Global Strategies to Increase Fruit & Vegetable Consumption

Aligning Public Health and Agriculture Goals

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2014 Grand Challenges Meeting
WIN-WIN-WIN

• Aligning public health goals w/produce AG goals = unique opportunity for collaboration and joint action
• Focus on policy, environmental changes that have the greatest public health reach/impact
• Increasing fruit & vegetable consumption among low-income children/families benefits public health
• Establish priorities, maximize opportunities
• Champions, political support, leverage
• Scaling Up - Actions that can’t be stopped
Global Strategies to Increase Demand for Fruits and Vegetables

- Providing fresh fruit & vegetable snacks for low income students
- Creating healthier school food environments
- Providing vouchers to help low-income pregnant women and their infants/young children purchase more fruits & vegetables
- Providing incentives to help low income families purchase more fruits & vegetables
Global Strategies

Providing Fresh Fruit & Vegetable Snacks for Low Income Students
Goal: To increase low income student’s fruit and vegetable intake by providing a fresh fruit & vegetable snack at school

Benefits 4+Million Children Every Day!
Fresh Fruit and Vegetable Program
History, Funding, Public Health Reach

- **SY’2002-03** - Pilot in 4 States (107 schools) with $6M from the 2002 Farm Bill

- **2003-2007** – expanded to 14 States (375 schools), $15M funding using different legislative vehicles

- **2008** - expanded nationwide/50 States with funding of $1.2B for 10 years from 2008 Farm Bill

- **SY’2014-15** – $172.5M per year reaching 7,750 low income elementary schools nationwide
New Zealand

• Goal: Increase children’s fruit consumption

• Started as pilot in 2004

• Funded by Ministry of Health, Implemented as Public-Private Partnership with United Fresh New Zealand.

• Encourages Health Promotion in Schools; focus on social and ethnic inequalities

• SY’2014 - 97,000 students in 479 low income primary/intermediate schools
EU Policy Development

- Increasing Childhood Obesity
- Declining Fruit/Vegetable Consumption
- Effective School Fruit Schemes in: Norway, Holland, England, Ireland, Denmark
- WHO White Paper: School Fruits Schemes effective strategy to reduce childhood obesity
European Parliament Briefing
April 2007
School Fruit Schemes

The Ask:
€ $100 Million/yr

Goal:
Funding to Expand
School Fruit Scheme to 27
EU Countries
and
Align AG Policy with
Public Health Goals
EU €150 M/yr School Fruit Schemes

• 24 Member States - School Fruit Schemes

• Co-financed 50:50 or 75:25 match

• Country strategic implementation plan

• EU funded evaluation

• 8.1 million students benefited SY’2011-12

• Important EU-wide initiative to encourage healthier eating habits among school children
Evaluation Results

• FFVP, SFS, Fruit at School = Student’s eat more F/V
• Introduces children to wide variety of F/V
• Does not increase total caloric intake, suggesting that the F/V snacks replaced less healthy foods.
• Very popular with school officials, students, parents
• Parents report that children eat more fruits and vegetables at school and at home.
• Implications: Increasing low-income children’s F/V consumption will confer the greatest public health benefit, since these children have the lowest intake of F/V and at the greatest risk of poor health outcomes.
Evaluation Results

- A Norwegian Study (2012) – found that Free Fruit at School increases F/V consumption and results in students eating less junk food/unhealthy snacks; kids from disadvantages families benefit the most.

- Health Policy Center, University of Illinois (2012) – found that FFVP resulted in healthier food availability in school lunches and a catalyst to improving the school food environment.
Creating Healthier School Food Environments

School Meals
Foods Sold in Schools

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First Lady Michelle Obama launches *Let’s Move!* in Feb 2010 to reduce childhood obesity within a generation. Increasing children’s fruit and vegetable consumption a priority.
Adding Fruits & Vegetables to Nutrition Assistance Programs for Low-Income Pregnant Women, Infants, Young Children
# WIC Fruit/Vegetable Voucher

<table>
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<tr>
<th>INDIVIDUAL NO.</th>
<th>PARTICIPANT / PARENT / GUARDIAN</th>
<th>FIRST DAY TO USE</th>
<th>LAST DAY TO USE</th>
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<td>MAY 10, 2012</td>
<td>JUN 8, 2012</td>
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**FOOD ITEM NUMBER:** 2006

**Pay to the order of:** WIC Authorized Vendor

**What to buy:**

$10 (TEN DOLLARS) FRUITS AND VEGETABLES

MAY COMBINE FRESH, FROZEN, AND CANNED

**State of California WIC Program**

VOID IF NOT DEPOSITED WITHIN 45 DAYS OF "FIRST DAY TO USE." NOT VALID IF ALTERED.

VALID ONLY FOR FOOD ITEMS SPECIFIED IN THE CALIFORNIA WIC AUTHORIZED FOOD LIST.

**PATTY PARTICIPANT**

**700-269534015**

**EXACT PURCHASE PRICE:** $10.00

**WIC MESSAGE:**

MUST NOT EXCEED AUTHORIZED MONTHLY DEPARTMENT REQUIREMENT RATE

**FOOD ITEM NUMBER:** 2006

**PATTY PARTICIPANT**

AUTHORIZED SIGNATURE (SIGN AT PURCHASE)
WIC Fruit/Vegetable Vouchers for Farmers’ Markets
UK’s Healthy Start Program

• Started in 2006 to reduce health inequalities and improve healthy eating habits
• Provides low income pregnant women, their infants and young children with vouchers for specific foods to improve health:
  – Milk
  – Fresh fruits and vegetables
  – Frozen plain fruits and vegetables
  – Infant formula
• Evaluation – vouchers encourage Moms to buy greater amount and variety of fruits and vegetables
Providing Nutrition Incentives to Help Low Income Families Purchase More Fruits and Vegetables
Nutrition Incentives to Increase Low-Income Families Fruit and Vegetable Purchasing Power
Scaling Up Nutrition Incentives

2014 Farm Bill provided $100 million/5 years to provide nutrition incentives to help low income families purchase more fresh fruits and vegetables.

“Helping families purchase more fresh produce is clearly good for families’ health, helps contribute to lowering health care costs for the country and increases produce sales for farmers.” USDA Secretary Tom Vilsack

Funding will test innovative strategies at grocery and Farmers’ Markets on how best to increase purchase of fruits and vegetables.
Increasing Demand, Improving Public Health

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