The Work of the SFVS Scientific Experts Group: Implementation, Accompanying Measures, and Evaluation

Presented by: Professor C. Fergus Lowe
To produce sustained increases in children’s consumption of fruit and vegetables
Scientific Experts Group

Implementation

Accompanying Measures

Evaluation
Recommendations to the Commission:

Funding

Teachers as role models
Accompanying Measures

Not less than 30% match funding

Research on Accompanying Measures
Target Group

Start young: 2 – 11 year-olds
Recommendations to Member States

National SFVS Coordinator - and SFVS Steering Group

Child psychology, public health, nutrition, statistics
Administrative burden

Make it easy for schools

SFVS administration organized centrally
Finance

Co-funding by national governments good

But not by parents
Provision of Fruit and Vegetables

- Products Distributed
- Variety and Choice
- Duration of Programmes
- Frequency
- Portion Size
- Order of Presentation
- Settings
ACCOMPANYING MEASURES

1: Traditional forms of nutritional education do not work

2: Interventions should be evidence-based

3: Evaluations should focus on F&V consumption

4: MSs should use good scientific expertise
Accompanying Measures

5: AMs should ensure *repeated tasting*

6: Provide effective *role-modelling*

7: Provide *rewarding consequences* for healthy eating

8. Enhance the *branding* of fruit and vegetables
Accompanying Measures

9: Cooking, gardening, farm visits, nutritional education?

Can be combined with interventions that do change eating habits

10: AMs should strongly promote engagement of parents

11: AMs should combine evidence-based interventions
Conclusion: SFVS – A great opportunity

- Great for children and their families
- Great for agriculture
- Great for the EU