



22/11/17

Press Release

Fruit and Vegetables: Copa and Cogeca and Freshfel promote #FruitVeg4You Campaign

With consumption below the World Health Organisation (WHO) recommendations, Copa and Cogeca and Freshfel promoted this week their #FruitVeg4you Campaign underlining the many nutritious benefits of eating fruit and vegetables as part of a balanced diet.

Statistics show that European consumers eat on average 353 g of fresh fruit and vegetables a day which is below the World Health Organisation (WHO) recommendation of a minimum of 400 grammes. This Social Media Campaign aims to encourage consumers to eat more and raise awareness of the importance of having a healthy and balanced diet by including the minimum daily intake of fruit and vegetables in it.

Supporting the Campaign to the public outside European Parliament, MEP Hilde Vautmans said “I support this initiative because I really want to encourage people to eat more fruit and vegetables every day. It’s really good for your health and for our European farmers who are still suffering the Russian export ban. We have the best European products. We encourage you to eat 3 or 4 pieces a day”.

Outlining ways to boost consumption, she said “In Belgium, for example, if a fruit basket is offered to employees, the tax rate can be diminished. Every week, a basket of fruit is delivered for people who work for me”. She also highlighted the importance of the EU School Fruit and Vegetable Scheme to encourage healthy eating habits at a young age.

This Campaign is a joint commitment by the European Fresh Produce Association Freshfel and Copa and Cogeca to the EU Platform on Diet, Physical Activity and Health. [Click here to watch the video:](#)

<https://youtu.be/Vl868hDcKgU>

For further information, please contact:

Communications Officer & Policy Advisor

Freshfel Europe
Tel: +32.(0)2.777.15.80
Nicola@Freshfel.org

Amanda Cheesley

Copa-Cogeca Press Officer
Mobile: + 32 474 840 836
amanda.cheesley@copa-cogeca.eu

CDP(17)9041:1
