

FRUIT & VEGETABLE SUMMIT

May 27-30, 2008 - Unesco, Paris

125, avenue de Suffren 75007 Paris



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 and the technical cooperation of FAO



F V S

CO-PRESIDENTS

Elio Riboli, Serge Hercberg

SCIENTIFIC COMMITTEE

E. Bere, A. Drewnowski, M. Chauvet, L. Dube, P. Galan, D. Herman, K. Lock, A. Martin, T. Norat, B. Rolls, E. Valceschini, D. Veschambre

SCIENTIFIC COORDINATOR

Saïda Barnat

REGISTRATION SECRETARIAT



Agence pour la recherche et l'information en fruits et légumes frais

60, rue du Faubourg Poissonnière - 75010 Paris - France

Tél. : +33 (0)1 49 49 15 15 - Fax : +33 (0)1 49 49 15 01

sommet@interfel.com

ORGANISATION SECRETARIAT

M&M

Agence M&M Conseil

5, rue de Milan - 75009 Paris - France

Samira El Fitouri

Tél. : +33 (0)1 44 91 58 50 - Fax : +33 (0)1 44 91 58 51

informationmmconseil@altdia.fr

TUESDAY, MAY 27, 2008 WEDNESDAY, MAY 28, 2008 THURSDAY, MAY 29, 2008 FRIDAY, MAY 30, 2008

17:00/19:00

19:00/21:00

SESSION 1 (PLENARY) OFFICIAL OPENING

KEYNOTE LECTURES :

- The role of fruits and vegetables in the genesis of cancer and other noncommunicable diseases. **A. Schatzkin**
- Lessons learned from tobacco promotion. **G. Hastings**

Cocktail at "The 7th floor of the Unesco Building"

NUTRITION

From Scientific Knowledge to Intervention Studies:
How to enhance F&V consumption?

MARKETING

From Environmental Changes to Social Marketing
and Communication:
How to change consumer's behaviour?

ECONOMY

From Agricultural Economy
to Food Policies and Strategies:
How to promote F&V supply?

8:45/10:30

SESSION 2 (PLENARY)
F&V CONSUMPTION TO REDUCE OBESITY: GLOBAL PROSPECTIVE • Chairs: Ph. James and B. Rolls

- Introduction. **Ph. James**
- The impact of F&V on public health. **C. van Rossum**
- Diet quality/lifestyle and low energy density. **H. Schroder**
- Strategies to enhance satiety with F&V: implications for weight management. **B. Rolls**

Fruit and coffee break – Poster exhibition

10:30/11:00

SESSION 3 (PARALLEL)

F&V INTERVENTIONS TO REDUCE CARDIOVASCULAR DISEASES

Chair: **K.T. Khaw**

- The importance of F&V in the prevention of cardiovascular disease. **F.J. He**
- Are supplements equivalent to dietary micronutrient consumption? **J.V. Woodside**
- Effects of F&V consumption on plasma blood pressure: intervention study. **L. Dauchet**
- F&V and cardiovascular disease risk: what should we do? **K.T. Khaw**

SESSION 4 (PARALLEL)

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

Chairs: **L. Dube – R. Lemaire**

- Highlights from the 2007 Think Tanks. **L. Dubé**
- The challenge for the local and global F&V industry. **R. Lemaire**
- Value-chain perspective. **C. Hawkes**
- Innovation perspective. **R.J. Brummer**
- Social norms and culture perspective. **C. Fischler**

SESSION 5 (PARALLEL)

CULTURAL DIVERSITY, BIODIVERSITY AND TERRITORIAL MANAGEMENT

Chair: **B. Chevassus-au-Louis**

- Introduction. **B. Chevassus-au-Louis**
- The role of genetic diversity in fruit species for the creation of new varieties. **Y. Lespinasse**
- The diversity of French F&V: ethnic market development and the emergence of ancient and new species. **M. Chauvet**
- Cultural and biological diversities: the need for a joined approach. **D. Veschambre**

11:00/13:00

Buffet lunch

13:00/14:15

SESSION 6 (PARALLEL)

F&V CONSUMPTION TO REDUCE CANCER RISK

Chair: **E. Riboli**

- Changing dietary habits after a cancer: a systematic review of the literature. **T. Norat**
- Biomarkers of F&V intake and cancer risk. **M. Jenab**
- Vegetables and genetics: feeding studies in cancer prevention. **J. Lampe**
- What about mechanisms? **J. Milner**

SESSION 7 (PARALLEL)

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. 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**

SESSION 8 (PARALLEL)

LOCAL F&V SUPPORT LOCAL IDENTITY OF FOOD PRODUCTION AND CULINARY CULTURE

Chair: **M. Chauvet**

- Does building of food identity favour local production? The Mediterranean cas. **S. Abis**
- Cultural geography of the F&V. Some Mediterranean, African and Asian examples. **M. Chauvet**
- Combining traditional culture and modernity in the F&V sector: lessons from Japan. **T. Nishizawa**

14:30/16:30

Fruit and coffee break – Poster exhibition

16:30/17:00

SESSION 9 (PLENARY)

Chair: **G. Hastings**

- **REPORTS FROM THE PARALLEL SESSIONS OF THE DAY**
- **ORAL PRESENTATION OF BEST SELECTED POSTERS**

17:00/18:15

Cocktail at "La Mairie de Paris" : Salon "Les Arcades"

19:00/21:00

NUTRITION

MARKETING

ECONOMY

SESSION 10 (PLENARY)

In presence of **Michel Barnier**, French Minister of Agriculture and Fisheries (tbc)

F&V SCHOOL SCHEME · Chair: **D. Barling**

- The School F&V scheme: A priority measure for different countries. **D. Barling**
 - How is this possible within the EU? **L. Hoelgaard**
- The European Commission strategy on nutrition, overweight and obesity related health issues: proposals that support local level actions. **C. Thompson**
- How to evaluate the impact of a School F&V scheme? **E. Riboli**

8:45/10:30

Fruit and coffee break – Poster exhibition

10:30/11:00

SESSION 11 (PARALLEL)

EFFECTIVE INTERVENTION STUDIES TARGETING CHILDREN

Chairs: **C. Perez-Rodrigo** - **Ch. Rowley**

- Determinants of F&V consumption. **C. Perez-Rodrigo**
- Are school-based F&V schemes effective at improving the diet and health of children? **K. Lock**
- Public/private partnership in action: New Zealand's Fruit in Schools programme. **P. Dudley**
 - The Pro-Children study. **S. te Velde**
- Free school fruit might give long term effects - results from the Norwegian intervention. **E. Bere**

11:00/13:00

SESSION 12 (PARALLEL)

LOCAL INITIATIVES TO PROMOTE F&V CONSUMPTION AT SCHOOL

Chair: **J. Remiller**

- Importance of the valorization of the local dimension of the project. **J. Penez**
- Beyond the school, how to involve parents and inhabitants in the project ? **F. Liber/P. Martin**
- Pooling the competences and federating the projects of all local actors. **P. Berger**
- Appraising each action in order to secure its perennity. **E. Feur**

13:00/14:15

Buffet lunch

SESSION 14 (PLENARY)

F&V AT WORKSITE · Chairs: **J. Milner** et **B. Sahler**

- Preventing chronic diseases at the workplace through diet and physical activity. **V. Candeias**
 - Worksite-based research and initiatives to increase F&V consumption. **G. Sorensen**
- Successful strategies for sustaining increased F&V consumption in worksite canteens. **A.V. Thorsen**
 - Improving health at the workplace: where can F&V fit into the equation? **B. Sahler**

14:30/16:30

Fruit and coffee break – Poster exhibition

16:30/17:00

SESSION 15 (PARALLEL)

F&V NUTRIENT PROFILING: WHAT ARE WE GOING TO BE ABLE TO SAY IN THE FUTURE?

Chair: **A. Martin**

- Nutrient profiling of foods: a systematic approach. **M. Rayner**
 - Validating nutrient profile models. **J.L. Volatier**
- Nutrient profiles, pleasure, and cost. **A. Drewnowski**
- How to communicate nutrient profiles to the consumer ? **Panel**
 - AFSSA point of view. **A. Martin**
 - EFSA Representative. **L. Heng**
- Consumer's Association Representative. **Ch. Pernin**

17:00/19:00

SESSION 16 (PARALLEL)

FROM INTERVENTIONS TO NATIONAL PROGRAMS - WHAT WORKS?

Chair: **K. Glanz**

- Introduction: from interventions to national implementation: **K. Glanz**
- Canteen Takeaway - worksite provision of healthy meals in the home. **G.L. Hansen**
- More Matters - targeting F&V consumption at sporting events. **G. Rebnes**
- Successful national expansion of the Danish Worksite Fruit Program - Utilizing partnerships and multiple motives. **R.M. Pederson**

19:00/19:30

SESSION 13 (PARALLEL)

PESTICIDE MANAGEMENT : F&V CONSUMPTION

Chair: **M. Dunier-Thomann**

- Evaluation of consumer exposure to pesticides. **B. Declercq**
 - Evaluation of consumer exposure to pesticides: A French study. **A. Periquet**
- EU monitoring and alert system. **L. Martin-Plaza**
 - Risk management in France. **F. G rault**

SESSION 17 (PARALLEL)

VALUE AND ORGANISATION IN AGROFOOD CHAIN

Chair: **E. Valceschini**

- Quality strategies as value sources. **E. Valceschini**
 - F&V value: the consumer's approach. **P. Gurviez**
- Brand alliances and value creation: a network approach. **M. Coulibaly**
 - Brand Equity and Co-branding in the F&V sector. **M. Gonzalez- Diaz**

SESSION 18 (PLENARY): REPORTS FROM THE PARALLEL SESSIONS OF THE DAY · Chair: **A. Schatzkin**
CANCELLED - This session will take place tomorrow morning, Friday, during session 19

NUTRITION

MARKETING

ECONOMY

8:45/10:45

SESSION 18 (PLENARY): REPORTS FROM THE PARALLEL SESSIONS OF THE DAY • Chair: A. Schatzkin

SESSION 19 (PLENARY): F&V CONSUMPTION IN DISADVANTAGED POPULATION • Chair: E. Brunner

- Obesity and social class in developed nations. **A. Drewnowski**
- Social determinants of health inequalities. **E. Brunner**
- How to lower inequalities? **Ph. James**

10:45/11:15

Fruit and coffee break – Poster exhibition

11:15/13:15

SESSION 20 (PARALLEL)

INTERVENTION STUDIES TO INCREASE F&V CONSUMPTION IN DISADVANTAGED POPULATION IN DEVELOPED COUNTRIES

Chair: **S. Hercberg**

- Nutrition interventions in low-income groups: Dearth of research on effective interventions. **AS. Anderson**
- Providing an economic supplement for fresh F&V purchase. **H. Bihan**
- Effect of a Targeted Subsidy on Intake of Fruits and Vegetables among Low-income Women in the Special Supplemental Nutrition Program for Women, Infants and Children. **D. Herman**

SESSION 21 (PARALLEL)

TOOL KIT: ADAPTATION AND IMPLEMENTATION OF INTERVENTION PROGRAMMES

Chair: **R. Lemaire**

- Introduction : Overview of tool kit components. **R. Lemaire**
- Brand development. **E. Pivonka**
- Resource development within a developing country framework. **J. Badham**
- Overall partnership development. **Ch. Rowley**

SESSION 22 (PARALLEL)

PROMOTION OF F&V CONSUMPTION TARGETING DISADVANTAGED POPULATION IN DEVELOPING COUNTRIES (WHO/FAO)

Chair: **F. Branca**

- The new policy framework on diet and physical activities in schools in the context of WHO-FAO Initiative on Fruits and Vegetables for Health. **G. Xuereb**
- Food-based dietary guidelines as an entry point for F&V promotion: regional perspective on promotion of F&V in Caribbean the context of food-based dietary guidelines. **P. Samuda**
- The WHO-FAO Initiative in the context of regional and country interventions linked to various initiatives like PROFEL, GLOBALHORT and Urban and Peri-urban Agriculture. **A. Hodder / J. Ganry / R. Kahane**
- Promoting fruits and vegetables in schools: FAO's approach to promoting lifelong healthy eating habits. **E Muehlhoff**
- ISHS a bridge between horticulture and health sciences. **Y. Desjardins**

13:15/14:30

Buffet lunch

14:30/17:30

SESSION 23 (PLENARY)

REPORTS FROM PARALLEL SESSIONS

ROUND TABLE: **INCREASING F&V CONSUMPTION IN DISADVANTAGED POPULATIONS: WHAT SHOULD DECISION MAKERS DO?**

Animated by **A. Drewnowski** and **S. Hercberg**

1. Diet quality, poverty, inequality, and food policy. **E. Brunner**
2. Regional Advisor for Nutrition and Food Security - WHO (Europe). **F. Branca**
3. French General Director of Foods. **J.M. Bournigal**
4. French General Director of Health. **D. Houssin**
5. High commissioner for active solidarity against poverty.
6. Vice President of the French Assembly. **J.M. Le Guen**
7. President of the Anti-Cancer League. **A. Hirsch**