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## **FRESHFEL EUROPE – SCHOOL FRUIT SCHEME**

**Commission Regulation 288/2009 laying down detailed rules of application in the framework of a School Fruit Scheme, has been published. A few points of concern remain however present, so efforts will still need to be done at EU and national level,** notably on: 1. Eligible products and moment of consumption: The provision of the regulation excluding fruit and vegetable products with added sugar, salt or fat from the programme is crucial in the fight against obesity. It gives a clear priority to fresh fruit and vegetables under the supervision of national health authorities. Freshfel also considers as an important achievement that the consumption of the fresh fruit and vegetables will in priority be done at a dedicated moment and at a

different time than the main meal. 2. Accompanying measures at national level: Member States should be able to use the tools made available under Regulation 3/2008 in order to co-finance the accompanying measures at the national level. The Commission should overlook the provision of Regulation 3/2008 suggesting that preference should be given to multinational programmes.

3. Accompanying measures at EU level: A budget of €1.3 million per year has been allocated for this purpose. Freshfel considers that the Commission should make full use of this financial resource as from 2009 with a view to creating a pan-European multilingual website to raise public awareness of the scheme, and facilitate networking among interested stakeholders in order to share experiences and create best practices. This accompanying measures should remain specific to the fruit and vegetables sector, and not be done in conjunction with the School Milk Programme. For further information:

[www.freshfel.org](http://www.freshfel.org)

## **FRANCE – F&V FALSE PRECEPTION OF PRICE!**

**Interfel/Aprifel is campaigning against the false perception that f&v are expensive.** Who hasn't complained one day about the price of a kilo apples at €2,40 in the supermarket to then put in their basket just at the exit a packet of chewing gum of 87g at €4,12? Examples like this are being used to proof that we have a false perception of prices and that with just €2 one can afford buying a kg of season fruit and vegetables. Further, the website offers "chic" recipes based on fruits and vegetables which cost less than €2 per person.

[www.fraichattitude.com](http://www.fraichattitude.com)





## UK – HEALTHY SUPERHEROES

**UK retailer Asda has teamed up with children's TV programme LazyTown in a bid to get kids to eat their five-a-day target of fruit and veg on a tight budget.**

Using healthy 'superhero' Sportacus, the retailer wants to promote healthy eating and regular exercise, as 88% of UK residents currently fail to reach the government's five-a-day fruit and veg target. LazyTown's mission is to move the world and inspire children to eat healthy food and move through play. The healthy food option needs to be affordable, fun and easy for everyone.

[www.asda.co.uk](http://www.asda.co.uk)



## GERMANY – SCHOOL PROGRAMME AND F&V AT THE WORKPLACE

**The "5 am tag" initiative in Germany is preparing to roll out a pilot school fruit and vegetable programme, but also target grown-ups consumption at work.** The school trial will be prepared in collaboration with the Federal Ministry of Food, Agriculture and Consumer Protection, and is expected

to serve as the basis for a nationwide scheme, to be introduced later this year. At the same time, a week of promotions is planned for the end of this year and the organisation is looking for potential partners in the fresh produce trade in order to work on new pilot projects aimed at working adults. [www.fuenfamtag.de](http://www.fuenfamtag.de)



## FRANCE – F&V VENDING MACHINE

**At the last EU Platform for Action on Diet, Physical Activity and Health meeting on 3 April, the French Vending Association, NAVSA, presented a pilot project, where fruit and vegetables are on offer in vending machines in a vocational school in Dijon (France).** Since 7 January 2009, the students of the Dijon School of Agriculture can fruit and vegetables, on offer from vending machines on campus. This is the first experiment of this kind in France. This project was possible solely for the fact that it took place in a vocational school, and, as such, the school was not subject to the ban of vending machines in French schools. This resulted from close collaboration between NAVSA and the French Ministry of Agriculture.

[www.navsa.fr](http://www.navsa.fr)



## INTERNATIONAL FRUIT DAY

**International Fruit Day is a social day to share f&v and will be celebrated on 1 July.** Share and eat fruits and vegetables together with other people from your family, with friends or colleagues. The attention on fruits and vegetables stands for diversity of all people around the world – for all cultures, nations, mentalities, religions and ways of life.

[internationalfruitday.jimdo.com](http://internationalfruitday.jimdo.com)

## UK – THE YUM YUMS STORYBOOKS

**New literary arrivals, The Yum Yums, look set to take the world of children's books by storm.** Comprising a series of illustrated stories for 3 to 7 year old children with fruit and vegetable based characters, the stories are themed to encourage healthy eating and promote safe and responsible behaviour in children. The Yum Yums are the creation of first time author Jess Porter. All the characters have names based on fruits and vegetables and they are either on the theme of eating well, or have a moral or a safety message.

[www.borders.com](http://www.borders.com)

