



# THE ROLE OF FRUIT AND VEGETABLES IN THE FIGHT AGAINST OBESITY

17-19 APRIL 2007

## EUROPEAN COMMISSION: 17, 18 APRIL

The Borschette Centre  
Room OA - Rue Froissart, 36  
1040 Brussels, Belgium

## SOFITEL BRUSSELS EUROPE: 19 APRIL

Place Jourdan, 1  
1040 Brussels, Belgium

Conference co-Presidents: M. Laville - E. Riboli

Honorary Scientific Committee: Chairmen of the sessions

Organisational Committee: M Laville , E Riboli, Aprifel, Freshfel, Areflh and European Commission

Scientific Committee: M. Laville, T. Norat, P. Galan, ML. Frelut

Scientific Coordinator: S. Barnat

## TUESDAY 17 APRIL 2007

- 15:00 - 16:00 REGISTRATION
- 16:00 - 16:30 OFFICIAL WELCOME:  
Mariann Fischer Boel  
Agriculture and Rural Development Commissioner
- 16:30 - 18:00 OFFICIAL OPENING:  
• Martine Laville, Elio Riboli  
Philip James (UK)  
• The multiple factors implicated in obesity prevention:
- 18:00 OPENING COCKTAIL

## WEDNESDAY 18 APRIL 2007

### FRUIT AND VEGETABLES AND THE PREVENTION OF OBESITY AND ITS ASSOCIATED DISEASES

• The position of the European Commission on obesity and F&V consumption: Robert Madelin (DG Sanco)

#### SESSION 1

OBESITY: Chairman: Martine Laville  
The real cost of obesity: A. Drewnowski (USA)  
Natural history of the disease: A. Basdevant (FR)  
Obesity related diseases: E. Riboli (UK)  
Treatment of obesity: Place of the dietary recommendations in the global approach: M. Laville (FR)

#### POSTER EXHIBITION

FRUIT AND COFFEE BREAK

#### SESSION 2

FRUIT AND VEGETABLES: Chairman: Elio Riboli  
The components of a healthy diet: comparison across the world: A. Trichopoulou (GR)  
Why F&V are considered healthy? Epidemiologic overview: T. Norat (UK)  
Latest evidence on the health-promoting effects of F&V constituents: B. Watzl (DE)  
Fruit and vegetables for health - WHO initiative to promote fruit and vegetables: U. Trübswasser (WHO)

#### POSTER EXHIBITION

LUNCH

#### SESSION 3

F&V AND OBESITY: POTENTIAL MECHANISMS OF PREVENTION  
Chairman: Bernhard Watzl  
What do we know about the relationship between fruit and vegetable consumption and body weight (satiety, eating patterns)? H. Blanck (USA)  
Dietary fibre and body weight regulation: M. Bes-Rastrollo (ES)  
Exercise alone is not enough: a healthy diet is also needed: J. Blundell (UK)

#### POSTER EXHIBITION

FRUIT AND COFFEE BREAK

#### SESSION 4

THE SPECIAL CASE OF CHILDHOOD:  
Chairman: Tim Lobstein  
Childhood obesity: When and how to react? ML. Frelut (FR)  
Childhood obesity and the early metabolic process leading to atherosclerosis: a protective role of fruit and vegetable consumption: C. Maffeis (IT)  
Early childhood development of taste for F&V as the basis for liking and consumption in later life: S. Issanchou (FR)

CONGRESS DINNER

## THURSDAY 19 APRIL 2007

### FOCUSING ON PROMOTING FRUIT AND VEGETABLES INTAKE, A KEY COMPONENT OF OBESITY PREVENTION

#### SESSION 5

WHAT ARE THE BARRIERS TO REACHING THE RECOMMENDATIONS FOR F&V, IN THE CONTEXT OF OBESITY PREVENTION?

Chairmen: John Blundell and Adam Drewnowski

Pesticides residues and the risk to consumers:

B.A. Ames (USA)

Price of F&V a barrier to consumption: Reality or myth? P. Combris (FR)

Marketing impact on food consumption: T. Lobstein (UK)

#### POSTER EXHIBITION

FRUIT AND COFFEE BREAK

Efficiency of marketing actions on increased fruit and vegetable consumption (case study by major retailer):

L. Damiens (FR)

Availability and access to healthy food in areas of disadvantage: E. Dowler (UK)

Public initiatives to overcome barriers to dietary change: A. Drewnowski (USA)

#### POSTER EXHIBITION

LUNCH

#### SESSION 6

Session organized in coordination with the EU platform for diet, physical activity and health

### POLICIES AND POLITICAL COMMITMENTS TO INCREASE F&V CONSUMPTION WITHIN AN OBESITY PREVENTION STRATEGY:

Chairman: Tim Lang (UK)

REPORT ON BARRIERS TO FRUIT AND VEGETABLE CONSUMPTION: A. Drewnowski and J. Blundell

#### ROUND TABLE

Animated by Tim Lang

"The challenges to increase F&V consumption":

Panellists to include representatives of:

European Commission (EU platform members)

DG AGRI: Lars Høelgaard

DG Research: Antonio di Giulio

DG SANCO: Robert Madelin

European Parliament: Beatrice Patrie

EFSA: Pilar Rodriguez Iglesias

EGEA scientists: Philip James

European consumer's organisation: Jim Murray

National Center of Public Health: Liselotte Schäfer Elinder

Stakeholders:

AREFLH: François Lafitte

European Vending Association (EVA): Jan Marck Vrijlandt

EuroCommerce: Bernard Bruyère

#### CLOSING SESSION

Elio Riboli

## SCIENTIFIC COORDINATION



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