

Advisory Group on fruit and vegetables School Fruit Scheme

*Consumption trends for fresh fruit and vegetables
and
changing consumers habits*

Philippe Binard
Freshfel Europe

Plan of the presentation



Production, trade and consumption trends



Challenges: consumption barriers



Opportunities: assets of fresh produce



Conclusions

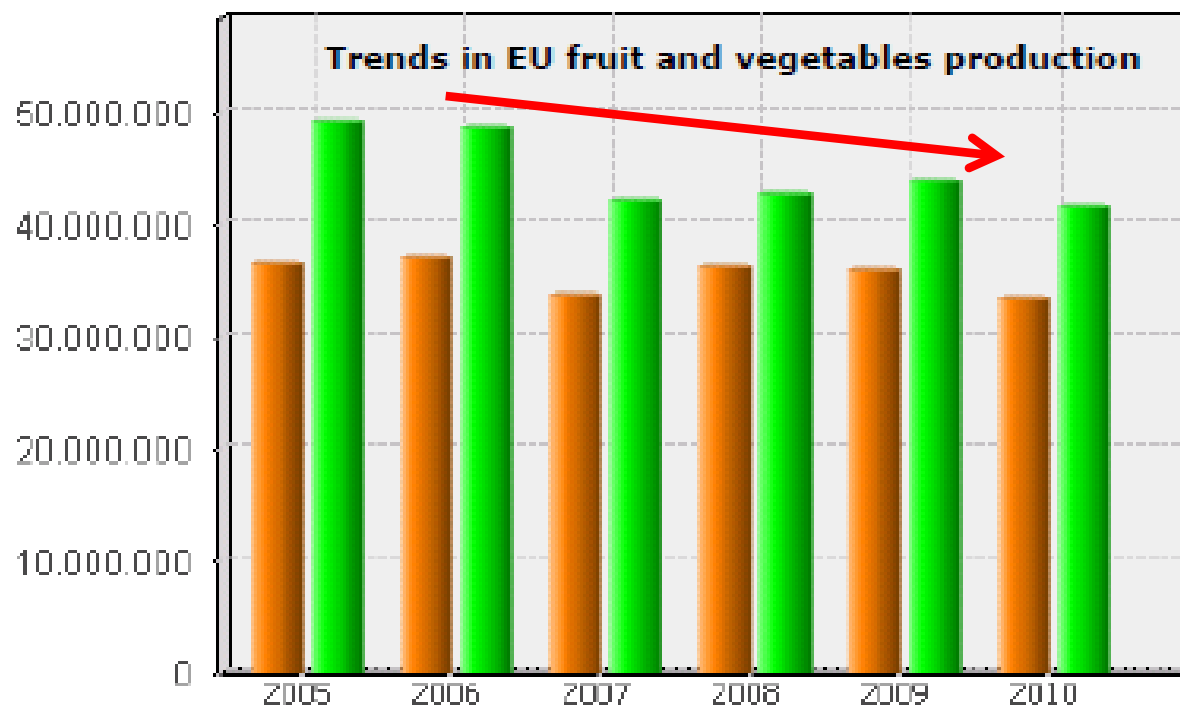
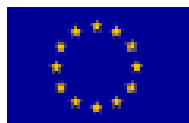


Production, trade & consumption trends in Europe



EU F&V production

PRODUCTION



 Fruit
 Vegetables

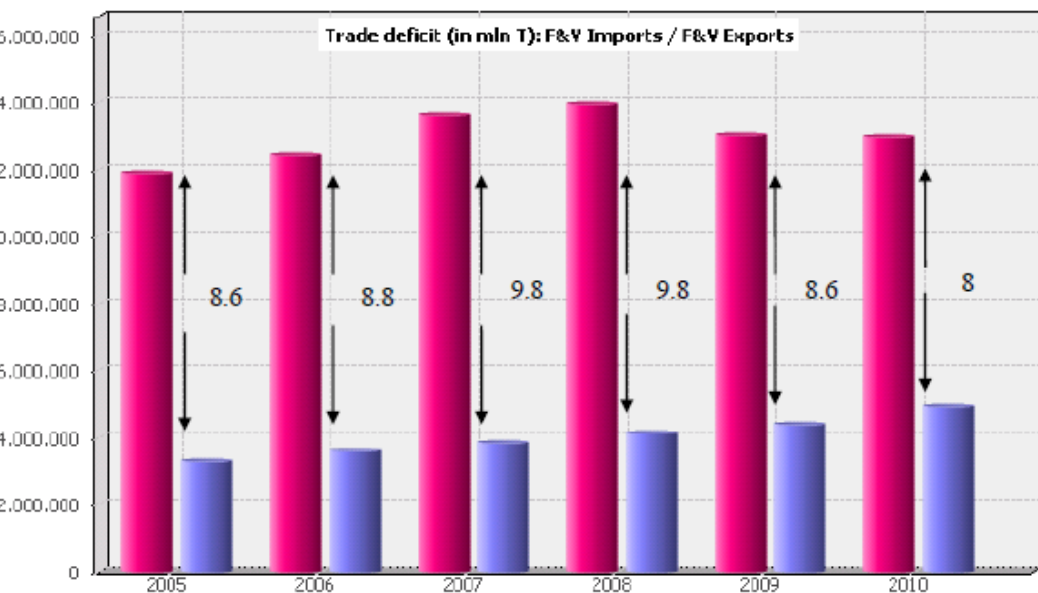
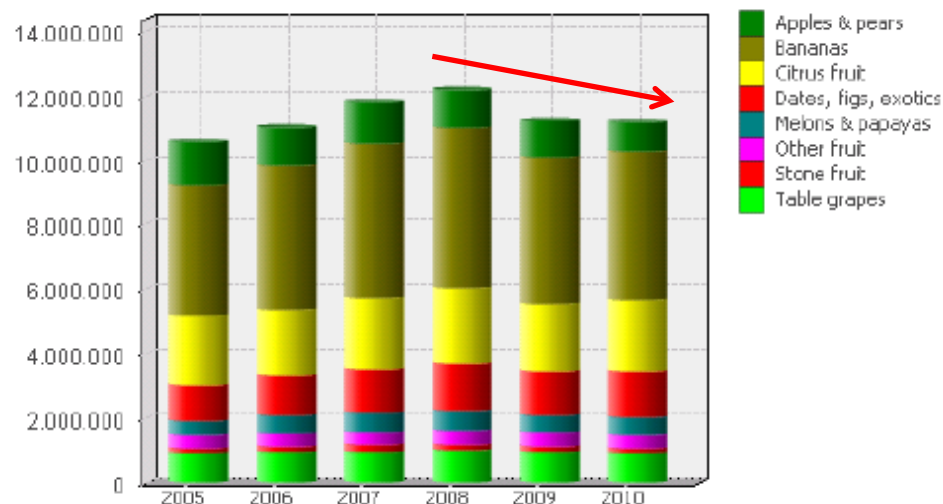
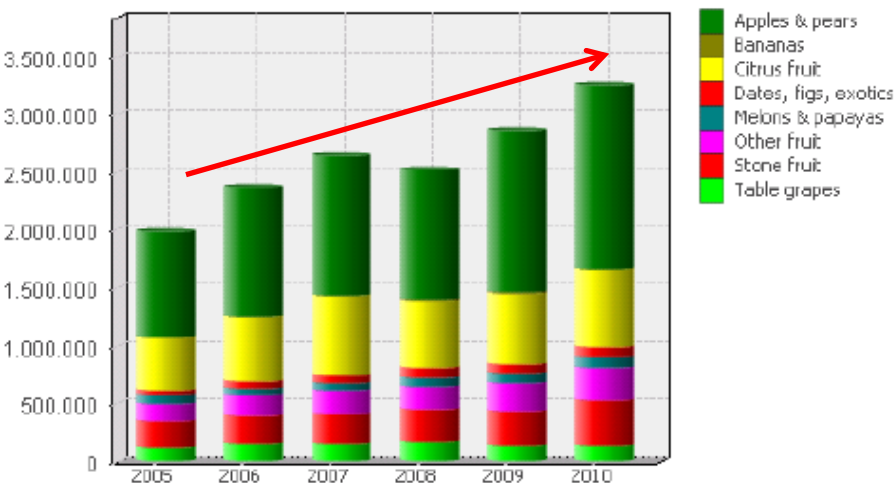
2005/2010

- Fruit: -7%
- Veg: -8%



Enjoy Fresh
Fruits & Vegetables

EU fruit exports and imports



2005/2010	Import	Export
Fruit	-1,30%	31%
Vegetables	-7%	20%

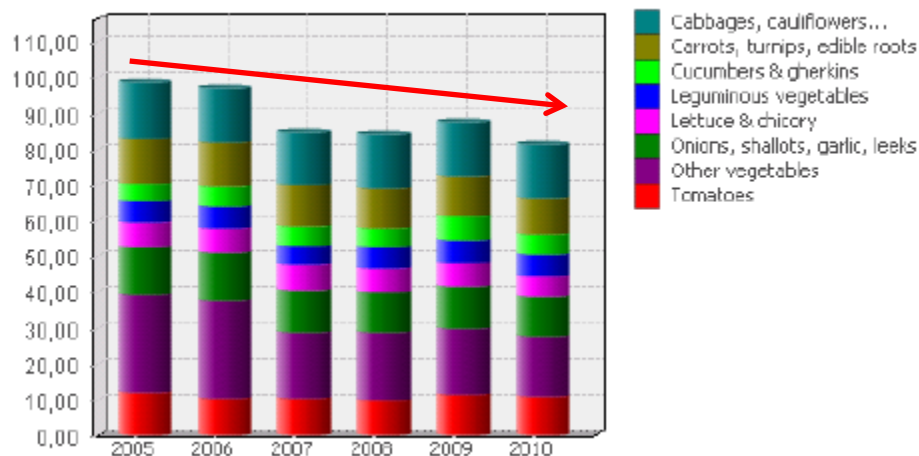


Enjoy Fresh
Fruits & Vegetables

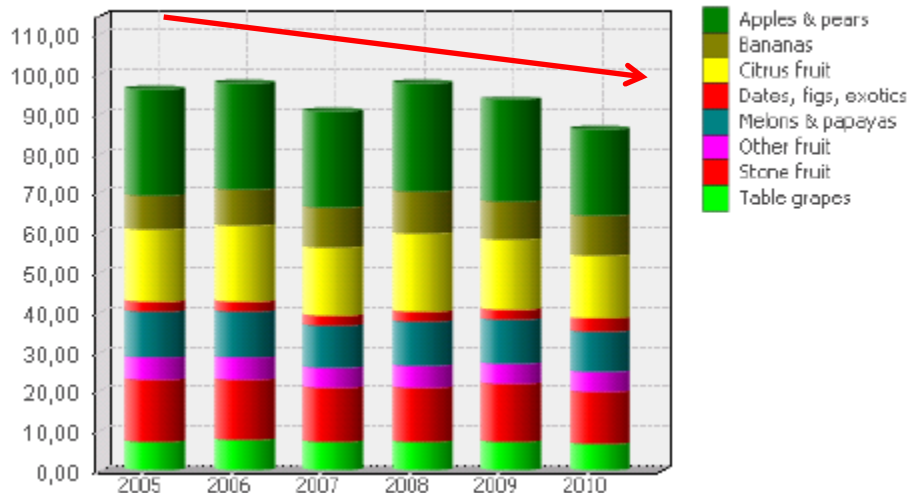
EU consumption trends



EU-27 Gross per capita veg consumption (in kg)/year



EU-27 Gross per capita fruit consumption (in kg)/year



2005/2010	Gross supply	Net supply
Fruit	-7,70%	-8,40%
Vegetables	-8,90%	-9,30%

EU-27 population going up

Countries	2005	2006	2007	2008	2009	2010
EJ-27	491.134.938	493.210.397	495.291.925	497.686.132	499.705.399	501.125.880
Austria	8.201.359	8.254.298	8.282.984	8.318.592	8.355.260	8.375.290
Belgium	10.445.852	10.511.382	10.584.534	10.666.866	10.753.080	10.839.905
Bulgaria	7.761.049	7.718.750	7.679.290	7.640.238	7.606.551	7.563.710
Cyprus	749.175	766.414	778.584	789.269	796.875	803.147
Czech Republic	10.220.577	10.251.079	10.287.189	10.381.130	10.467.542	10.506.813
Germany	82.500.849	82.437.995	82.314.906	82.217.837	82.002.356	81.802.257
Denmark	5.411.405	5.427.459	5.447.084	5.475.791	5.511.451	5.534.738
Estonia	1.347.510	1.344.684	1.342.409	1.340.935	1.340.415	1.340.127
Spain	43.038.035	43.758.250	44.474.631	45.283.259	45.828.172	45.989.016
Finland	5.236.611	5.255.580	5.276.955	5.300.484	5.326.314	5.351.427
France	62.772.870	63.229.635	63.645.065	64.007.193	64.369.050	64.716.213
United Kingdom	60.038.695	60.409.918	60.781.346	61.191.951	61.595.091	62.026.962
Greece	11.082.751	11.125.179	11.171.740	11.213.785	11.260.402	11.305.118
Hungary	10.097.549	10.076.581	10.066.158	10.045.401	10.030.975	10.014.324
Ireland	4.111.672	4.208.156	4.312.526	4.401.335	4.450.030	4.467.854
Italy	58.462.375	58.751.711	59.131.287	59.619.290	60.045.068	60.340.328
Lithuania	3.425.324	3.403.284	3.384.879	3.366.357	3.349.872	3.329.039
Luxembourg	451.230	469.086	476.187	483.799	493.500	502.066
Latvia	2.306.434	2.294.590	2.281.305	2.270.894	2.261.294	2.248.374
Malta	402.668	405.006	407.810	410.290	413.609	414.372
Netherlands	16.305.526	16.334.210	16.357.992	16.405.399	16.485.787	16.574.989
Poland	38.173.835	38.157.055	38.125.479	38.115.641	38.135.876	38.167.329
Portugal	10.529.255	10.569.592	10.599.095	10.617.575	10.627.250	10.637.713
Romania	21.658.528	21.610.213	21.565.119	21.528.627	21.498.616	21.462.186
Sweden	9.011.392	9.047.752	9.113.257	9.182.927	9.256.347	9.340.682
Slovenia	1.997.590	2.003.358	2.010.377	2.010.269	2.032.362	2.046.976
Slovakia	5.384.822	5.389.180	5.393.637	5.400.998	5.412.254	5.424.925

Consumption deficit

Freshfel's latest Consumption Monitor

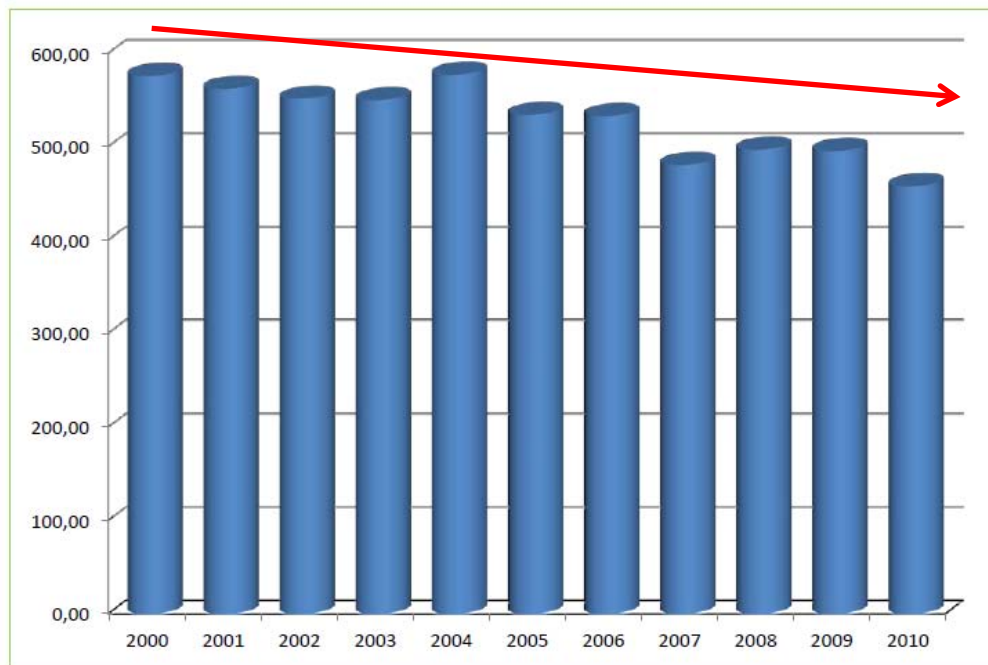
⇒ demonstrates an on-going decrease/stagnation of consumption across Europe (between 2000 & 2010 = - 100 g per day)

⇒ 2011 initial data confirm trends!

**Average supply per day per year
(g/capita/day)**

VEGETABLES	2009	2010	%09/10	%05-09/10
Production	42.9 mT	40.4 mT	-5.8%	-8.6%
Imports	1.83 mT	1.78 mT	-2.2%	-7.2%
Exports	1.5 mT	1.7 mT	+10.4%	+20%
Total gross supply	43.2 mT	40.5 mT	-6.2%	-8.9%
Margin waste 20%	8.1 mT	8 mT		
Total net supply	35.1 mT	32.6 mT	-7.1%	-9.3%

FRUIT	2009	2010	%09/10	%05-09/10
Production	38.6 mT	35.6 mT	-7.9%	-7.1%
Imports	11.18 mT	11,17 mT	-0.1%	-1.3%
Exports	2,9 mT	3.2 mT	+13.7%	+31.6%
Total gross supply	46.9 mT	43.5 mT	-7.3%	-7.7%
Margin waste 20%	9.7 mT	9.1 mT		
Total net supply	37.2 mT	34.4 mT	-7.5%	-8.4%

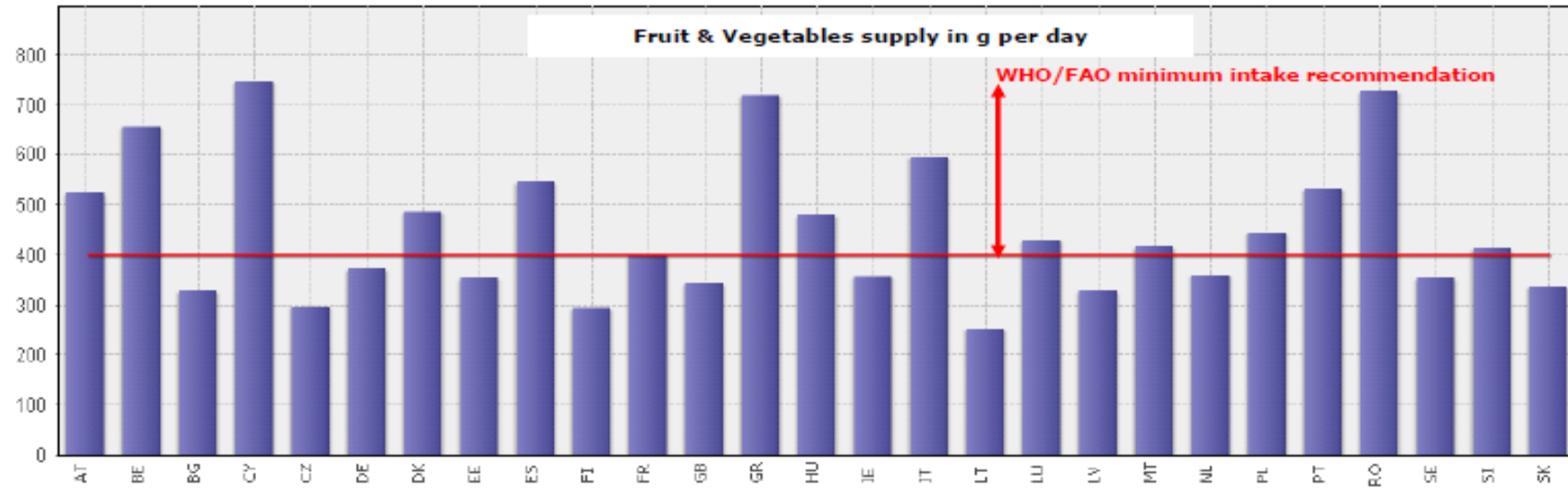


Consumption deficit

Freshfel's Consumption Monitor

Based on gross level (assuming it would then cover both fresh and processed consumption) , it demonstrates that level of consumption remains largely below WHO recommendations in many MS

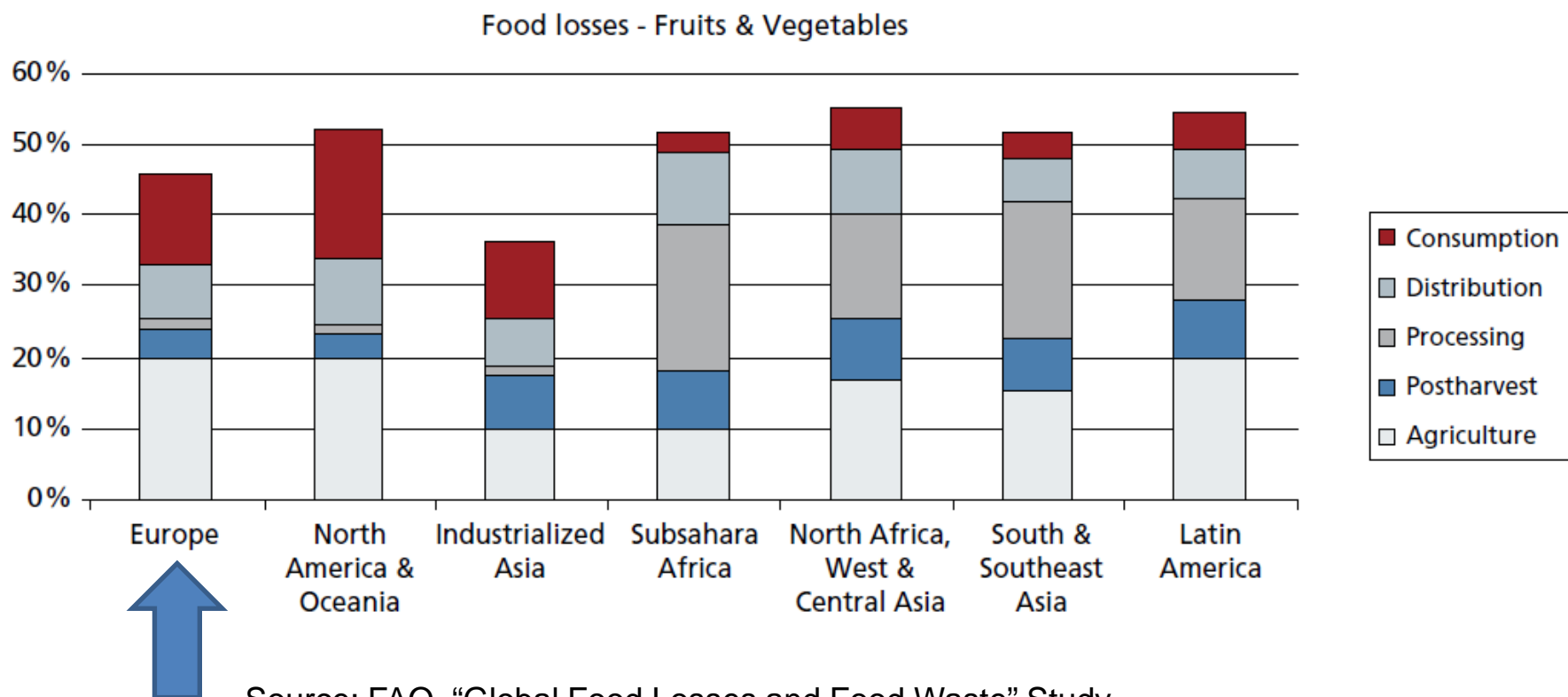
=> discounting a waste percentage would lead to even more worrying data



2010 per capita availability of fruit and vegetables per Member State, compared to the WHO/FAO minimum intake recommendation

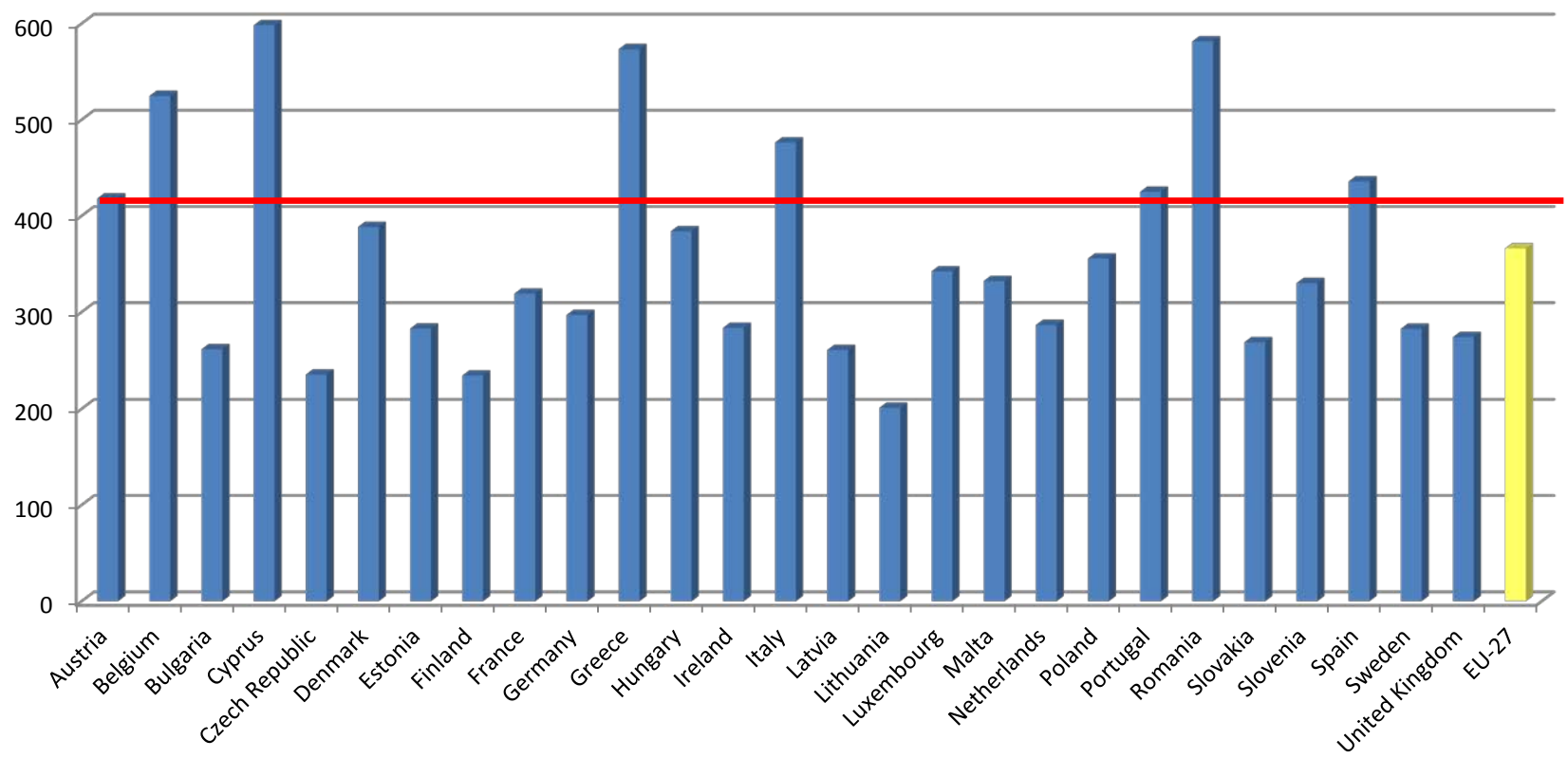
Consumption Monitor - waste

Figure 6. Part of the initial production lost or wasted at different stages of the FSC for fruits and vegetables in different regions

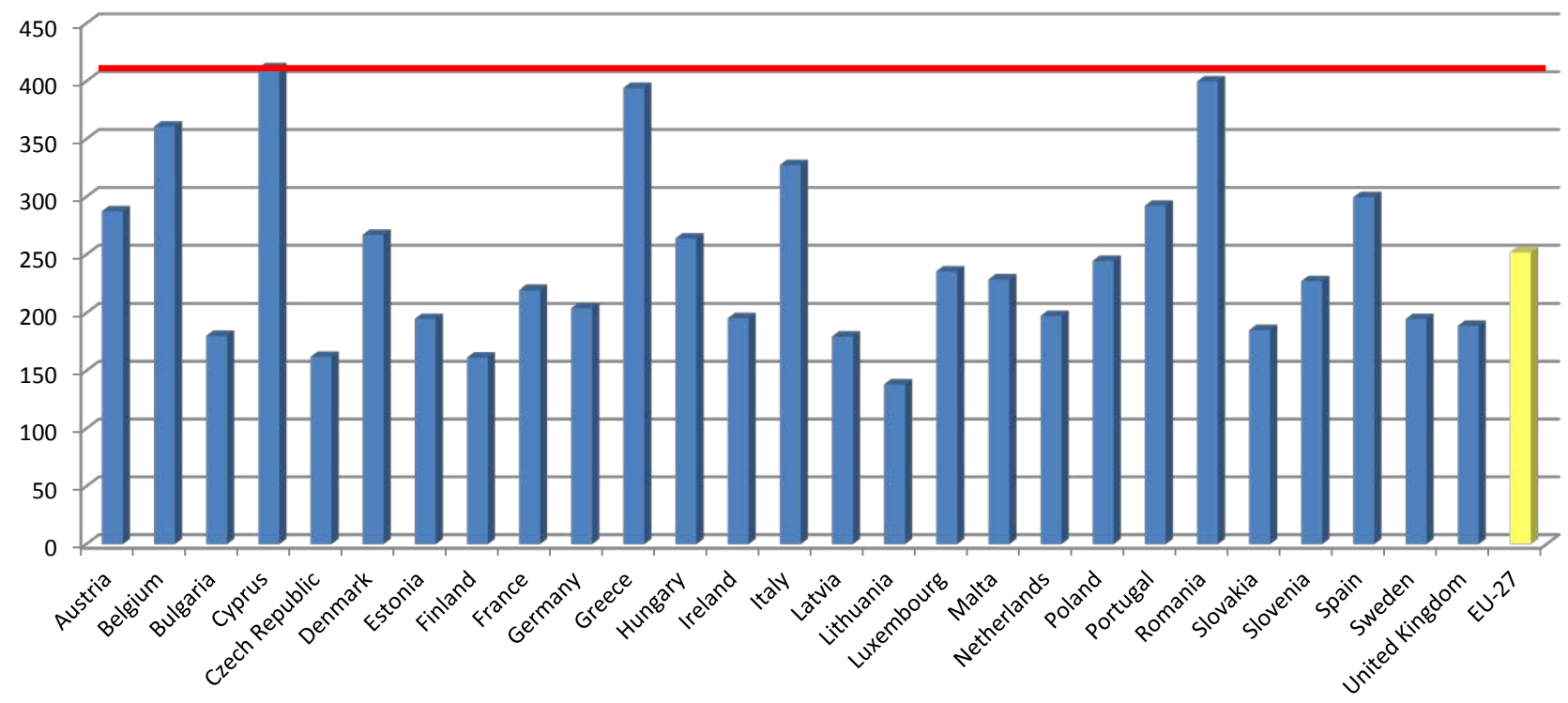


Source: FAO, "Global Food Losses and Food Waste" Study

Total fresh 20%



Total fresh 45 %



Challenges to consumption





Challenges

- **Are F&V expensive?** => price misperception
 - Comparing fresh produce to competing categories
 - Misperception also influenced by value chain ignorance=> produce are not going straight from orchard to retail shelf
- **Impact of economic crisis**
 - => on-going retailers/consumers focus on price
 - challenge for sustainability of the producers
 - food security at stake
 - Matching new consumers requirements has a cost influencing price

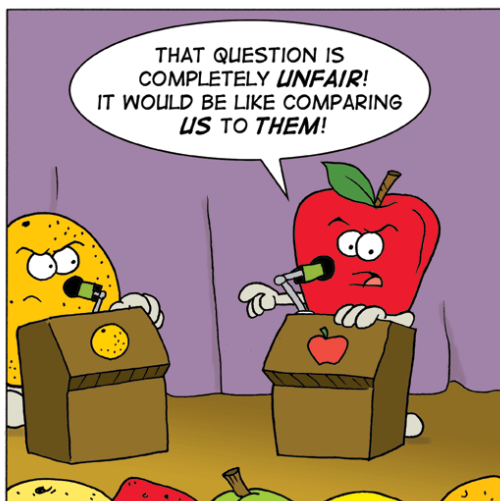


Challenges



Image at stake

- NGO denigration campaigns influencing retailers and consumers attitudes as well as credibility of public authorities => need to restore confidence in legislation
- Impact on image in case of food safety crisis (EHEC - confusion generated by the sector itself)
- (Mis)use of image by Agro/FMGC industry:
 - competing products containing no or limited fruit...
 - labelling debate (GDAs)



Pr. 30 g portion						
Kcal	Suikerwarte	Fedt	Marerolde	Salt	Fiber	
111	13g	0,2g	0,1g	0,3g	0,6g	
6%	13%	<1%	<1%	6%	2%	

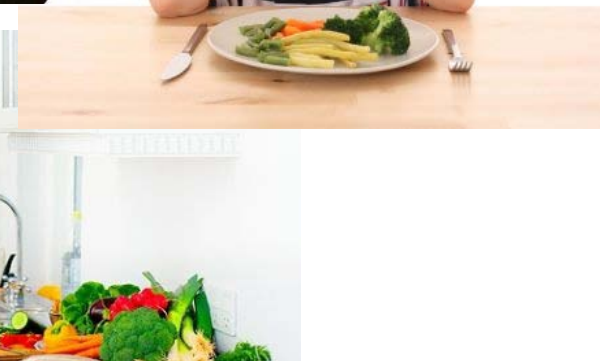
Each portion contains					
Calories	Sugars	Fat	Saturates	Salt	
94	22g	1g	0.2g	0.0g	
5%	25%	2%	1%	0%	

of an adult's guideline daily amount

Challenges

- Lifestyle

- Getting the youngest to eat fruit and vegetables!
- Less time for cooking at home
- Eating more away but F&V still have problem of availability and accessibility (equipment, education...)



Challenges



- Meeting customers expectation

- standard constant quality
- freshness
- enjoyment
- convenience
- shopping experience



Challenges

- **Communication and promotion**

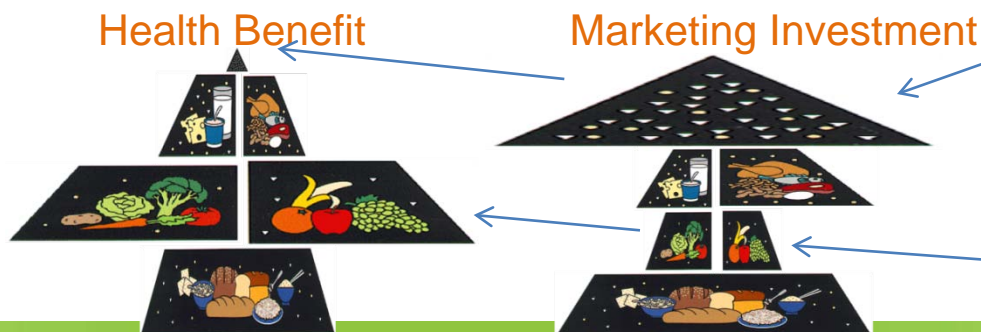
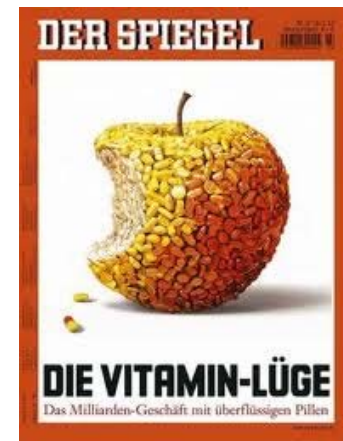
- translating many findings of scientific community into marketing messages

- “competing” with pharmaceutical

- Limited sector budget for promotion

=> ratio of 1 to 100 - limited brand compared to FMCG and sector fragmentation

- Limited public promotion budget



Challenges

Proliferation of (confusing) messages

- Little coordination and poor communication in case of crisis (EHEC)
- Local v global
- Proliferation of logos and messages
- Weak information on production methods on portions, tips...



Food Miles
How well travelled is your dinner?



Herbivores eat plants.
Carnivores eat meat.
Locavores eat local.



Just Eat More
(fruit & veg)



frisch' attitude

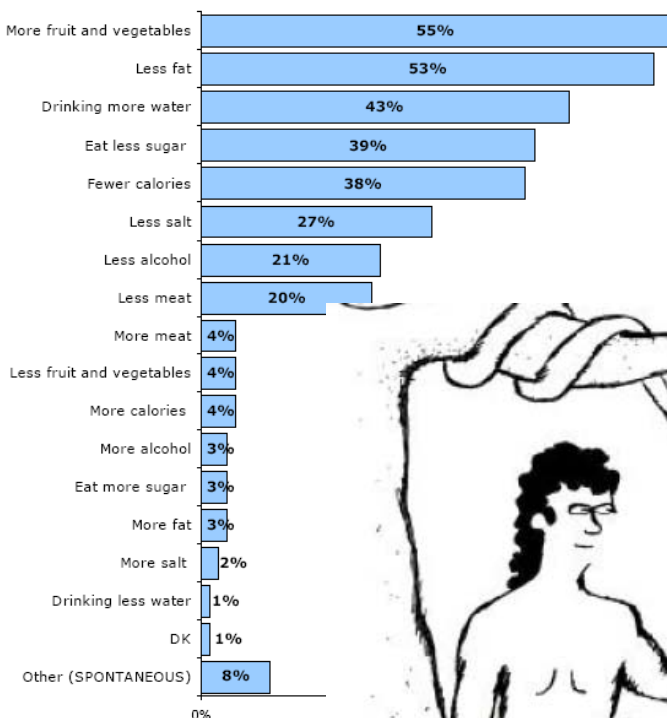
Opportunities for consumption



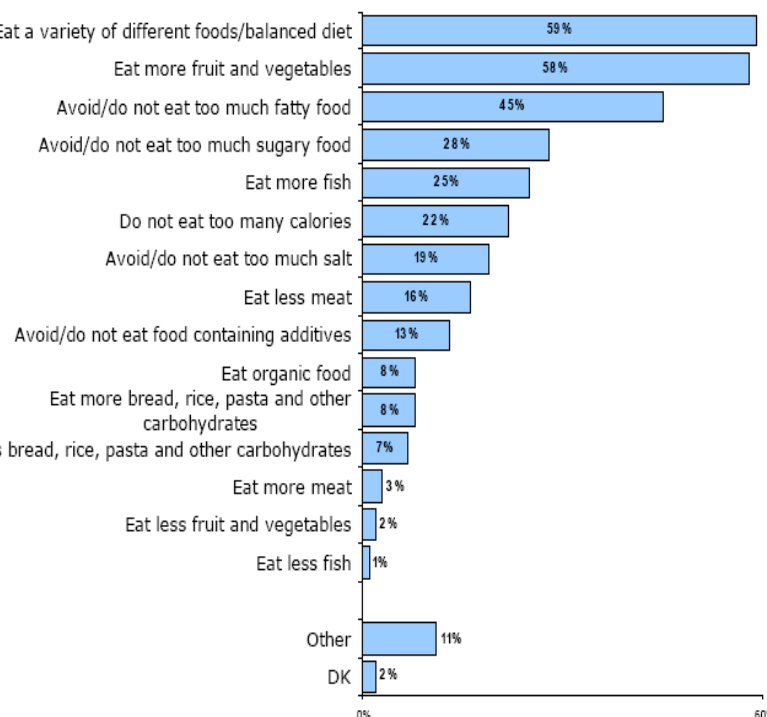
Opportunities

Consumers readiness to eat more fruit and vegetables (Eurobarometer)

Q11 What kind of changes did you make?
(EU25)



Q8 We often hear people talking about the importance of eating a health diet. What do you think "eating a healthy diet" involves?
(SPONTANEOUS - MULTIPLE ANSWERS POSSIBLE)



'WE'RE MEANT TO HAVE 5-A-DAY, ACTUALLY!'

Opportunities

Health: Obesity and chronic diseases

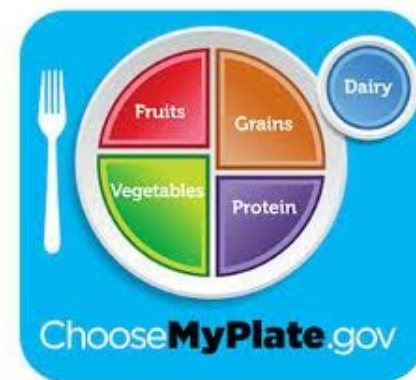
- WHO report on status of chronic diseases
=> role of diet rich in fresh fruit and vegetables
- UN report this week on tax for junk food/ no VAT on f&v
- Alarming rate of obesity among the youngest (School Fruit Scheme & accompanying measures)
- Huge cost to society



Opportunities

EU policy reshuffle => moving towards healthier/environmental friendly products IN 2012

- CAP 2013 budgetary reform: opportunity for fresh produce?
- School Fruit Scheme: a positive instrument to be extended?
- Promotion policy: a reform coming up, reinforcing the position of fruit and vegetables?
- CMO report on fruit and vegetables (December 2012)
- Role of authorities in generic communication (like in USA)





Opportunities

- **Innovation**

- European Partnership Agricultural Productivity and Sustainability
- Towards better coordination of research?
- More innovation in new varieties (club...)



- **EU claims regulation**

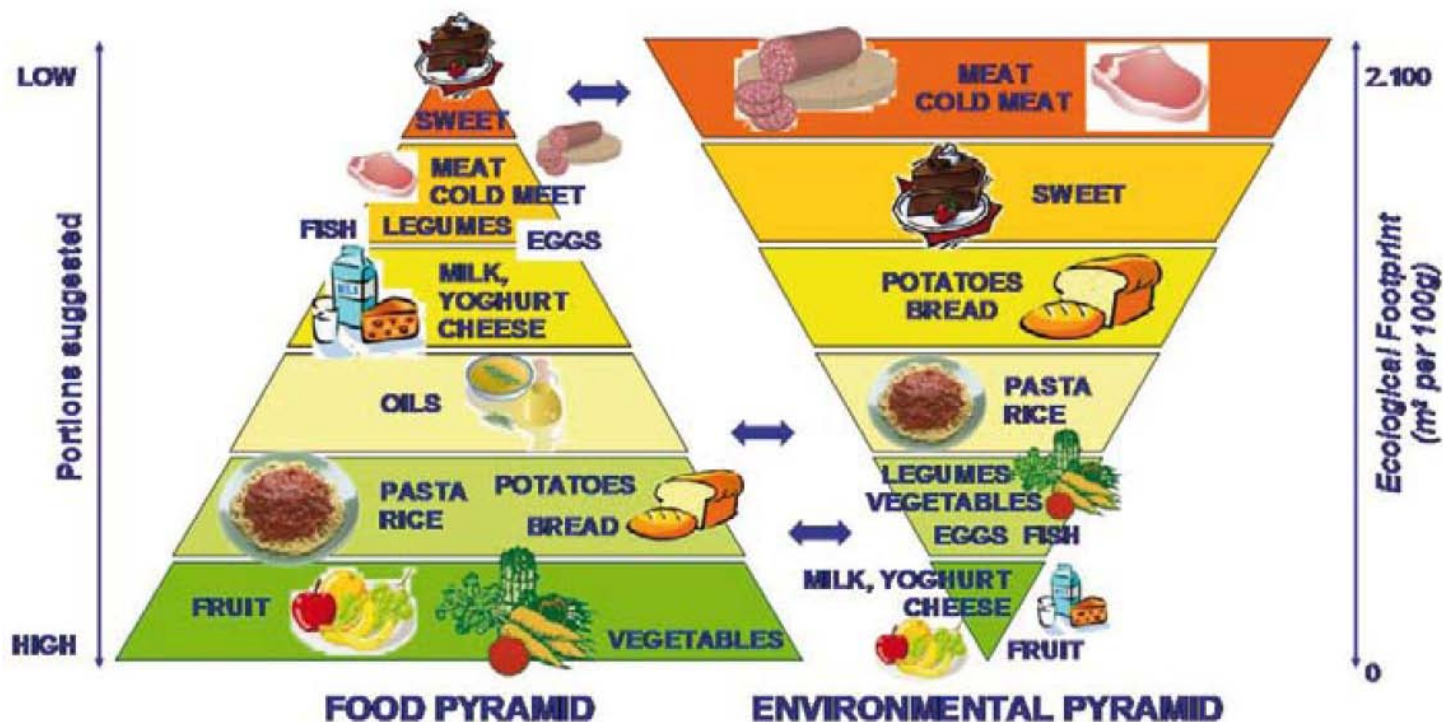
- Protect image (negative aspects) => denigration campaigns
- Enhance image and better use of health assets (claims)



Opportunities

Environment /climate change v. healthy food

(Barilla environmental food pyramid)

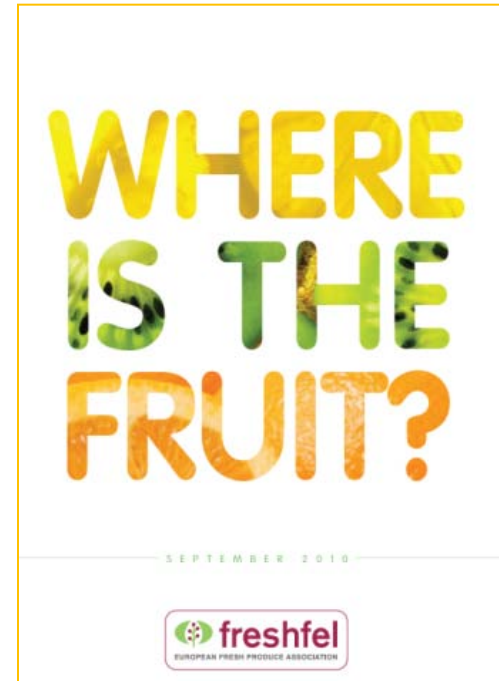


Freshfel case study: Where is the fruit?

- General outreach study on the display of images or reference to fruit in their packaging
- 207 products analysed
 - => 6% of products did not specify the amount of fruit content
 - => 18%, almost 1 in 5 products displaying fruit on packaging, contained no fruit or minimal fruit
 - => 32% had less than 10% fruit content
 - => 27% had a content between 11% and 50% of fruit
 - => Only 17% of products had more than 50% fruit content

Besides, only 13% of products had more than 50% fruit content and less than 15 g per 100 g of sugar content (draft parameters for future EU legislation on claims)

Study available on www.freshfel.org and on www.enjoyfresh.eu



Opportunities

“Enjoyfresh” initiative: a website with positive stories moving into
Platform for networking and best practices www.enjoyfresh.eu



WELCOME TO ENJOY FRESH

Fruits and vegetables are a food category which offers various merits to its consumers! This website will guide you through all of these and will be a platform for all the different questions you might have about fresh fruit and vegetables. You will find information on the production and sustainability aspects of fruit and vegetables, all about what is being done to ensure a high quality product, information on the nutrition and health benefits of fruit and vegetables, fresh statistical facts, and last but not least extensive tips on how to enjoy fresh! All this information is brought to you by Freshfel Europe, the forum for the European fresh fruits and vegetables chain, in an effort to spread the message why it is so great to 'Enjoy Fresh Fruit and Vegetables'!

How many
fruits and
vegetables
should
you eat
per day?

ENJOY
FRESH
FRUITS
AND
VEGE
TABLES



Type a keyword



27/01/2011
Freshfel launches major
communication campaign
on fresh fruit and
vegetables image and value
[Fresh fruit and vegetables have great
assets, but consumer...](http://www.foodproductdesign.com/news/2011/01/blueberries-lp...)

17/01/2011
Blueberries lower
Hypertension risk by 10%
[http://www.foodproductdesign.com/ne
ws/2011/01/blueberries-lp...](http://www.foodproductdesign.com/news/2011/01/blueberries-lp...)



CONSUMPTION

Information on:

Production, trade & consumption

Quality + link to freshquality.org

Sustainability

Fresh Facts

Nutritional and health data

Promotional activities across the world

Tips to consume/recipes

Newsroom

Conclusions

BAISSE DE LA CONSOMMATION DES FRUITS ET LÉGUMES
**IL FAUT SE RÉAPPROPRIER
LES FRUITS ET LÉGUMES**



Conclusions

- Stagnating consumption, BUT possibilities to increase it:
 - ✓ Profile fresh produce image to consumers and decision makers
 - ✓ Rectify misperceptions and take the benefit of our assets
 - ✓ Brainstorm and improve collective communication => “fresh produce” as a category
 - ✓ Stimulate new position in emerging market segments
- Consumers in principle “positively minded”
- Strong fresh produce features to be for the sole use of the sector with
 - ✓ good health and nutrition determinants
 - ✓ positive ecological/environmental records
- Need for a European business plan to boost consumption
 - Understanding the reasons behind the decline
 - Pan-european platform for stimulating consumption
 - Create a digital fresh produce community
 - Consider a pan european generic communication with support of EU
 - Enhance promotion and SFS
 - 2012 as a milestone (CAP 50's , CMO report , promotion white paper



Conclusions

- Relevance of the School Fruit Scheme:
 - Scheme is progressing in regard to number of children
 - Get the youngest on the right track in regard to taste and texture
 - Scheme to be driven towards the products and secure a wide diversity of product available to children
 - Facilitate the logistics and administration
 - More communication is required both at EU level and in regard to accompanying measures at national level
 - More budget will improve the efficiency of the scheme and its outreach





Thank you!

info@freshfel.org

www.freshfel.org

www.enjoyfresh.eu