is one of our more federal partners, they set the criteria by which the product can carry the logo on packaging. Not only did the process of branding take some time but we also had to get CDC and USDA and National Cancer Institute to agree to use it. There were some concerns with obesity epidemic that we tell anybody to eat more of anything but because it was specific to F&V they were all very comfortable with that but that took a little while as well. So there are helping us and support that message. Of course the Diabetes Association, American Cancer Society and Heart Association are also partners. It is a continual effort on our part to try to get them to do more with the branding and the messaging but we continue to move forward on that front. We also have the National Council of Fruit and Vegetable Nutrition Coordinators which is a group that represent each of state department of health so they work together and help us disseminate the message. We also have food trade associations representing the fresh, the canned and the frozen industry who are national partners and we have another group called National Alliance for Nutrition and activity that help with lobbying in Washington to change health policies to increase F&V consumption nationwide. These are examples of how some of the states help us at

the grass roots level: North Dakota e.g. was able to get billboards so they had this throughout North Dakota for our launch last year in 2007, in Texas the state proclamation, in Hawaii a lot of media work they were doing, Florida some worksite programs and in Idaho they had a chef cooking similar to what we have done at a national level. We work heavily through supermarkets. We are in over 25 000 stores today and that represent 70% of all of the US supermarkets.

When you figure that they are over 10 000 consumers in presson every weeks through each of these stores, retail is really important for us in getting our message out to consumers. In fact, with 5-a-Day we asked consumer how they knew about it and the top three reasons were supermarkets and packaging and the media. There were the top three ways they heard about 5-a-Day.



This is an example of how the suppliers were using it on packaging. They were putting as well on their private label such as Schnucks; the store brand is included in the private label. We work as well with the media as many of other countries do. We have nutrition education materials that we try to reach out to



educate the health professional with. Then we have the website specifically for young mothers and this is the only that was going direct to consumers ourselves we go through all of these avenues the rest of the time to reach consumers.

My last point is in the IFAVA toolkit and I encourage you to find the study “A 10-year retrospective of research in health mass media campaigns: where do we go from here?” by SM Noar (2006) in the IFAVA website because it tells us that Public Health campaigns are more successful when campaign managers do formative research, understand their target audience, segment their audiences, design messages targeted to those audiences, use many message channels, conduct process evaluation while campaign is running which we continue to do we have some baseline research on our young mothers that we did some follow up research on this year we will continue to monitor those young mothers and we will be also measuring at actual consumption data but that is expensive so we will be only doing that every three years and then outcome evaluation and ultimately will be at measurement of consumption specifically with our young mothers and their families compared to the rest of the population overtime. So that is about how one country at least did some brand development.

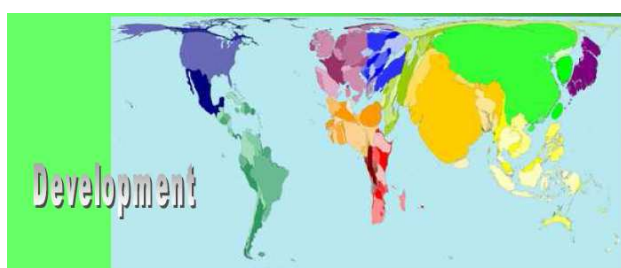
Resource Development and Challenges Within a developing country framework

Jane BADHAM

Dietician, South Africa

This is very exciting to see the launch of the IFAVA toolkit and I will explain to you how valuable being an IFAVA member has been in getting 5-a-Day in South Africa going.

I am going to focus on setting up a 5-a-Day program in a developing country highlighting the kind of challenges you have. Just to remind you from where I come is the centre of the world, Africa and that South Africa is at the southern most tip and is often considered as the leader of Africa in terms of projects and programs. So we certainly hope that our 5-a-Day program will be an inspiration throughout the continent for others to also get a vegetable and fruit program started. An excellent website that I can highly recommend to you, is worldmapper.org where they take recognized statistics and use them they change the shape of the world to highlight the impact of the particular issue.



What I would like to draw your attention to is when you firstly look at the world in terms of development you see how the shape of Africa changes and how red it becomes based on development, highlighting the development challenges we face. Likewise when you look at what happens when you look at undernutrition. Much of this summit has focused on obesity and although it is important in developing countries, we need to remember that for developing countries undernutrition is a major concern and requires urgent intervention. This highlights that when you develop a 5-a-Day type program in a developing country, you are going to have some critical challenges that you have to address. If I move closer to home in Africa and come back to South Africa, our Medical Research Council recently released a risk assessment of 17 risk factors for disease and death:



- | | |
|--------------------------------|-------------------------------------|
| ■ Sexual & reproductive health | ■ Physical inactivity |
| ■ Violence | ■ Undernutrition |
| ■ Alcohol | ■ Iron |
| ■ Tobacco | ■ Vitamin A |
| ■ Excess body weight | ■ Unsafe water sanitation & hygiene |
| ■ High BP | ■ Indoor air pollution |
| ■ Diabetes | ■ Urban air pollution |
| ■ High cholesterol | ■ Lead |
| ■ Low vegetable & fruit intake | |

If you take a close look at them, you will see that almost half of those are directly linked in some way to nutrition and even F&V consumption. In fact, what you see is that the low intake of F&V itself is even highlighted as one of those 17 risk factors. So this shows how important it is to have this type of program in a country such as South Africa.

The reality based on WHO figures is that in Sub-Saharan Africa it is estimated that we have a 27kg to 114kg per capita per year consumption of vegetables and fruit. Many of you would know that the WHO goal is 146kg. If we look at South Africa, per day we see that people are eating only about 205g and again the WHO goal is 400g. The Medical Research Council states that South Africans are having less than 3 of the recommended minimum 5-a-Day servings. Research also shows that sadly 1 out of 2 of our children do not get 50% of the RDA for a range of exceptionally important nutrients most of them being micronutrients, vitamins and minerals mainly found in F&V. Added to this we have sad fact that it is a reality in many of the developing countries where in a single family scenario you will find a child with 'hidden hunger' (micronutrient malnutrition) who has an obese mother and does not have a father because he has already dead of a heart attack. We do not only see it in one nation; we see it in single families and that is a tragedy. Then we are reminded by global projections that in the next two decades, the burden of disease and especially chronic disease, are going to be largely carried by developing countries. So when you have a situation like this, it becomes very clear that you have to intervene. What it also shows is that you have to be aware that developing countries have a real mix of health challenges and the types of messages that you are needing and trying to get across to the population. You are trying to deal with obesity and heart disease and at the same time you are trying to deal with undernutrition. It is also hugely

important to really know who you are trying to reach and to clearly define your target markets. If you look at South Africa, you will see that we have a population that is the majority has a very low average household income. Poverty is directly linked in terms of health outcomes. South Africa has over 40% of poverty level with a 41% of unemployment level, which are believed to be conservative figures and the life expectancy is not even 50 years. Added to that, when you are looking at who you are going to talk to you, you will see that a third of our population live in informal and traditional dwellings, only a third have piped water into their home (which impacts on food hygiene and safety) and only a half have a flush toilet. It makes you very aware that you need to clearly understand the target market you are trying to reach and ensure that your messages are appropriate.

In South Africa, our Department of Health has developed food-based dietary guidelines and one of the 11 guidelines is to 'eat plenty of vegetables and fruit everyday'. They support the 5-a-Day message, so we talk about eating 5-a-day in line with and clarifying 'eating plenty'. Our research showed that people do not really understand what 'plenty' is and they wanted some kind of guide or goal to strive for. I also want to indicate how important the words that you use are. In South Africa we very



clearly talk about eat plenty of vegetables and fruit – putting vegetables first. Our research show that when we talk to our community about fruit and vegetables (with fruit first) they found it unachievable because they see fruit as being expensive and difficult to get in into their diet. When we turned it around and say eat plenty of vegetables and fruit people started saying that is something that is more achievable for them. So really it is important that even the wording used is something that you look at and you do not just take for granted.

In addition, hugely important often in developing countries is to look at the issue of myths and urban legends. This is important when you are doing a program of this nature because for example we see in many of our cultures that fruit is regarded as food for children and not food for men. So it is very important that you are addressing those kinds of issues as well. We also know in many of our cultures, the men must to be served the food first and that the children often get what has not been eaten by the others, this is also important when you are looking at your messaging. You will get many urban legends as well about the certain types of food and what they do for your health and you might find that you hear that certain vegetables or fruit are not considered required by certain people or there are myths

and fallacies around certain foods that need to be addressed. We also have to remember importantly that in many of these developing countries, certainly in the continent of Africa, you have to be looking at the difficulty of access and growing. In many of these countries we are looking at seriously arid conditions where access to water is difficult. You need to be looking at the component of food gardens and encouraging the growth of vegetables within the context of the home itself. We have also been able to see that unfortunately you often find a loss of the indigenous vegetables particularly and fruit over time and that they lose their traditional values and even the kind of recipes for using indigenous food becomes lost. This is critically important. Only recently in a meeting with our biggest fresh produce market on a joint program that we are going to be running, the marketing director of the market told me that it goes against his thoughts to eat 5-a-Day because he said that when he lived in a rural area in poverty, they ate a lot of vegetables because they grew them, it was about subsistence and so when he came to the city and got a job and started to have an income, his aspiration was not to have to eat vegetables, but to be able to eat meat and take-aways. So we are telling those people to go against what their aspiration is by saying you have to eat plenty of F&V. Those are real challenges that you are dealing with in a country and if you do not recognize them your messaging might not be heard or want to be heard.

So where does that take us to in terms of how you work in a developing country? The reality that we have to realize in developing countries that although governments are very important partners, they have very limited resources and limited knowledge. It often means that the F&V message is not high on the priority list and there are not going to be able to be counted on to do any of your research for you and certainly not to provide funding. I am very proud to say one of our key goals when we started the 5-a-Day program in South Africa, was to get the Department of Health on board. And we achieved that. Now I can proudly say that we are the official partner of the Department of Health and their guideline to eat plenty of F&V everyday, however that does not assist us when it comes to funding and research because, believe it or not, the government often turn to us, the NGO, asking us to please provide funding, research and educational materials. We consistently have to remind them of the fact that we ourselves are an NGO. We do however work with them on specific campaigns and the two that I am proud of is that we have a National Nutrition Week in our government health calendar and for the last three years the eat F&V message has been the key driver of National Nutrition Week. But I do have to say nothing would have happened in these weeks, if it had not been for 5-a-Day, because the Department of Health's communication skills are not great and they have a very slow process for approval of any kind of press release or campaign. We also work with them on the World Food Day program and we are looking at ways of being able to be creative in driving the F&V component. The positive that the government partnership does bring to us, and that is why I invest in it, is the fact that we are able to get quotes for press releases and

this does hold value with the media and really does help add credibility to our message in terms of the consumers when we talk about the fact that we are partner of the Department of Health, so it is important. However we have to remember that is also important to have these other partners on board. I will stress the need to partner with academics because they are people who are amazing in their ability to give you their time and expertise for free. The academics are the people who really give input to us and give advice and are able to share research with us. So academics are a hugely important to us. Other NGOs who have a similar message to us are also important partners for us. But of course, any organization requires funding, so hugely important are private partnerships. The 5-a-Day for Better Health Trust in South Africa is funded solely by private partnerships. That is our retailers, our growers, our market agents, our markets, and our food industry.

I will share some of the key challenges that are often forgotten in other countries that developing countries have.

In South Africa we have 11 official languages so if you are going to address people where they are at and so they can understand you have to be aware of the language issues and these have to be taken into account. We spend a great deal of time motivating within community radio stations and then having to find appropriate people to be able to be our spokes-persons in those languages. So language is a very important concept and I can tell you that some countries in Africa have more than our 11 official languages.

Another really important part is developing media buddies. Because again in comparison to many developed countries that have relatively large budget and are able to pay for paid advertising, we do not have those kinds of budgets. So we really need to have media buddies who we can work with. Apart from doing what I call a spray and pray press release campaign or two press releases a month, we also work very closely with individual

publications to give them exclusive stories and to really work with them on stories. This is an example of a campaign, where we worked with a leading magazine that reaches one of our key target markets, where we managed to get a 4 page spread that they even titled 'Save your life diet', which was just about how eating more F&V is important. And we were able to work with the publication to take four of their

The Save-Your-Life Diet
 story by PATRICIA MCCRACKEN
 Three BONA readers discover how easy tweaks to their diets can make the difference between life and death
 YOU WANT to have fun? You want to look great? You want to live as long as possible? There's an easy way – eat more fruit and vegetables! Yes, it sounds like your gogo talking, but this is one of those old truths that's a good truth. On average, South Africans eat less than half the five servings a day of fruit and vegetables they need to keep healthy, reports the Medical Research Council. So many of us fall victim to diseases we could have prevented by eating five easy portions of 90g of fruit or vegetables a day.

That's one large carrot, a large tomato, a medium banana, an average peach, half a cup of cooked veggie, three-quarters of a cup of salad greens, a medium bunch of grapes... But because we're not doing that we risk joining the 2.7 million who might die if they don't increase the amount of fruit and veggie they eat.

Because we've forgotten what gogo and mom told us, the World Health Organisation says we've pushed something as simple as low fruit and veggie consumption into the top 10 risk factors contributing to death.

According to the WHO, in the developing world:
 ● Cancer is set to increase by a scary 73% between 2000 and 2020, with Africa already losing four jumbo pots full of people a day to the disease.
 ● Most of the world's heart disease problems and deaths will occur in Africa in the next two decades – almost 20% of high school learners are already overweight and 4% are obese.
 ● Diabetes is set to double by 2025 – already it's believed there're 3 million diagnosed

gets to the office, then it's four to six slices of toast with margarine and jam or peanut butter. When he feels hungry later in the morning, he'll have a pie or two or a box of biscuits and a cold drink. Lunch is usually pap with wena or half a chicken or rice and mince, plus more cold. In the afternoon he'll have four

Media buddies
 It's so easy to be healthy!
 Sifiso Ngweni, a 26-year-old PHQ account assistant, Sifiso Ngweni is living away from home for the first time in a shared flat. His biggest

The Takeaway King
 Sifiso Ngweni is living away from home for the first time in a shared flat. His biggest

Help yourself to great-value health
 ● Choose vegetables and fruit when they're in season because they're cheaper.
 ● Buy vegetables that haven't been prepared (peeled, sliced, chopped, dried) as these can be very expensive.
 ● Add vegetables to casseroles instead of serving on their own and you'll be able to use fewer.
 ● Consider buying bulk packs as they work out cheaper.
 ● Look out for specials.
 ● Cook together with friends and neighbours so you can buy larger amounts direct from the market and benefit from the cheaper prices.
 ● Start your own veggie garden – carrots, beetroot and spinach are easy to grow and don't need much space.

or so slices of bread with poultry or cheese. He usually drinks water or orange squash and, most days, finishes a slab of wholemeal chocolate.

Sifiso buys his chicken takeaway dinner as he craves out of the bowl. If he's still hungry later, he might make pap, plus gravy from tomato, onion and a beef stock cube, or have some more bread.

On Friday night he tucks into burgers with his girlfriend, then shares a big packet of chips and chocolate while watching TV. Breakfast on Saturday and Sunday is four fried eggs with bread and marmalade.

Saturday lunch is pap and wena, and more magic: stacks of sausages and raisins, chips and biscuits, and a takeaway dinner.

On Sunday, his girlfriend will cook a big lunch of red meat or chicken, rice, gravy, sauté (all with mayo) and sometimes side salad. He'll finish the weekend either with leftovers or a big special with asparagus and cabbage from his mum.

One month later, "I've discovered a whole lot of new foods!" says Sifiso. "I'm feeling different, healthier."

Breakfast now includes avocado on toast and dried fruit instead of chocolate. During the day he drinks fruit juice instead of cold drinks and has replaced biscuits with apples and oranges.

At some of his favourite takeaway places he's discovered he can swap the chips for coleslaw – so he still gets his carbohydrates!

He admits he's had to get used to paying more than R10 for a packet of apples even knowing it'll last a week.

Remember his first dinner eating alone – but they're gone in a few minutes.

"I realise that thinking about my food choices is interesting in my life," he says.

readers and we starting by taking a detailed diet history from them without biasing them about F&V. We then encouraged and challenged them a month to try and achieve 5-a-Day. We gave them ideas on how they could achieve it and then we revisited them at the end of the month and got their stories and their ideas and how they had managed. As a result of this we have got the very nice 4 pages spread that would have cost us if we had to buy it, a real fortune. So developing your media buddies is really important when you have a limited budget.

Along with comes harnessing opportunities. We realized that an organization like 5-a-Day needs a face that consumers want to see as the person that is behind the organization. I am a relatively well-known dietitian with some TV and radio



exposure and so I am currently the face. But we are now moving to a phase where we are in the process of finding a patron for the 5-a-Day for Better Health Trust. We are in the process of interviewing possible patrons, that through our research are liked, credible celebrities to take our message further. So you need to really look for opportunities to get your message across. For example on Valentine's Day, we delivered a parcel of red F&V to a

number of our media and we included a press release with interesting information on how each of the red F&V that we had included could positively impact on your love life. We got a huge amount of coverage for our message. Because we really so much on free media work, we have developed a 5-a-day journalism award. We do have a nice financial reward for this, which is more affordable to us than the costs of placing adverts in the media. In having this media award, we able to generate a number of stories because I am quite happy to be involved in the stories and provide the media with the information that they need and I am happy for them to have ownership of the articles. We want to create heroes for our cause and this championing has really worked well. So that is another thing that you can do for a small financial investment. We also developed special trophies to give out that are attractive.

We also must stress the importance of growing and valuing partnerships and this is partnership at all levels. Our Cancer Association has an annual shave-a-thon where they shave and color peoples hair to raise awareness and funds for cancer programs. We get involved and last year made sure that every single person that came to the centre where were involved got given a piece of fruit and a pamphlet about the value

of vegetables and fruit. It is a great way of communicating with people because while people are having their head shaved or colored, we are able to interact about how important V&F are in the diet. So we have relationships with the Cancer Association and the Heart and Stroke Foundation in South Africa. This year the theme for Heart Awareness month is 'Know your number' and so of course 5-a-Day fits perfectly! In addition to knowing your cholesterol and your blood pressure and glucose values, the campaign will push know that you need to eat at least 5 servings of vegetables and fruit everyday. I must also stress how very important is global sharing and a key element for developing our program in South Africa, has been our relationship with and our membership of IFAVA. Everything I have been able to share with you about our relationship and what we do as a project has been because of the interface that through IFAVA we have with other countries with similar programs. So we have been able to learn much from what the US, New Zealand and Australia have done and been able to ask questions on issues of importance to us. If you make use of IFAVA, it can actually take your program to a totally new level and you certainly do not feel alone as I think many of us in developing countries do.

In addition of course food retailers are critical as partners. 'Pick and Pay' is one of our largest retailers and we have this year been able to do a school program with them where we have reached 1.4 million schoolchildren with the 5-a-Day message and they will also soon be carrying the 5-a-Day branding on their fresh produce packaging. On all of these are important if you are looking for win-win possibilities. You need to design your program together with your partners; you need to be able to look at what they need, their expectations and how you can deliver on those as well. That is the reality when you are working on a very tight budget.

But we cannot neglect, and I continue to remind to all of us, that we need to be measuring our success. For us, we did a baseline study on consumer perceptions and views on vegetables and fruit and whether they even knew about 5-a-Day. We have now implemented our 5 year strategy and at the end of the 5 years, we will repeat the study to see if we had an impact on perceptions and in knowledge. It is very difficult to do studies around consumption but our Medical Research Council has just done this research and it would be great if this could be repeated at some stage to see whether we really have had an impact. So no matter how small your budget is, do not to forget or neglect the research component of research and evaluating your program because that is really important, if we are to truly be able to say that we have made any difference.

In closing, very often in developing countries, starting a 5-a-Day type program is going out on a limb. It is taking a chance as we usually have a very small budget and not much infrastructure, but after all, isn't it out on a limb where the fruit is I hope through this toolkit, where the South African study is the developing country case study, we will be able to see growth in developing countries of 5-a-Day type

programs. After all, I believe these are the countries where we need to see a growth in these programs because it is in developing countries that an increased consumption of vegetables and fruit can have the biggest positive on health - from eradication of micronutrient malnutrition to addressing the scourge of the chronic diseases.

Overall Partnership Development

Chris ROWLEY

Horticulture Australia, Sydney, Australia

My presentation is about industry partnerships. Partnership is a word that keeps recurring through all the sessions and I will provide an overview of the importance of partnerships; give some examples of partnerships that have worked in the context of the Australian campaign and provide some encouragement on how to work on these partnerships.

Woody Allen said *"Eighty percent of success is showing up"*. This is a key point because when start the process of developing a F&V campaign you look around the large numbers of potential partnerships that need to be developed and while it can be daunting, you need to start enthusiastically.

As I said partnership is a common theme throughout this Summit and there is a real need for health practitioners, retailers, wholesalers, agents, growers, government and health bodies to work together to achieve success. Previous presentations have already shown some of the partnerships that are required to build campaign momentum. What is required is to examine ways to develop and build strong leadership and commitment in order to try and sustain a long-term approach to changing behavior. The first step is to take a deep breath! Exhale and then move on to identify the key stakeholder sectors that can be involved in your overall campaign framework.

"The beginning is the most important part of the work." -- Plato, Philosopher



Step 1 – take a deep breath

Step 2 – exhale

Step 3 – Identify stakeholder sectors

Produce industry
Non-government organisations
Government (health, agriculture, education)
Community
Education
Research



The beginning is the most important part of the work. - Plato, Philosopher

I commenced in my position of Health Initiative Coordinator for Horticulture Australia some four years ago. If you look at the horticultural industry it can be very complex to understand the relationships; very complex to understand what motivates the various sectors and to understand how to productively drive relationship with government, health bodies and with non-government organizations that are required to make the campaign a success. To build partnerships you need to look through your stakeholder sectors, you need to look at your industry and to examine what the non-government organizations are able to do in the marketplace. You need to look at your resources and where you need to be working cooperatively and you need to determine ways to talk to your elected government.

To build effective partnerships sounds very basic but you need to look at what currently exists and to build on these relationships. A good starting point is to try and map out the current situation and to see what organizations are already involved or that could be involved and to work from the situation and make contact with organizations; talk to other people and essentially start the communication process.

For partnership to work effectively we found that they need to be formalized where possible - whether it is a informal agreement or license agreement - just to ensure you are both committed to the process and are "playing on the same field". Partnerships need to be sustainable and you need to look carefully at how they can be sustained over long-term. They also need to be focused around the organizations themselves, rather than on any strong relationships that may exist with a particular person in the organization. And you need to be able to embrace collaborative competition whereby the various organizations are able to work collaboratively and yet continue to develop their own way of supporting the campaign in competition with other organizations. Each of the partners needs to find their own niche, but still work collaboratively in a way that not only allows them to achieve their goals but also helps to drive your campaign message.

The requirements for partnerships are essentially the following: a common shared vision - and when you begin your initial planning you need to find what this vision is an importantly you need to formalize it and know exactly where and how you are going to drive it forward. There should be a mutual need and the ability for shared decisions whereby you involve organizations and people in a way that they feel part of the process and part of the campaign. And you need to make sure that there is a benefit to them in helping you to drive a campaign message.

Flaming enthusiasm, backed up by horse sense and persistence, is the quality that most frequently makes for success. - Dale Carnegie

The key word here in the development of partnerships is persistence; you have to be persistent in developing the right partnerships and you need to be persistent in going back again and again and putting time and resources into the development and maintenance of the partnership.

I will give you some examples of how the campaign works in Australia. The Go for 2&5® campaign works through a partnership between the Western Australian Department of Health, other government bodies and industry.



Go for 2&5®

- **Intellectual property owned by Government**
- **National framework to allow private sector access through a formal licence arrangement**

Over five years ago a number of State government Health departments looked at the outcomes achieved by the Go for 2&5® campaign in Western Australia. At the time the Western Australian Department of Health had measured that the campaign had increased consumption of fruit and vegetables by one serve per person per day over a three-year period of the campaign. The evaluation showed that the campaign was a great return on investment and as a result all the State governments in Australia decided to embrace this campaign.

Within Australia the State governments already shared information so the decision was taken to establish a formal process to provide access to the campaign materials. A licensing process commenced and at the same time the Australian government formed a group called the Australian Fruit & Vegetable Coalition to bring together representatives from government, industry, retailers and non-government organizations to discuss the development of a national framework that could support the campaign by formalizing some of these partnerships. Through that a national framework was built around the sublicensing of the campaign materials.

Under the Go for 2&5® campaign the intellectual property is owned by the Western Australian Government, with a national framework that allows the private sector access to campaign materials through a formal license arrangement. Within this structure the government to government relationship has been maintained and a decision taken for Horticulture Australia - any industry-based body that undertakes

research and development and marketing on behalf of industry bodies - to manage the private sector component of the campaign.

The decision to use Horticulture Australia was taken on the basis that within this organization there are some 27 industry members already involved in the production and marketing of fruit and vegetables. The structure was developed to capture the involvement and imagination of these horticultural industry bodies that already interact with retailers, with wholesalers, with transporters and with markets. The licensing process has been in place now for around two years and we have some 20 sublicenses and while we have not managed to expand this as far and as wide as we would have liked it is a start and we will continue to work on some of those relationships to further develop the campaign.

One of the benefits of the licensing structure is that it has opened up campaign access to the private sector. The private sector often comes to government saying they would like to work to support the Go for 2&5® campaign and asking if they can co-brand campaign materials and resources. The licensing agreement can formalizes these relationships and provide for the sharing of resources. The way that Go for 2&5® was established was that government bodies - many of whom are already shared resources - submitted new campaign materials back into the pool where they can then be used by other sublicenses. Under this process a government health Department could develop a new resource such as a radio advertising campaign. The campaign materials would be returned to the central pool and could be used not only by other government bodies but by commercial sublicenses. We now have some retail stores who take the campaign posters and other point-of-sale materials that have been developed by government and rebrand them, making modifications that allow them to work appropriately in their environment.

The license structure not only allows resource sharing but also assists in leveraging activities. Within Australia there are a range of State government campaigns happening and commercial sublicenses can leverage from these activities; they can co-brand campaign materials; they can establish partnerships with government or with consumers buying their products. So the licensing process helps leverage activities and strengthens the common message.

Through this approach we are essentially seeing a two fruit and five vegetables per day message gaining a very high 90 per cent plus recognition rate. The establishment of a licensing process allows us to reinforce the message by establishing partnerships that deliver the message in a range of different settings.

In 2006 when we were looking to develop a national structure we held a number of workshops throughout Australia in conjunction with the Western Australian Department of Health. We worked with Christina Pollard, who was the person

responsible within the Department of Health on the development on these workshops to determine how best to proceed. Essentially we pulled together representatives from all the sectors that we thought would be interested in developing campaign partnerships. We had government, industry, transporters, non-government organizations and bodies interested in promoting good health. It was a very interesting process.

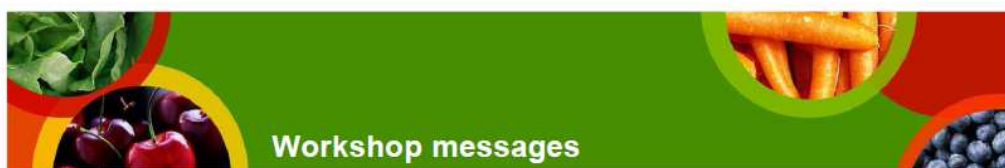
The biggest difference to come out of the workshops was between the government, non-government organizations and industry. At the very first workshop we held we had government all on one side of the room, discussing their hopes for the campaign and industry and non-government organizations on the other side of the room doing the same thing. In response to the issue of funding the campaign the government representatives looked at it very simply - horticulture is a \$6 billion industry in Australia, so their suggestion was to place a levy on industry to fund the Go for 2&5® campaign. In response to this the industry table jumped up and said no - because a levy would take away some of their profits.

The difference of opinion is that government would like people to eat more fruit and vegetables and if they could reduce the price or give it away to achieve the two serves of fruit and five serves of vegetables needed in Australia, then they would do it. Industry wants and needs profitability in order to maintain supply. Somewhere in the middle is where we need to go with the partnerships!

Again, unless we have that conversation and develop that understanding of what motivates organizations we will find it hard to develop appropriate partnerships.

The other thing we found in our workshops is that in Australia at the government level the departments looking after agriculture and health do not necessarily talk to each other as much as they should have and again it is part of the partnership development process to try and get them to communicate more effectively with each other about issues surrounding the production and supply of fruit and vegetables. Essentially the agriculture sector says there are significant health benefits in the government investing in the Go for 2&5® campaign, while government views the equation that increases in consumption equals more sales and so the production sector should pay for the campaign. What we are trying to do is to find a partnership that can work for both sides and to keep driving it as hard as possible. It is not that easy to do but you need to start the conversation somewhere and commit to developing appropriate partnerships.

Some messages that came out of the workshops include the following:



“To be effective requires strong partnership between industry, government, wholesalers and others in the production, distribution and marketing chain.”

“We can do the job better if we are all in their supporting the same campaign.”

These sorts of quotes sound great however you need to work hard to convert organizations from a position of philosophical agreement into a strong, cooperative working partnership:

“There is a need to look at the business of promoting fruit and vegetables and to work together collaboratively.”

“A lot of programs and partnerships already exist and we need to build on those.”

Again, these quotes are essentially all providing support for the campaign, however they do not illustrate the hard work that is required to develop the necessary partnerships and practical support for the campaign.

In Australia if you heard an organization say that what was needed was a national campaign to help drive consumption up by an additional one serve of fruit and vegetables per person per day, you could easily talk to them about the Go for 2&5® campaign and point to the results already achieved. The likely response would be that the Go for 2&5® campaign is someone else's campaign and that it is a government campaign or that their competitors are involved, or any number of reasons why they could not directly involved in the campaign. To be successful you need to continue to work on these people and to get them back into a productive partnership.

The fact is that they can exist under the campaign umbrella and they can exist under a strong partnership arrangement and work as part of an overall equation. When you think about Horticulture Australia it would certainly appear as an easy option to develop partnership arrangements - after all there are 27 member bodies under Horticulture Australia that could directly support the Go for 2&5® campaign

message. In fact only about 10 of these membership bodies have actually taken up a formal involvement with the campaign message and integrated it into their marketing activities.

It is difficult to determine the correct way to work with the many industry bodies that should be involved with the campaign. It takes time, persistence, energy and strength to keep developing these relationships and to maintain a cooperative approach to deliver the campaign.

You need to keep in mind a comment attributed to Margaret Thatcher - "You may have to fight a battle more than once to win it."

The important thing is that when you do get an on-board they help to legitimise your campaign messages; they help to leverage significantly the campaign voice; they provide access to different networks and may help to build campaign brand recognition. One of the Go for 2&5® campaign sublicensees is the Dieticians Association of Australia. Formalising this relationship provides industry with the opportunity to deliver campaign messages to health professionals across Australia; it provides the opportunity to tell these health professionals what industry is doing and allows them to work cooperatively with them to help drive the message. It provides you with another avenue to essentially legitimise the campaign message.

There is never a better time to start building and strengthening partnerships than right now. Once you get on this road, it is a long road, you just go keep walking, keep talking to people. No one has developed all the partnerships they all needed to develop.

Every meeting you go to you will find someone that makes a suggestion, a very good one that involves building a relationship with another group or another organization or someone else that can support your campaign message. You just need to keep your eyes open for it. They are unlimited opportunities for these campaigns, what we are limited with is resources, dollars, people on the ground, all those sort of things. Do not get frustrated about the lack of resources but just keep trying to look for ways to maximize what you have got, develop the relationship that you can and keep working and keep focusing on what you are doing.

My last quote is one that you need to remember daily:

"Don't judge each day by the harvest you reap, but by the seeds you plant" - Robert Louis Stevenson

Our campaigns are about planting the seeds for long-term sustainable increases in fruit and vegetable consumption. Go for 2&5® is not different to 'More matters', or

to '5+ a Day' or to any other campaign around in the world. It is all about planting the seeds, getting it going and developing the right process.

The approach of IFAVA with the toolkit is the same sort of thing; it is about providing resources that people can use to expand their own campaigns. We need partnership with other organizations, we encourage partnership with us and we need to provide resources. Around the IFAVA table there is a lot of experience, a lot of knowledge, a lot of information that can benefit people and the toolkit is one part of that. It is not the ultimate solution, it is simply providing good information on what can be done and I encourage you to use it.

What is the toolkit?

Ron LEMAIRE

Canadian Produce Marketing Association, Ottawa, Canada

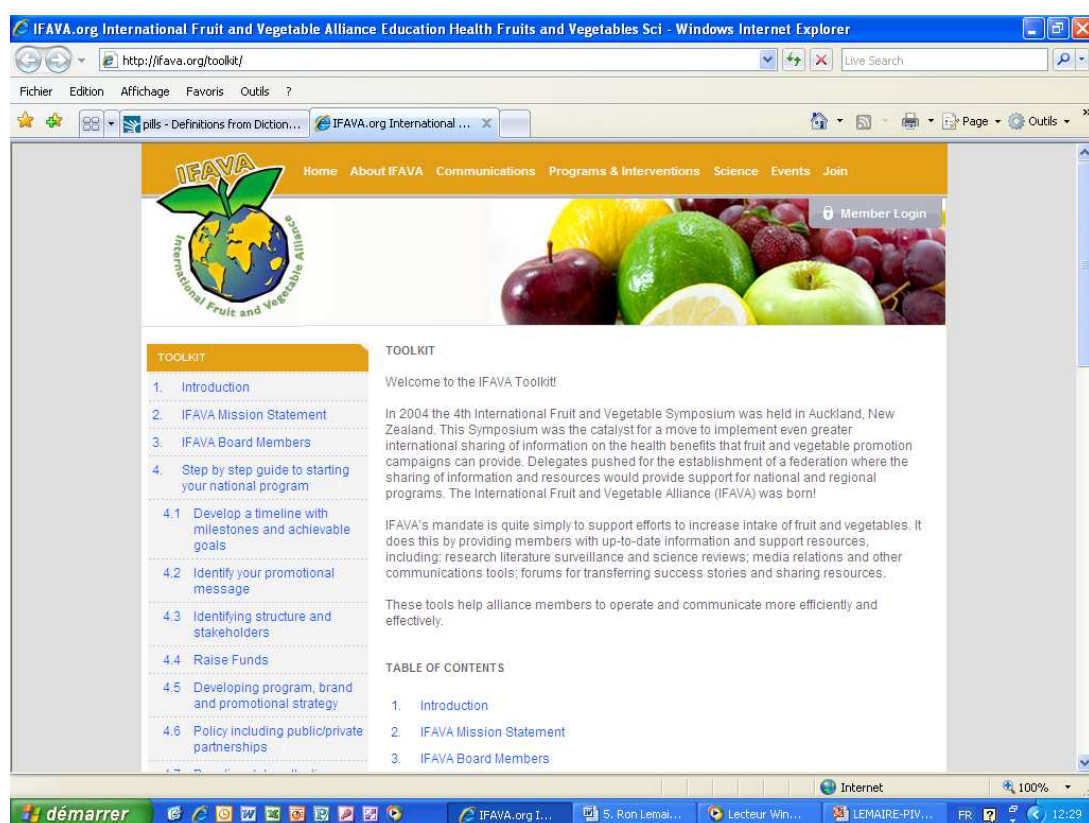
We heard three presentations about what key elements you need to incorporate into finding success within a 5-a-Day intake program. The next question is what is this practical toolkit?

The toolkit was based on some of the best strategies and some of the experiences of key members within IFAVA and other groups that we have found globally. The key elements have been broken down in a very step by step approach. This is a practical guide we have to remember. Looking at it as a scientific based document is wrong, we pulled case studies, letter reviews, information that can support the development of a program but have not been scientifically reviewed. But it can help you develop your program. We receive call at IFAVA as well as other organisations asking the core questions: how do I develop the brand strategy? To answer that question you have here some information from E Pivonka, you find more within the toolkit and what this dynamic tool can do and how we also want to expand the tool. If you visit the site and you see what you find and you see other areas commit it to IFAVA by sending us an email and we will look at it ensuring that we can pull pieces in maybe missing to ensure that it is a living breathing document.

It is a step by step starting guide. We break down what our mission is and if you have any interesting touching base with the IFAVA members you have that chance. Then, breaking in down into the key steps that are the steps after looking at successful 5-a-Day programs that we felt were the core elements of a successful program. First and foremost it is another timeline with milestones and achievable goals. You have to start at the beginning to ensure you understand what is in the market place even to establish your brand. Similarly you do establish your program even you get to a brand, you have to touch on some of the key goals and objectives that you want to achieve as an organisation and as a focus for your program. The next core step is looking at identification of your message. J Badham touched that perfectly by saying you have to understand what your market is but every message in every market will be slightly different and it is interesting. You had wonderful presentations at the New Zealand Conference in 2004 by a brand strategist who was looking at international brands and positioning very simple message. Nike, Coca Cola, they are



international brands and they established the same brand, the same message within the markets that they are going, the same icon, the same or similar brand identity where they go. You should be doing this for the F&V industry. We are a different breed, it is hard to go into Hungary or go into US or Canada, New Zealand, Australia and position the consumption message that would fit the needs of the diversity and the cultural aspects of how we eat. What should be all of our eating habits and attributes to it? We have seen a lot of document to that in all of our presentations seen along the Summit. So identifying your message is key to what we do in a 5-a-Day intake message especially around the fact that we do little funds and supports through in many cases volunteers and a lot of efforts. Looking at key stakeholders and identify the structure of how and what you want to work is vital. The way the site is structured is that it provides you with a one page quick overview of the topic line and then gives you the case studies in appendences so that you actually pulled the documents. To give you an idea of that structure, on the front page you could click on get it started to move into the toolkit. The page breaks down the four core areas. When you go into brand development, what you see is a quick, short overview of what is the topic line around brand development with examples from some of the various countries touching on very basic concepts around brand development. As we move to the base of the page, we have a list of appendices. This is where the notice and boards of the toolkit can be found. The introduction page is two pages of support material that set the work for what the topic line is and the goal is to provide support documentation that show practices and case studies that have been done around this area. Looking at the messaging around the brand development, presentations of the sessions are also included in this web site as well.



Going to core areas, another good example is that we heard a lot about policy and especially looking at what do we need to move forward in developing policy. Again, breaking down what the policy vision is and then the core appendices. IFAVA hosted a pre-workshop on school base programs which was a stepping stone for the meeting that occurred with the key stakeholders from 5-a-Day type programs and industry with the commission on talking about the European based type program. This information of that pre-workshop can be found on the section of the site which talks around what are the core elements you need to focus on about policy. To build political support for expanding programs, we work closely with government, as chair of IFAVA, I represent all 5-a-Day types group but as my day job I work with the Canadian Policy market associations. Some are like Horticulture Australia, although associations do not represent primary producers and from the farm get on right to the consumer so move through this all supply chain. We work closely with government health and agriculture and I find interesting to see quite of the same thing whether it is in Canada, Australia, New-Zealand etc. we are dealing with the same issues. We love working with our strategic partners but the issue of working within a government context that is a global phenomenon. Trying to break bridges we see a great change in shifting in this over the last few years and we will be seeing greater change in the future because governments are realising that there is a greater need to connect between health and agriculture. And even beyond Health and Agriculture, depending on your structure, moving towards working with federal bodies to municipal agents...

So we have a lot of hope within our tunnel. The goal is taking some of the insights that you can find on this toolkit and leverage it and pushing it so that hopefully it can move more quickly.

Political will is a key. For the 'Food Dudes' program, the program truly launched and drove forward once there was political will established and it came after a few years of very hard work and we were talking about building partnerships. Until the Minister of Agriculture said they should be a lead. It is a key to see how you get of generating political will. This section of the site can show some examples of what has been done within the US context and others to stimulate that political will on trying move in a strategic way to have politicians and have governments see the rational behind everything you have heard in this conference. Breaking down increasing awareness of programs for childhood for example, when you read you think it is common sense because it is so simple and you think you should have been looking at that on you basic program but hopefully through the tool kit a lot of these common sense practices can pulled into a conceived document for your own national programs.

Just to give some examples of other areas, Program Launch is a key and bring this up is a good example that this is a living breathing document. We have two appendices break down on program launch but there is so much information when we were starting pulling the information together around what do people do to launch their program it was overwhelming. It is an area that we are currently developing and we

will be adding it into the site over the last month of 2008. Again as another good example, visit the site and continue to visit the site because it will continue to grow, to develop and continue to give you practical tools and elements that hopefully help you develop programs on a national, regional and hopefully at some point at a global level that can drive our consistent view forward within the global market place. One area on evaluating your program with a lot of examples, this is one of the biggest gaps of 5-a-Day type programs of program evaluation. We heard some discussion around the need for doing this; we all do evaluations that fit our needs in our market. In the Canadian context we break our analysis down on not only consumption but we also do our analysis on success on brand awareness and it varies depending on the country you are in. The key for us on how this toolkit is moving forward is ensuring that we meet the needs and the multiple evaluations that are happening globally and again vast information out there we just have to pull together so it is usable at this point because it is so vast. Another element that we have to look forward as a international group to ensure that we are working together to ensure we have evaluate process, be able to show our core partners within governments and other key stakeholders that these programs do work and that we do have success on increasing consumption for better health.

Q&A

PUBLIC (Gitte Laub HANSEN from the Danish Cancer Society): I have a question for Elisabeth Pivonka. I was wondering, you are changing your messages, isn't there a risk that you could be accused of changing messages all the time? And secondly moving from the more instructional message what you actually should do you should have 5 to 9 a day and a more loose message. Isn't there the risk that people tend to misinterpret the message and actually not increase there daily intake if there are not able to measure it? And third, isn't there a trend that you are reluctant to give unpopular messages for the public? If the message is not too easy to cop with, you would not easily give it to the public. You tend to please them and say just eat a little more and it will be fantastic instead of saying you need 5 a day or 10 a day whatever. What do you think?

E PIVONKA: Those are all excellent questions and in fact there are all questions that we have discussed over the past couple of years and in fact Christina (from Australia) and I have been talking about a lot here at this conference. To your first question about a changing message, we are actually having that problem prior to our Fruit and Veggies More Matters messaging. We had '5-a-day', we had '5-to-9 a day', '5-a-day the colour way' and we had several states that had the wrong messages. This was an attempt to have everybody the same message and quite honestly with a little bit of a less in branding, in that, what everybody wanted to do was to develop targeted messages to an audience but we were changing it in the logo. This new

brand is more of an umbrella so that we can create targeted messages in campaigns to an audience. And toward points about Nike and Coca Cola, if we had control over all F&V and if we had a budget, we could have a worldwide brand and everybody would have targeted messages for each of their country but we do not have that so we do have to do it a little bit differently. Because of the economics we often have to have messaging in the brand as opposed to just a look. If we had advertising more of the messaging would be in the advertising and the logo would be assembles of that advertising. So part of our effort was to get rid of all of our different messages, have an umbrella so that we can have individual campaigns without logos so much but messages underneath that umbrella. To your second point about instructional versus a loose message, Christina says that they believe that there are some research in this factor about the fact that far away people think they need to do more and I do think that there are some value to that. Before our research we found that people felt like it, they were too far away, they just gave up and there is some concern with that because if you do not think you are close at all you just tune out the all message. We do still provide the information if they want to know how much, it is on our website and when I talk to the press in fact my message is not so much servings now. When the press asks me what should we be eating, how much we should be eating, my message is literally half of what you eat should be F&V so half of your plate, half of your breakfast, half of your snack, that might even be an easier message but to have the quantity in the umbrella was rather limiting especially in our case when the dietary guidelines change every 5 years.

R LEMAIRE: To comment on that, many countries are moving to this direction and fortunately for the dietary guidelines, unfortunately for the messaging, Canada is in the same boat. When the US went through on their new pyramid and a more targeted approach, Canada followed shortly after within what we call our 'rainbow'. We were basic '5-to-10' message and actually our brand was over 50% as well for 5 to 10 a day for better health we still have it as a core brand. But our challenge now within our national dietary requirements we are targeted to age and gender similar to the US model, not as complex. So, as a male under 50 but over 20 I would eat 8 to 10 servings a day, very targeted it gives you a focused approach but how do you message that? Because now you 5-a-Day message does not function because for my age demographic I am 8 to 10 so a 'More Matters' message gives you that flexibility as E Pivonka identified to create your brand. You are no longer dealing with a logo that can convey a statement, you are dealing with a brand that I conveys a feeling and feeling has sense in fell of what it is to eat F&V and then behind all of that and the support, is the messaging in your market that you can tailor what are your states, what are your individual, your core target groups and the true essence of a brand is beginning to blossom and really comes to impact change in consumption. And that is where we need to go eventually we all of these icons we are seeing in the market. We have to find a way that these icons move from logos to brands.

C ROWLEY: The important thing here is that can be evaluated I mean when E Pivonka is going to run this 'More Matters', it is going to be evaluate, we are all going to see if it works or not. The point of whether having numbers or not, when people think they are far away and all of a sudden back off has partly been addressed in Australia to the campaign. The first campaign, the '2&5' campaign was an awareness campaign, 2&5 F&V target. The second one was an encouragement saying people are half way there and an easy to way to try to get a bit closer to the target. So you have to be careful the way you put that message but the key thing from a learning perspective is whatever we are doing, we are going to have to evaluate it and see what work and what work in your market. In 5 years time I hope 'More Matters' would have gain from that and we could all learn from it. In the future the '2&5' program might have a 'More Matters' approach, we do not know, it is an evolution. So I do not think there is a right or a wrong answer to it. Christina had some discussion because she feels that maybe there is some concern that it might work and in this trying context. Time will tell but I think it is interesting the '2&5' works well in the Australian context as we do it trying to encourage people and give them solutions, 'More Matters' might more work in the US context.

E PIVONKA: I might add that it is interesting that the industry really like this approach. The only people we get questions from are more the researchers, more the intellectual, people who like the factual information but the industry, in particular the supermarkets really get this and understand it and agree with what we are doing. So what it worth we do not know and will also say that, unrelated to your question but, in terms of evaluation we did evaluation, we did the awareness piece of 'ear to ear' because that was less expensive, we used government data set for the first ten years which take forever. So we do not know what consumer are eating 7 years after they measured it. Once we have a little more founding we started buying a different set that is much more immediate but it is very expensive so we are only measuring that about every 3 years and we won't see the movement on the government data set or our 3 years expensive data on consumptions. My point is that I do think that with 5-a-Day we were making some movement in consumption and in some audience we just did not know which these specific audiences were. So, evaluation is important and we were doing evaluation, we just did not have a targeted enough audience specifically to measure and given that it tool so long to measure the consumption piece of it we should have had a more targeted audience right from the beginning and we did not do that. It is probably a lesson learnt from our point of view.

To your third point, being reluctant to give an unpopular message, this is a discussion that we had earlier on in the 90's when we started a whole 5-a-Day campaign and that was a philosophical, how do we go out with our messaging. And we could have bashed donuts and we could have done all of these things. Our fear at to time was they had more money that we do and we were not ready combating commercials where they put they nose up at broccoli and they suggest that you do this instead. So there was a little bit of not wanting to rise rankles of some of the

other food groups. That was in the past, we haven't had those discussions so much over the past 5, 6, 7 years and I think it is something that we are more willing to look at now. The substitution message is an important one that we have not played up enough but it is something that we have discussed playing up more and we probably need to do it sooner than later. I think the impact of these kinds of messages does not have to be the logo message itself. So could even put numbers if we wanted to.

PUBLIC (From American Cancer Society): One thing that has been really helpful to our organisation about this looser message if you will is from a Cancer perspective our recommendation based on the science of F&V in cancer is still at least 5 servings. We support the federal government recommendations that you need for overall health and based on age under calorie level you need more than 5 a day but when we talk to Cancer specifically it is 5 a day much in the numbers of our partners but what we have been able to do in our programs, in our materials, in some of our messaging because there is not a number titled we can incorporate that more language quite easily into the things we do. So it has been really helpful for us.

J BADHAM: I will just add something from a developing country perspective because our department of health will come with our food based dietary guidelines of 'eat plenty of vegetables and fruits' and the research had shown that people had a clear understanding around plenty. It was quite interesting that when we started 5-a-Day we had the opportunity to change the messaging because we already know the US was going this route and we did our research. We found conflicting research in our government, we found that people felt that they did not have enough guidance with plenty and therefore they thought what they were eating now was maybe enough but they could do a little more whereas when we actually gave them the 5-a-Day goals, across all communities from more developed to under developed the goal as a new campaign was something they liked. So without having the science behind me to able to say for the moment but I think this move with starting with a number and setting a goal and then moving to a more 'More Matters' type message, I think it is the way that will find the research showing us the way communities move. But it was interesting that 'plenty' our government felt was fine but our research showed they wanted a number.

PUBLIC (Martine INDAMEU from France): I have a question concerning the use of the 'Fruit and Veggies more matters' logo and tag line, is this going to be localised for different countries? Is this going to be in Spanish, in French, adapting to the culture? And just a comment concerning the presentation from J Badham from South Africa, you have pinpointed something that I think is crucial is the words in the guidance that we need. In France now since last march last year we have those messages at the bottom at the food advertisements and of them being "eat at least 5 F&V a day". It is a good thing because you are putting into the light that the fact that you need to eat those F&V but then on the other hand what is 5 a day? It comes to the question of

what is it? Is it 5 peas, is it 5 pineapples? So we have a message that is too generic somehow and we need to educate the consumers on how easy it is and that it should be all forms and that it is portions. I have developed some materials showing that you can actually have something that holds in your hands, the larger or the smaller you hand is the more adapted the portion is going to be. If you show them, if you send those kinds of messages throughout schools, companies and supermarkets it becomes obvious that the consumer can appropriate the message.

E PIVONKA: Our interest is the US market as the Produce for Better Health Foundation is a non profit organisation within the US. We interface with the federal government; we were incorporated in 91 to interface with the federal government as an interface with the industry because the federal government did not want to work with hundreds of industry members. Our main date is US, our intent is to keep it in the US. Now having said that we had discussions we were developing with both Canada and Mexico largely because the F&V industry would like one North American market in. So there were some discussions about possibly in the future converting it into French or Spanish but we would want, before we did anything, to make sure we did the consumer research before hand to make sure that is something that is interpreted the same way in those languages. Not to mention the fact that Ron Lemaire has a very program up in Canada and is not interested but bottom line is we do not have intentions of doing that I mean if other are interested they can go to the toolkit, see how we did it, and see if it works for you. I think a 5-a-Day program would probably work better under a broader message and it can be a campaign for children probably. I would have probably reversed it and say that it would be appropriate for many children not most adult because is the highest number for most adults. But to come back to your question we do not have the intention to go international.

R LEMAIRE: I just want to talk about the interesting point about the portion distortion discussion around it fits in your hand. We actually ran a program in Canada transitioning the 5-to-10-a-Day message targeting our campaigns. We started with 'it fits in your hand' simple message and your right, bang on; depending on the national environment you are in people have hard time understanding what a portion is. The hand concept is one that works very well. Linking that to colours as well for F&V is also a dynamic way. So, we also had a colour program which was similar to the US with colour as key and we combined the two with the portion distortion build in a hand full of colour which enable you to link health component as well as the portion distortion component. Again, back to some of the benefits around IFAVA a lot of this support is on the IFAVA website. If you are looking for any additional information around some of these concepts, visit the site within and contact the member for more information.

J BADHAM: I also want to comment in terms that it is the exact question we found with our launch 5-a-Day we used it as a big positive because we have actually been able to give a lot more media time to actually explain what 5-a-Day is. It is 5 of a variety of F&V. We have actually been able to generate a massive amount of discussion then that would not actually happen and it was unintentionally although we knew people wanted a message but to get eat 5 of variety of different F&V which start getting a difficult sub message. But as E Pivonka said we also do with the brand, the 5-a-Day is the over overarching message in brand and each of our targeted communications we always have a sub message whether is about variety or it is about portion size or it is about health benefit. So we use the 5-a-Day as an overarching and in each target within but we really got a lot of discussions and we hear people now talking about variety thinking they can have 2 fruits, 3 vegetables etc. so it is a lot discussions in the media which for us is always great because it is free publicity.

E PIVONKA: I can add to that you can see this is a great opportunity to learn from each other because at a time I felt like over the past 17 years that we were working on 5-a-Day that we spent a whole lot more time explaining what the serving was then getting people to eat more. So you have to wait all these pros and cons, it is great for getting media coverage but if we are talking about what the serving is 5-a-Day mind sound to people like a lot and once they know is not very much then the whole just explaining what the serving is, takes a lot of time.

PUBLIC (Mariano WINOGRAD from Argentina): Speakers always say time is now but I think that really this moment is particular. I insist because the increase of the prices of fats and sugars, this is something new. I remember in South Africa a discussion between Brian Silverman and Karen Lock where they said is the consumer and the other Karen said it is the politics. She explained the matter of the European budget due to promote non-healthy agriculture. In the summary session I would like to take two little moments. One was yesterday when a little man who spoke in French, I do not know his name, but he explained about the law to avoid tobacco consumption in public areas included in France where people did not like this kind of law. In Argentina it is the same, we are a country where we do not take care of laws but the tobacco prohibition was a real success. The other very important moment for me was today where Mister James explained the importance and the possible change in the European politics. Then the question is for E Pivonka. In America you have discussed about the Farm Bill and there is a group called 'Eat Healthy American Diet' that are showing why everybody agree that we need to eat more F&V and we are supporting cotton, tobacco, fats ,etc. I think that the moment is special for this discussion. We need to go on. The countries do not like that one country is politically more developed than the other and this opportunity is something to copy and to push to do lobbying in all of our countries. I would like a little explanation about what are the discussions in the Farm Bill?

E PIVONKA: The Farm Bill wrapt up last week after two years of discussion and after months of putting off and off they finally wrapt it up last week. The president beaded it around the house and the Summit had oversight of that ... so it was passed last week. Previous Farm Bills had less than 1% for F&V. It was largely the raw crops in the centre of the country that were getting the support and the subsidies. This goes round F&V did have more that they ever had in the past, over a billion dollars for the snack program. A billion dollars over ten years just for the snack program but is still less than the 2% of the Farm Bill so 300 billion dollars bill something like that and still less than 2% of it is related to F&V. Having said that half of the Farm Bill is for nutrition assistance program and mostly the food stand program and those people can buy F&V if they want but we do not know how many F&V they purchase. Part of our problem in the US is that the people who passed those bills in the Senate e.g. we have two representatives from each states and the states who are benefiting from the current and past 15 years of the Farm bills are already focused in the Midwest and the 20 states that benefit and 5 to 6 states that produce F&V. So the power is with the people who are receiving the subsidies and that is true in the Senate and pretty true on all of the people who are on the agricultural comity who makes these decisions in house. So we have that problem. I will say that something specific to our campaign that has been very helpful is sharing information. In Western Australia has just published, I knew that they were working on it but it was actually published this summer July or August where they were showing that paid advertising will increase consumption of 90% among the general population 18 and older and that kind of information is very helpful for us for moving forward trying to help build the case. It is a battle that we have been fighting for years; it has get better in the past 5/6 years because the special the crop industry has work better together as they go to Farm Bill. The Public Health Community is working together with the F&V industry better over the past 5 years than they had in the past. There is a whole lot more work that we can do, there are some other barriers as I say who ends up on the comity making the funding decisions. But, at least it is moving in the right direction.

One point to your energy piece is that in our Farm Bill discussions all of the people in the country who are receiving the subsidies now because prices are going up should not be getting any subsidies. They want the subsidies because they want to put it into research to become more energy dependent so there is not a reason to keep the subsidies that they already have. They are powerful, very powerful these other groups and they are powerful because they had some support earlier on.

R LEMAIRE: This is not only a US phenomenon. Same issues in Canada when we see fragmentation within the produce industry as a whole and it is one of our challenges as well as a political lobbies and E Pivonka touched on it. It is not as strong as many of those other groups such as grains, oil seeds and looking at dairy and so on. The success we can see there, we heard a little bit of it coming from Philip and we have seen some pieces come together comes back into the goal into bringing

together agriculture and health and try to create that better link between the two. More we push the link between Agriculture and Health on the F&V files and everything we have seen here in the Summit in one document presented to a combined comity on Agriculture and Health would go a long way within a national frameworks. It may not be a solution for tomorrow but it is a starting point. Back to C Rowley point, the beginning is the most important place to start. And definitely going back home is key to start thinking this way and pulling the information.

PUBLIC (ELIAS from France): I wonder how the partnerships with industry and producers are built for 'More Matters' brand. Is it economical, partnership or financial partnership?

Comment les industriels peuvent utiliser la marque sur leurs produits dans leur packaging ?

E PIVONKA: The grower or the manufacturer if they have done any processing can use it on packaging but CDC (Centre for Disease Control and prevention) sets the criteria by which the product can carry it on its packaging. There is a sodium criterion, sugar etc. we allow for nuts, all of this is listed in our brand guidelines on how you can use the guidelines. That is what we do with the producers. On the retail side we provide a toolkit for them with all of our logos and lot of messaging and they can use that in their ads point of sale signs in the supermarket and consumer fares directors for the supermarket who is spokesperson for the supermarket is used on the radio, they send mail to consumer so they use a variety of ways. I will say that I think fresh products used as much as I would like for them on the peel with a little stickers with little numbers scanning at the store. Not as many of them use it as I would like, I am still trying to push that. Most of the produce is promoted through the supermarket itself and some signs in the produce department. It is not until you put it on the package that you actually have a label. A lot of the fresh cut products use it on their packaging and caned and frozen, dried F&V use it on packaging as well. So that is mostly how they use it.

For the financial side, we are voluntary contribution organisation. On my understand in France there is more of a assessment and in fact that is why we were interested in part of what France has done in the past because they think that is an excellent model and it provides more resources so that you can reach the population. As we were looking at general population we were spending with our small budget 3 cents per citizens in the US. When you look at everybody we are up to about 40 cents per young mother now that we target our audience and maybe we can have an impact there. But it is all voluntary contributions. We also have a board of trustees made up of our major donors that represent about 100 of mostly the F&V growers, processors and some retailers.

PUBLIC: It is funny we were talking about tobacco because earlier I have been sitting here and have been in this room for hours this week but this was the first time I

noticed that this was an ashtray. For me this is the bottom line of what is this meeting and what are we all about. This may be easy for people to smoke before there was smoking policies and partnerships, working on these policies, working on the environmental changes to make it easy for people to eat more F&V, we do have a lot to learn from the tobacco industry.