



European
Commission



EU policies to support fruit and vegetables

EGEA 2018

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EU policies to support fruit/vegetables

1. Promotion policy reformed in 2014

- stronger budget to support EU producers
- part budget earmarked for healthy eating = increasing fruit and vegetables consumption

Fruit/vegetables ⇒

One of the biggest share

		Approved proposals promoting F&V	EU budget	
			EUR million	% promotion budget
2016	simple	14	28,30	34,80
	multi	1	1,32	1,62
2017	simple	8	11,76	8,84
	multi	3	10,90	8,19
2018*	simple	18	29,16	15,02
	multi	6	13,62	6,81

Source: [Chafea](#) *Preliminary figures: contracts under negotiation

EU policies to support fruit/vegetables

2. Promotion/information actions by **producer organisations** ⇒ EUR 10,8 million in 2016
3. **School schemes** ⇒ supply of fruit and vegetables and educational measures

School year	EU aid (EUR million)	MS expenditure (EUR million and %)	Children (million)	F&V supplied (tonnes)
2015/2016	150	109,5 (73%)	11,7	75 000
2016/2017	150	116,7 (78%)	12,3	74 600
2017/2018*	146	87,9 (60%)	<i>not yet available</i>	<i>not yet available</i>

Source: Member States expenditure declarations and monitoring reports in [Europa](#).

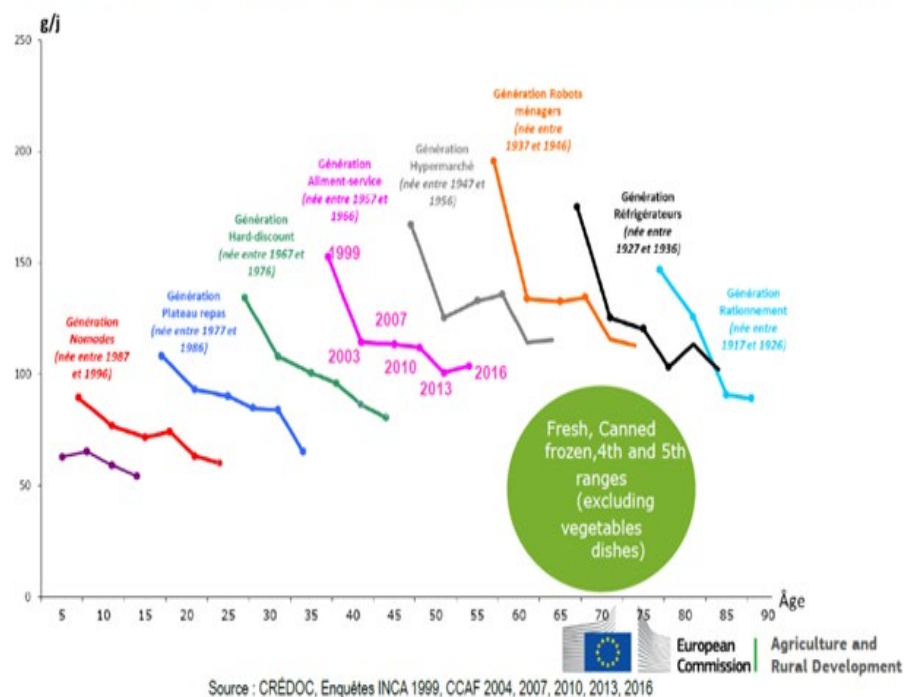
* Figures refer to school fruit/vegetables only; monitoring reports are due on 31/1/2019.

Challenges to EU policy to support fruit and vegetables

- **2/3** EU countries **below** WHO recommended intake of 400 g per day
- **Decrease** consumption
 - changing lifestyles (unhealthy diets)
 - price differences to other alternatives
- Focus on **health** to boost consumption

Each new generation consumes fewer vegetables than the previous generation and decreases consumption with age

Evolution of average quantities of vegetables consumed (g / d) and generation effects



Looking ahead

Commission proposal for CAP post 2020 :

- New objective ⇒ **societal demands on food and health**, including safe, nutritious, sustainable food 
- New objective for fruit and vegetables sector ⇒ **increase fruit and vegetables consumption**
- **Support for fruit/vegetables** under strategic plans instead of specific scheme but **main features kept** (producer groups mandatory; no max EU budget)
- **No changes to promotion and school scheme**