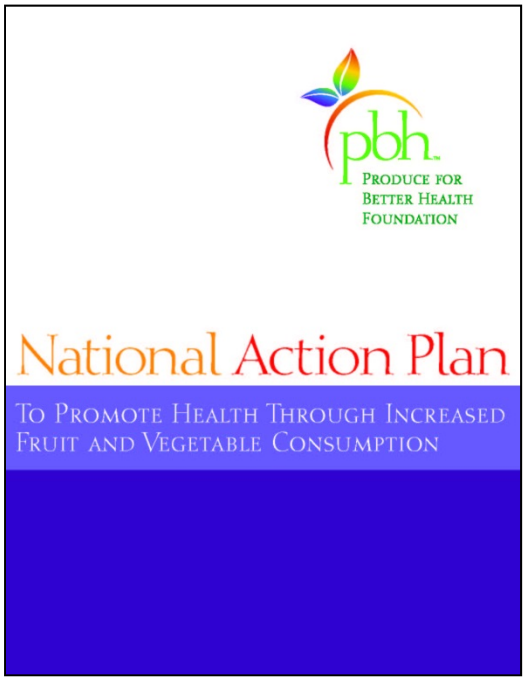
Elizabeth Pivonka, PhD, RD
President & CEO, Produce for Better Health Foundation

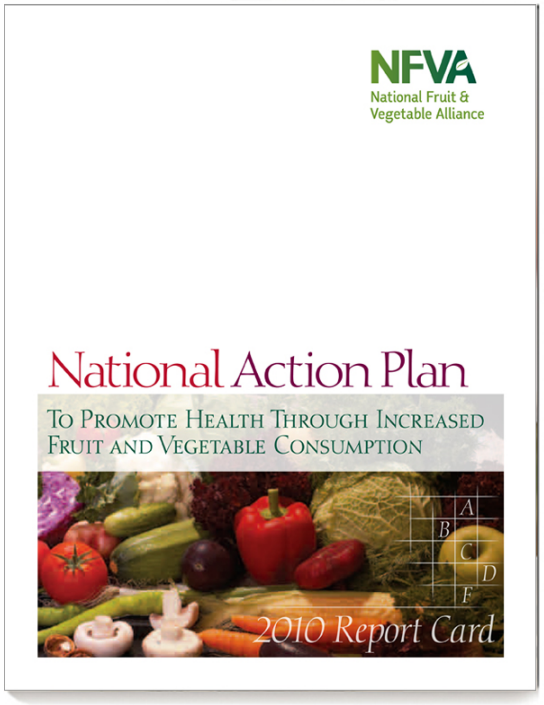
NFVA Members

- Academy of Nutrition & Dietetics
- American Cancer Society
- American Diabetes Association
- American Heart Association
- Culinary Institute of America
- National Council of Fruit & Vegetable Nutrition Coordinators, ASTPHN
- National Alliance for Nutrition and Activity
- Centers for Disease Control and Prevention
- National Cancer Institute
- USDA: Food, Nutrition and Consumer Services
- American Frozen Food Institute
- Canned Food Alliance
- Produce Marketing Association
- United Fresh Produce Association
- Produce for Better Health Foundation

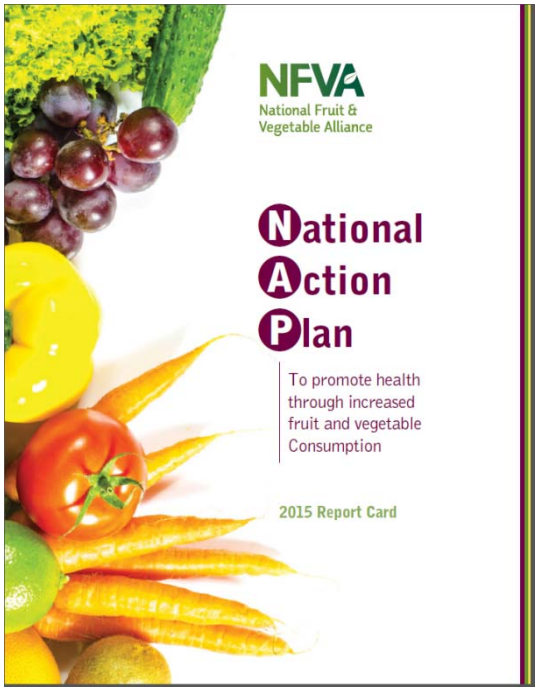
National Action Plan 2015 Report Card – Today's Release



2005



2010



2015

National Action Plan

- What is it?
  - Outline of comprehensive approach to increasing fruit and vegetable consumption

- Goal:
  - To implement multi-component strategies to close the gap between actual and recommended fruit and vegetable consumption

National Action Plan Objectives

- Increase the accessibility and desirability of all forms of fruits and vegetables
- Offer practical strategies to help increase individuals' ability to obtain and prepare meals and snacks rich in fruits and vegetables
- Change Americans' attitudes and habits so that they include fruits and vegetables at every eating occasion

National Action Plan Settings

- ✓ Nutrition Promotion & Marketing
- ✓ Supermarkets and Other Retailers
- ✓ Fruit and Vegetable Suppliers
- ✓ Restaurants and Other Food Service Establishments
- ✓ Schools, Child Care, and Other Institutions Feeding Children and Adolescents
- ✓ Workplaces
- ✓ Health Care and Health Organizations
- ✓ Research and Evaluation
- ✓ State and Federal Policy

Report Card Grades

A = Met or exceeded goal

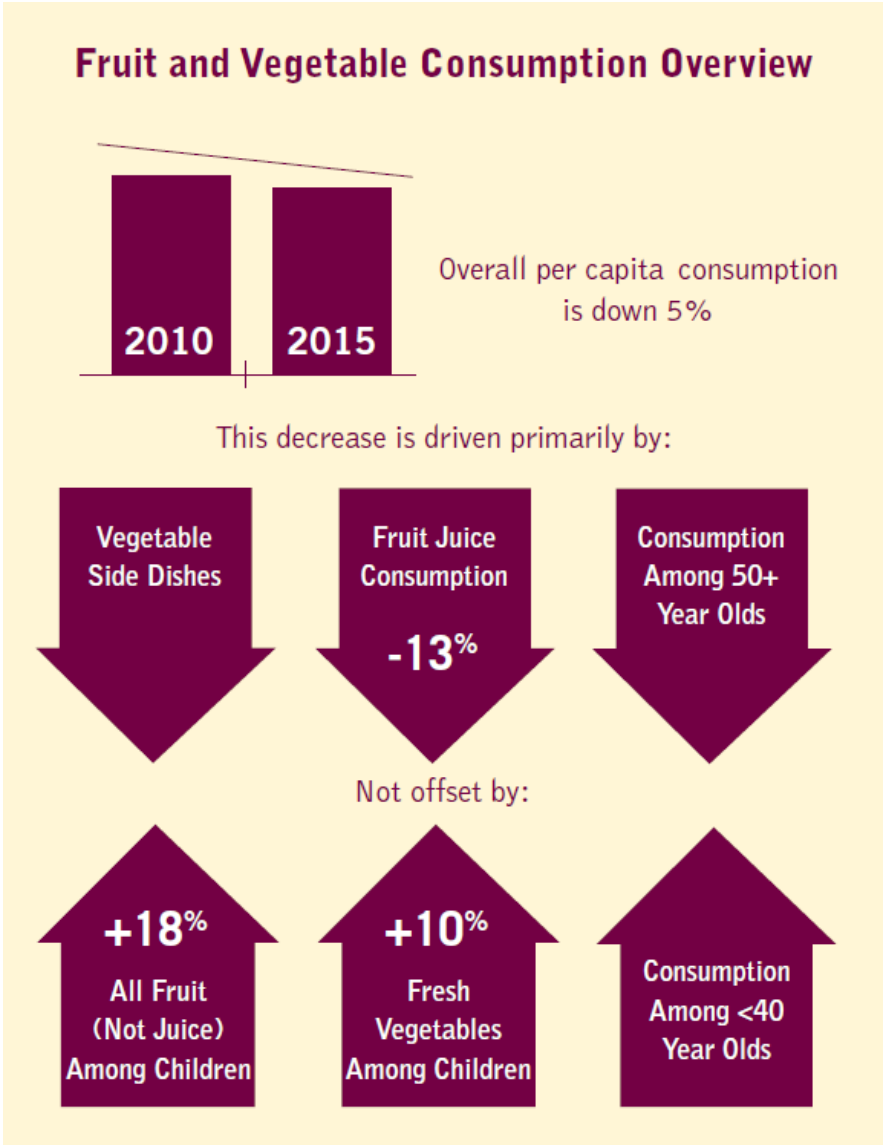
B = Substantial progress toward goal (66%+)

C = Some progress toward goal (33-66%)

D = Minimal progress (0-33%)

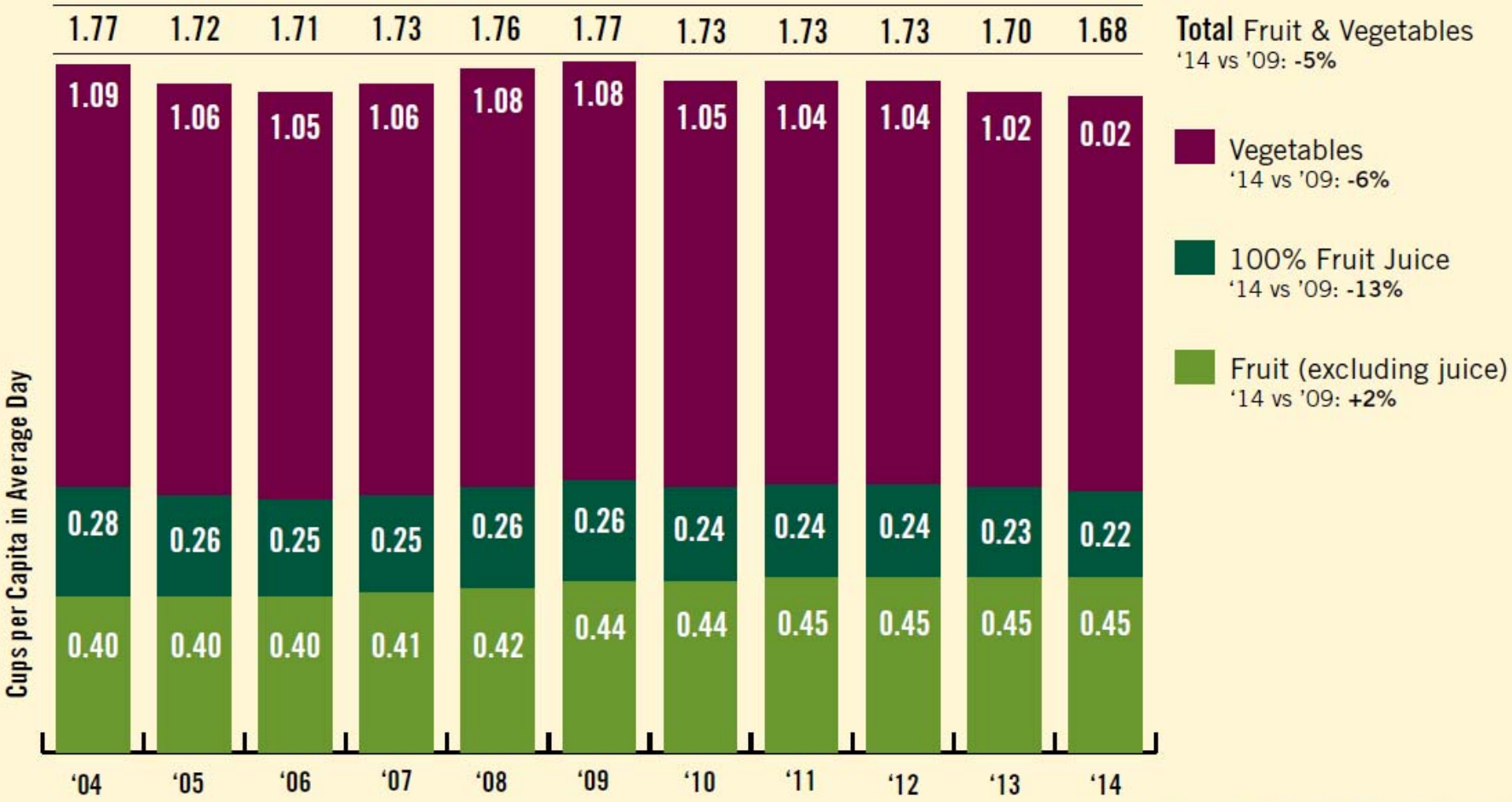
F = Moving away from goal

Fruit and Vegetable Consumption



Fruit and Vegetable Consumption

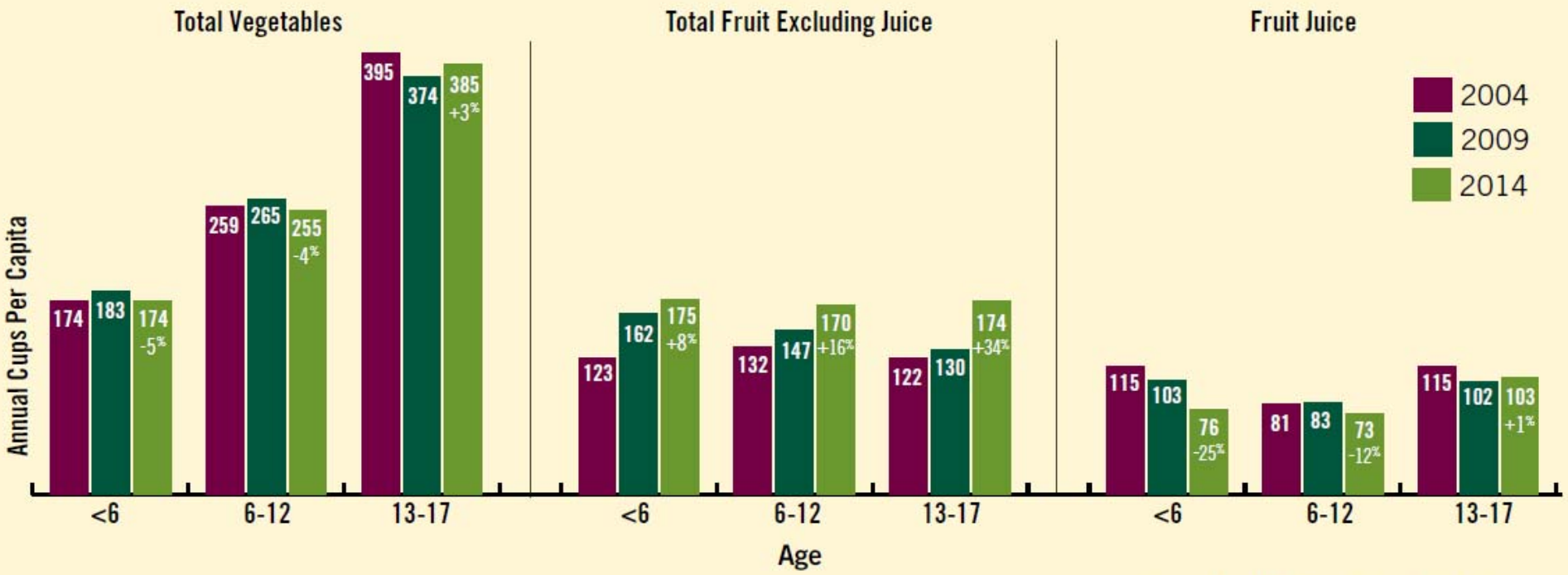
Chart 1: Average Daily Consumption of Fruit and Vegetables: 2004-2014



Source: The NPD Group, Nutrient Intake Database[4]

Fruit and Vegetable Consumption

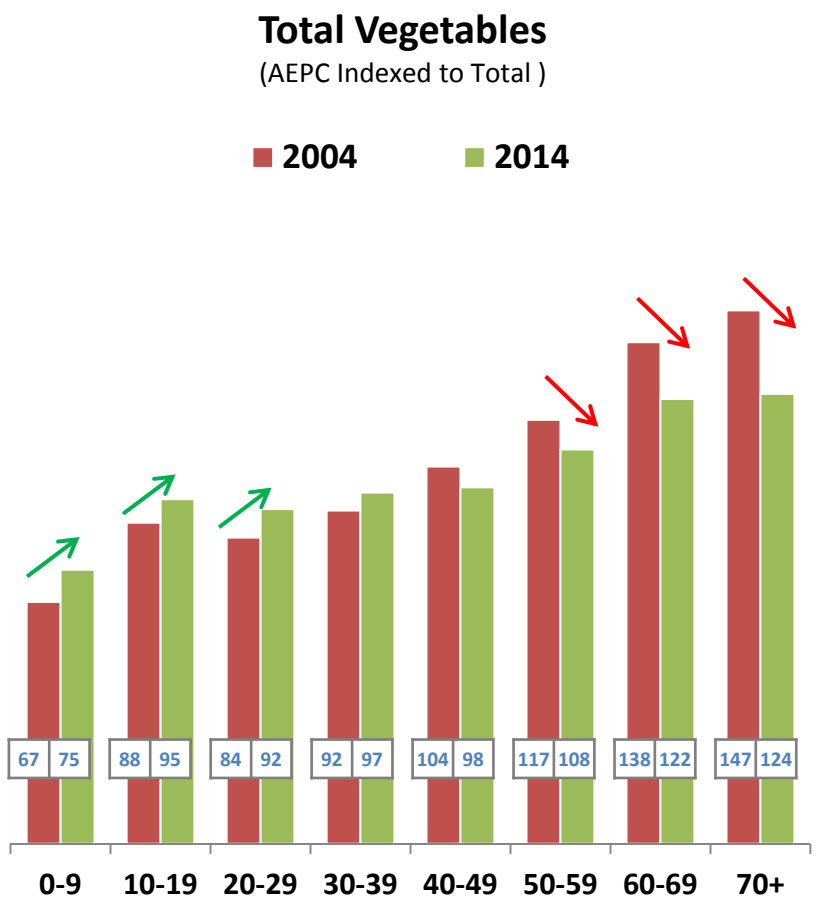
Chart 7: Fruit and Vegetable Consumption by Child Subset, 2004-2014

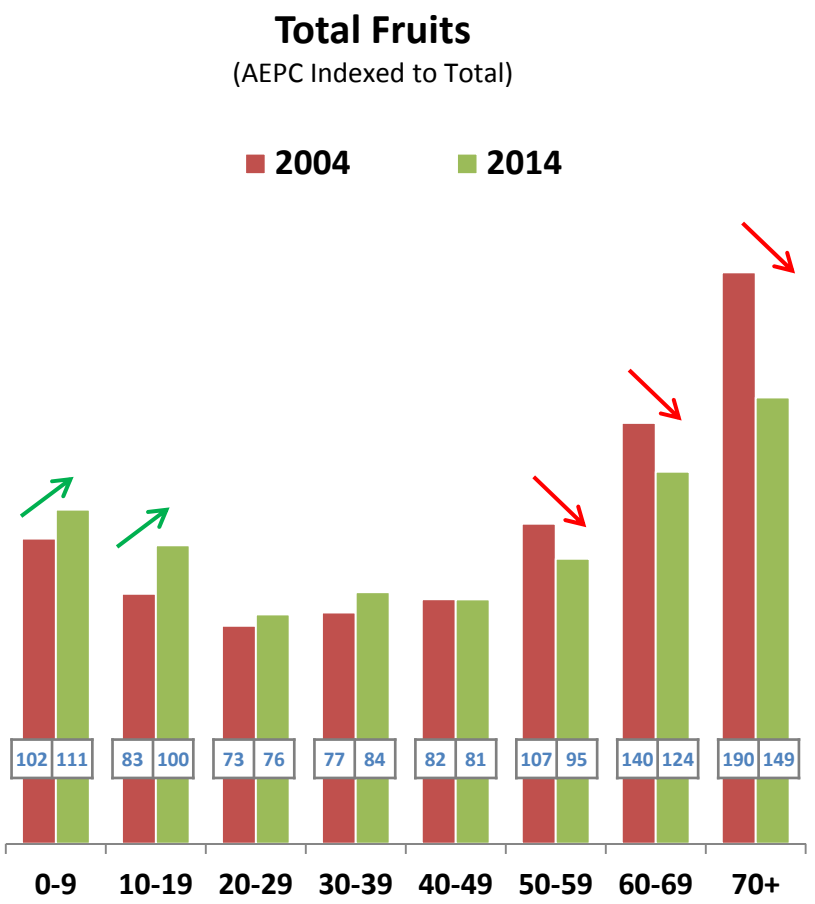


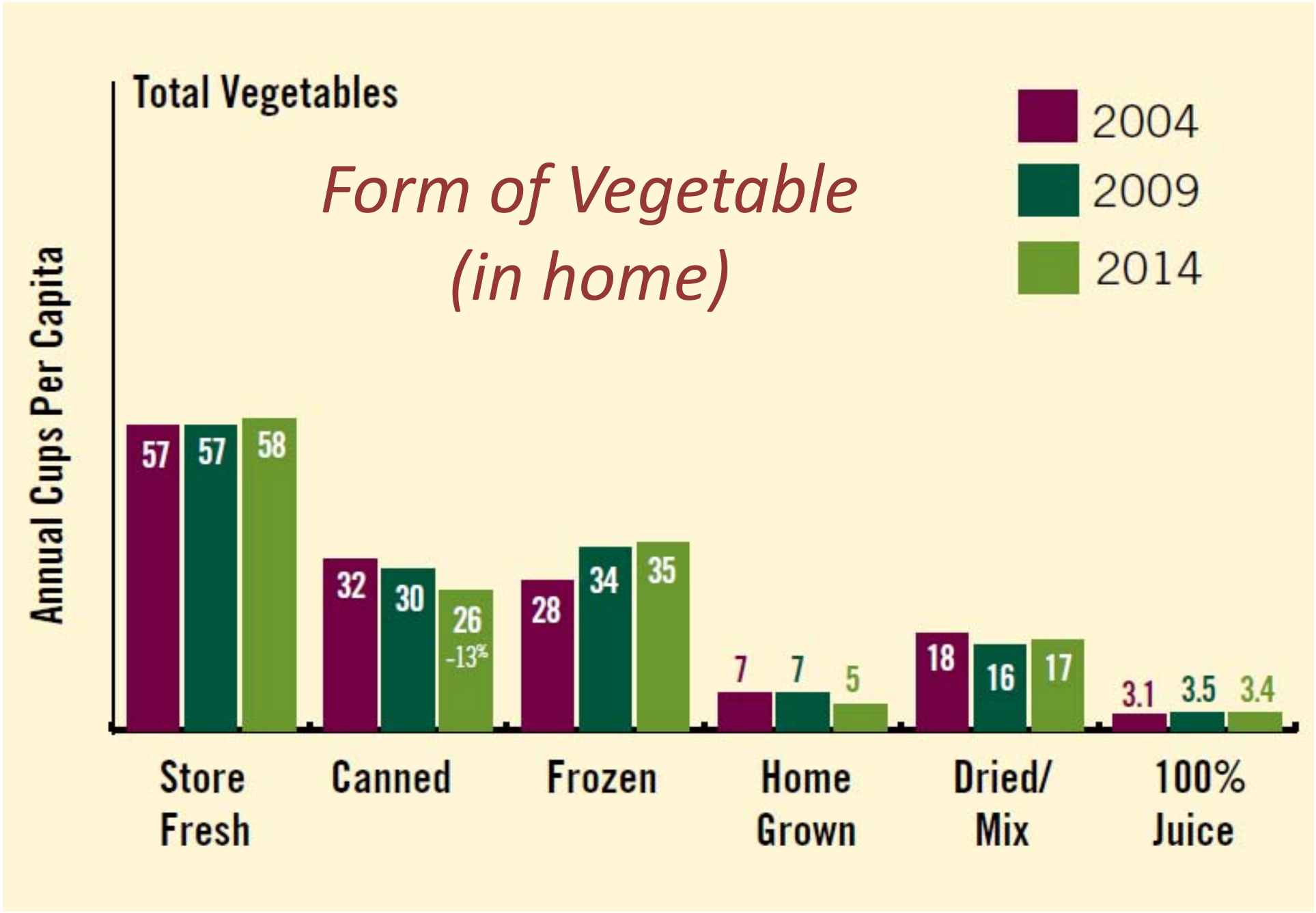
Source: The NPD Group, Nutrient Intake Database[4]

Children Ages 2-17

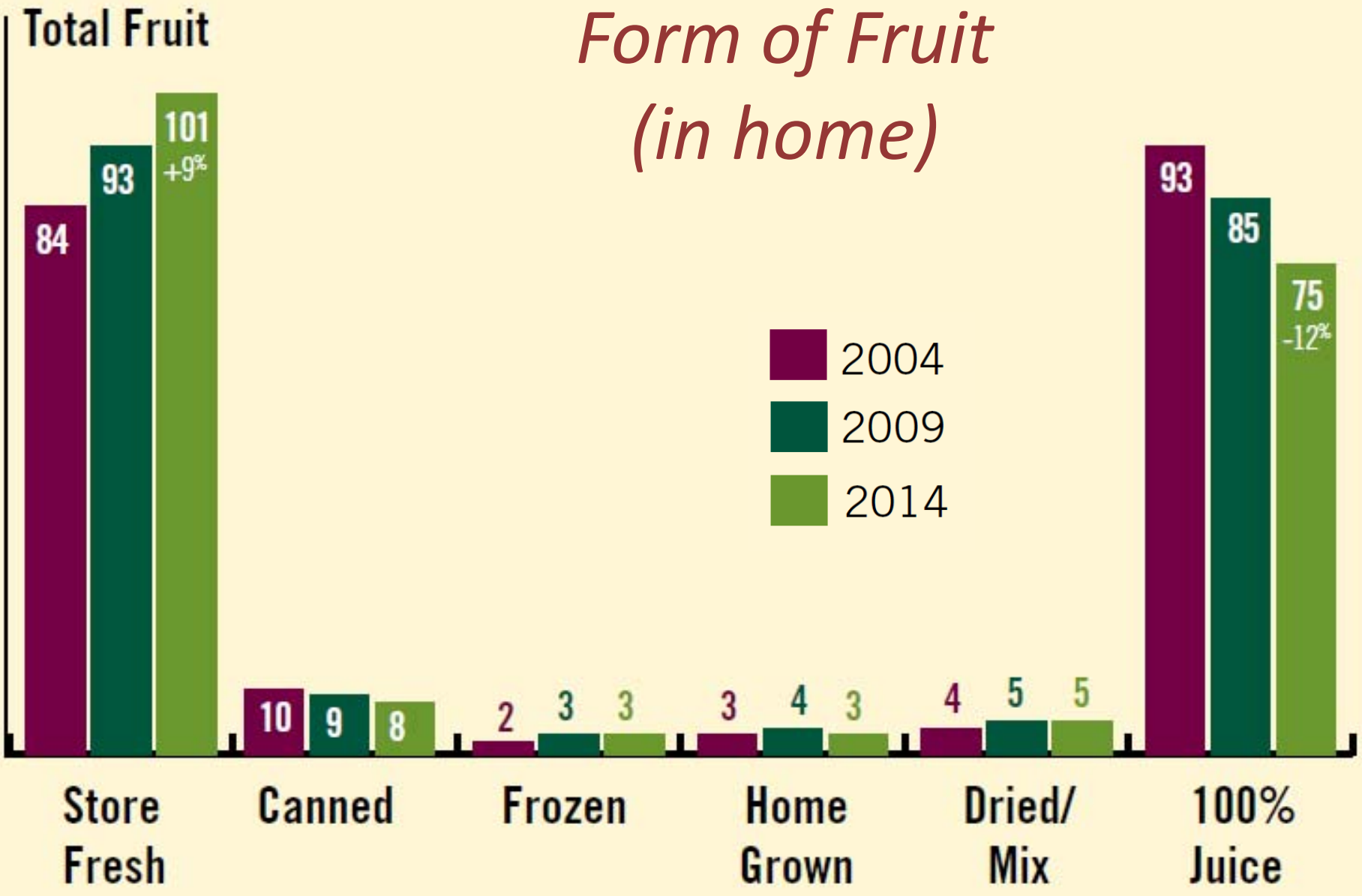
GENERATIONAL EFFECT






Total Vegetables
Form of Vegetable
(in home)
2004
2009
2014
Annual Cups Per Capita
57
57
58
32
30
26
-13%
28
34
35
7
7
5
18
16
17
3.1
3.5
3.4
Store Fresh
Canned
Frozen
Home Grown
Dried/ Mix
100% Juice

Form of Fruit (in home)

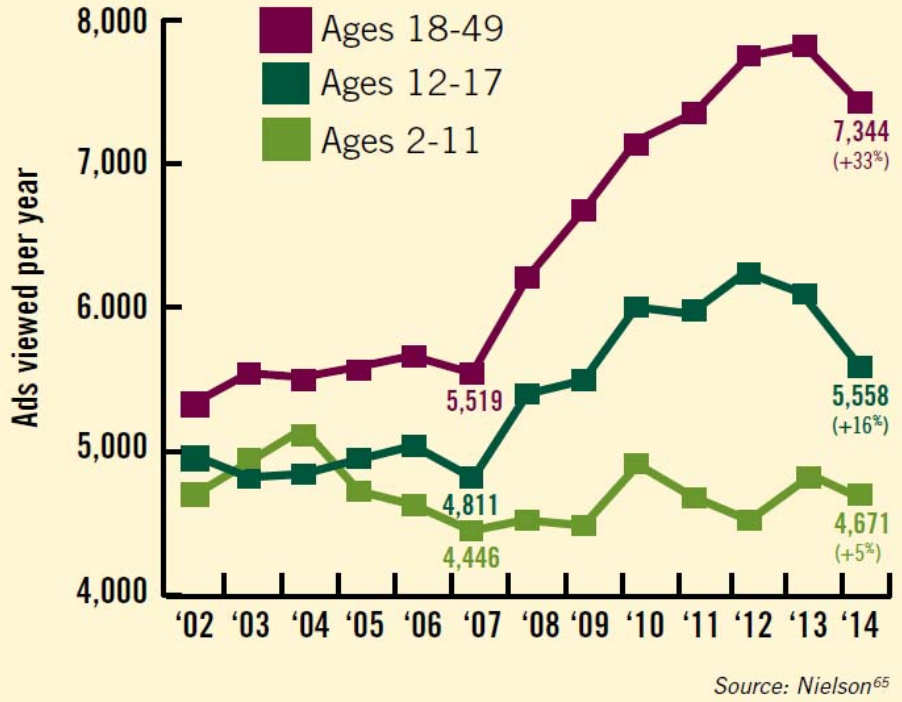


Source: The NPD Group, Nutrient Intake Database[4]

Nutrition Promotion and Marketing

- Food Marketing
- Nutrition Education in Federal Nutrition Assistance Programs

Chart 12: Total Exposure to Food-related Advertising on TV



Source: Nielson[65]

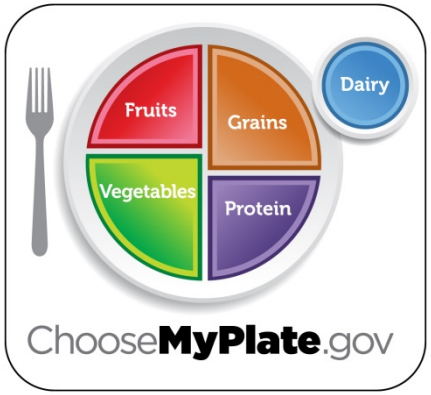
Nutrition Promotion and Marketing

<1% of all advertising is for FV

< $20M total

fruits & veggies more matters®

Cans Get You COOKING

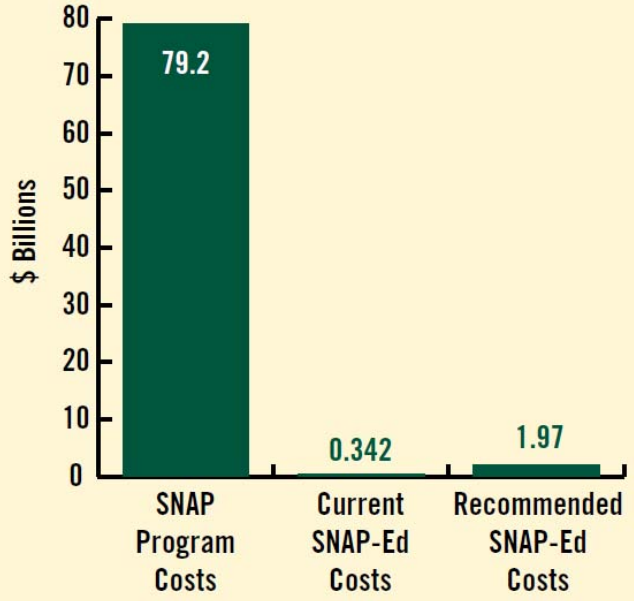


FROZEN HOW FRESH STAYS FRESH

Nutrition Promotion and Marketing

- Nutrition Education is 0.7% of total nutrition assistance spending vs 1.2% 5 years ago
- Nutrition assistance increased $45B in 5 years, nutrition education grew by only $79M

Chart 25: Cost of Bringing SNAP Education to an Effective Level



Source: Rosenfeld A. 2015 Gap Analysis[86]

Supermarkets and Other Retailers

- Supermarket Marketing
  - RD's
  - Shelf Labeling
  - Grocery Marketing
  - Healthy Checkout
- Retail Outlets in Food Deserts

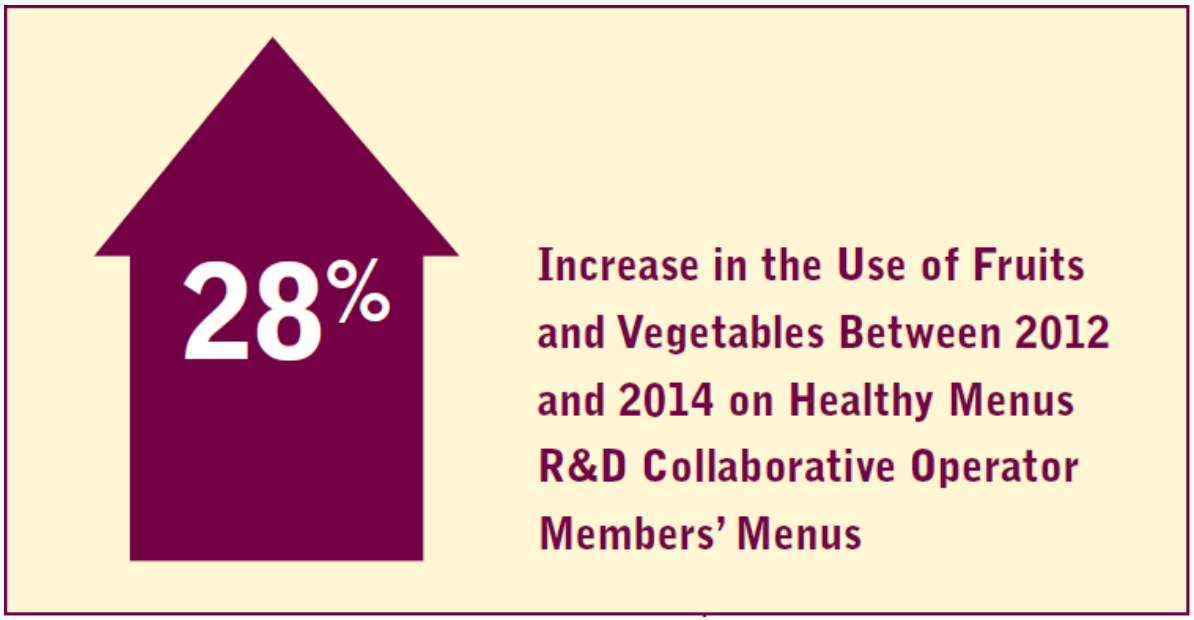
Fruit and Vegetable Suppliers

- Packaging and technology
- Cost
- Seeds and Breeding
- Consumer Concerns
- Product Messaging

C

Restaurants and Other Food Service Establishments

- Fruits and Vegetables on Menus
- Flavor



Schools, Child Care, and Other Institutions Feeding Children and Adolescents

- Nutrition Standards
- Healthier US Schools Challenge
- Salad Bars
- Fresh Fruit and Vegetable Program (FFVP)
- FFVP Pilot: All forms
- Farm to School
- Child Care

B

Workplaces

- National Surveillance System
- Government Procurement Policies

Incomplete

Health Care and Health Organizations

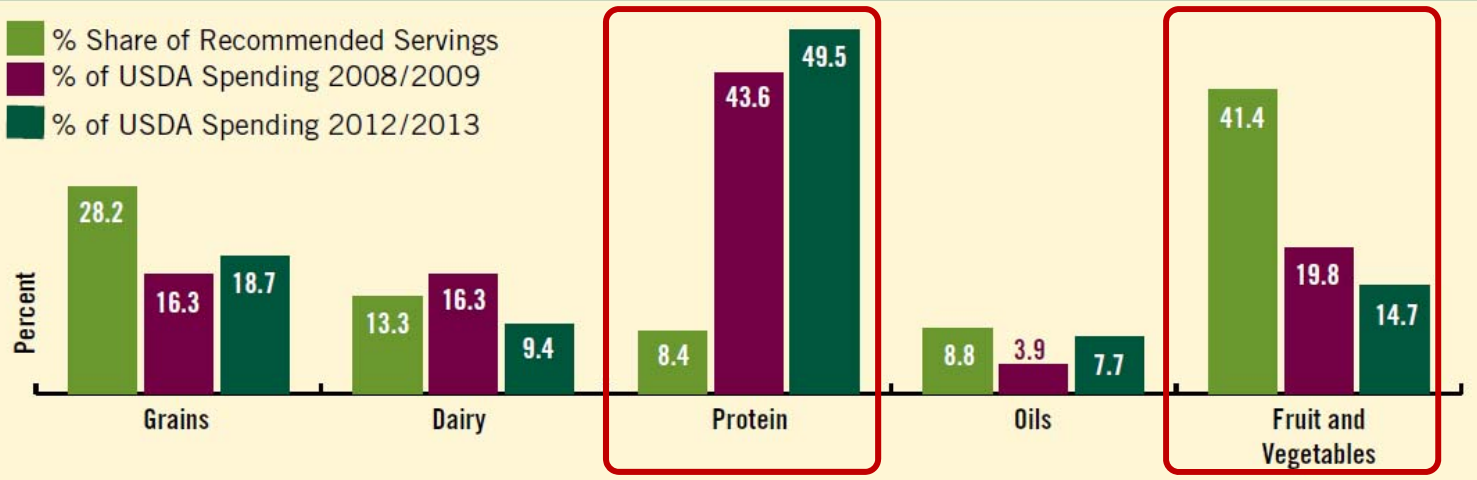
- Diet or Nutrition Services Provided by Physicians
- Nutrition Education Training of Health Care Providers
- Fruit and Vegetable Prescription Programs (FVRx)

Research and Evaluation

- Alignment of Health and Ag Policies
- Alignment of Health and Research Priorities
- Evidence Base Development

C-

Chart 45: Daily Recommended Servings vs. All USDA Spending Over Time

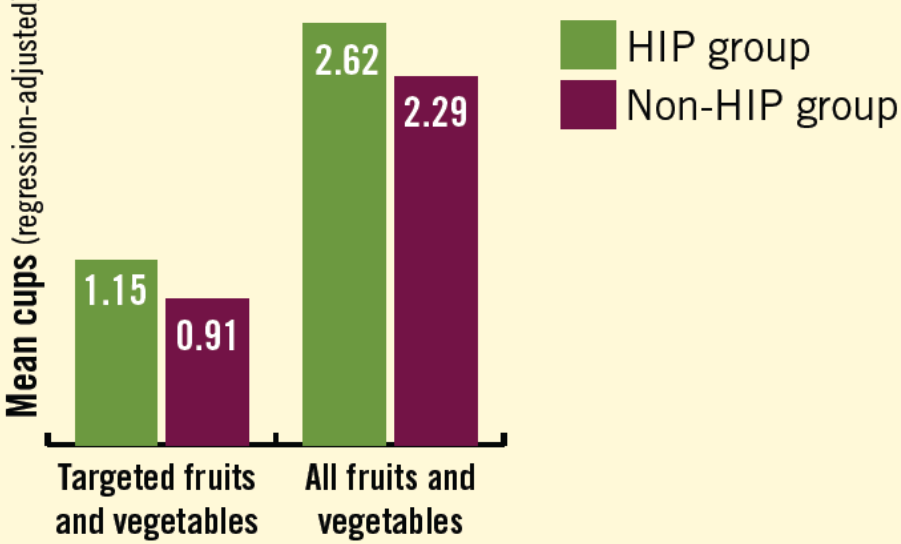


Source: Rosenfeld A. 2015 Gap Analysis[86]

State and Federal Policy

- SNAP
  - Healthy Incentives Pilot
  - Food Insecurity Nutrition Incentive Program (FINI)
- WIC

Chart 51: HIP Participant Daily Consumption of Fruits and Vegetables



Source: Evaluation of the Healthy Incentives Pilot (HIP): Final Report, 2014[242]

A = Met or Exceeded Goal

- ✓Healthy Menus R&D Collaborative
- ✓School meals
- ✓Healthy Incentives Pilot
- ✓WIC fruit/veg vouchers

B = Substantial Progress

- ✓ Salad Bars

C = Some Progress

- ✓Fruit/veg access
- ✓Fruits & Veggies--More Matters on labels
- ✓Fruit/veg on menus
- ✓Healthier US School Challenge
- ✓Fresh Fruit and Vegetable Program
- ✓NIH nutrition & obesity research

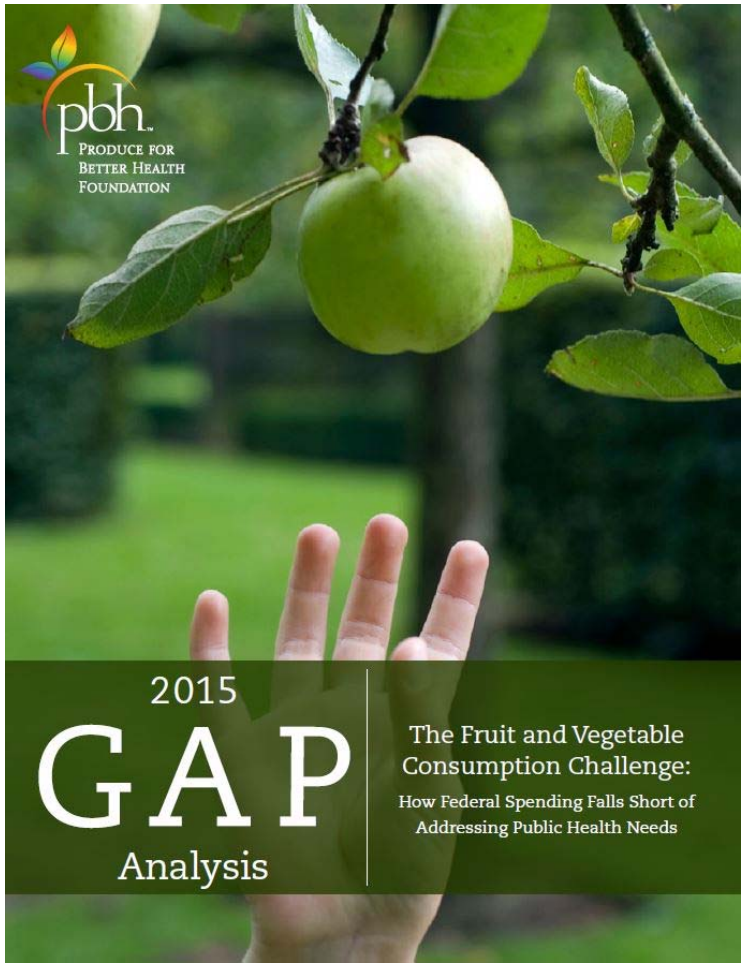
D = Minimal Progress

- ✓Fruit/veg consumption among children
- ✓Nutrition education
- ✓Health education provided by doctors
- ✓USDA share of spending on fruit/veg
- ✓NIH share of spending on fruit/veg

F = Moving Away from Goal

- ✓Adult fruit/veg consumption
- ✓Fruit/veg food marketing
- ✓Nutrition education as a percent of food assistance spending
- ✓Diet or nutrition services ordered by doctors

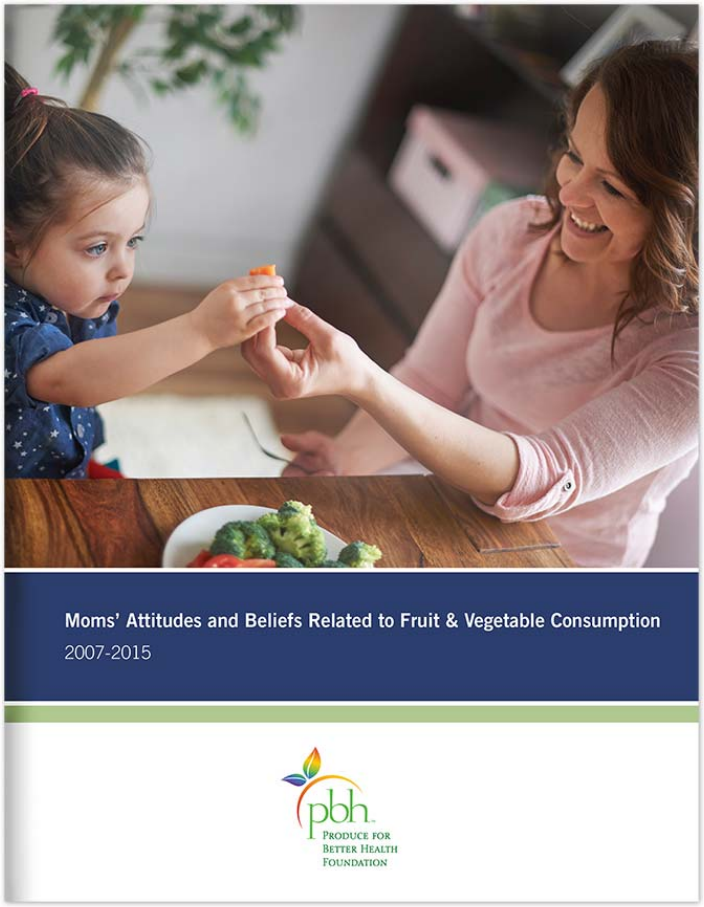
Recent PBH Reports



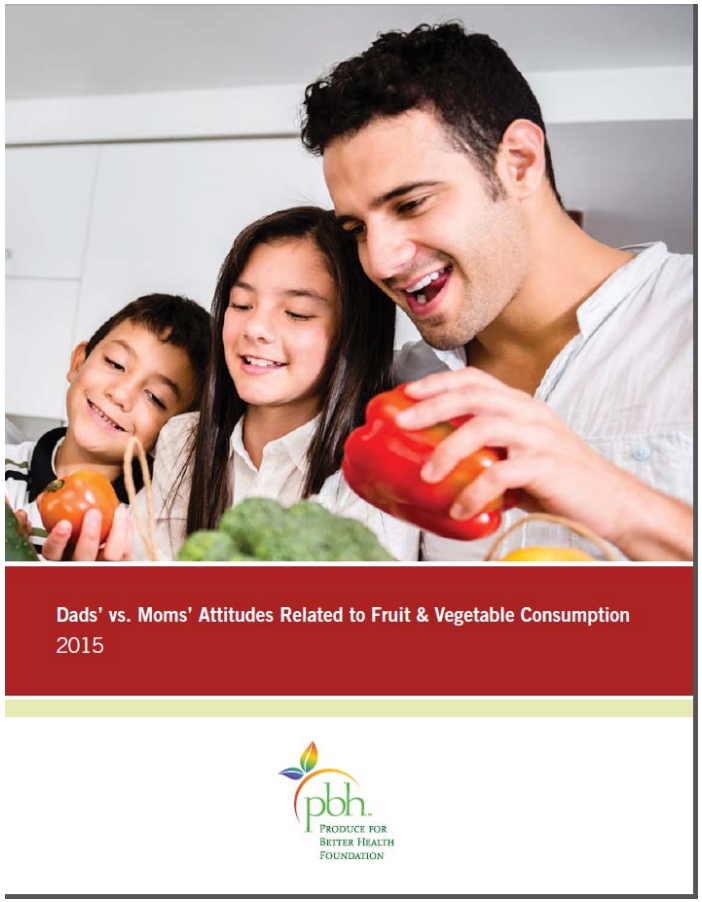
http://www.pbhfoundation.org/about/res/pbh_res/

http://pbhfoundation.org/pub_sec/webinars/

Recent PBH Reports



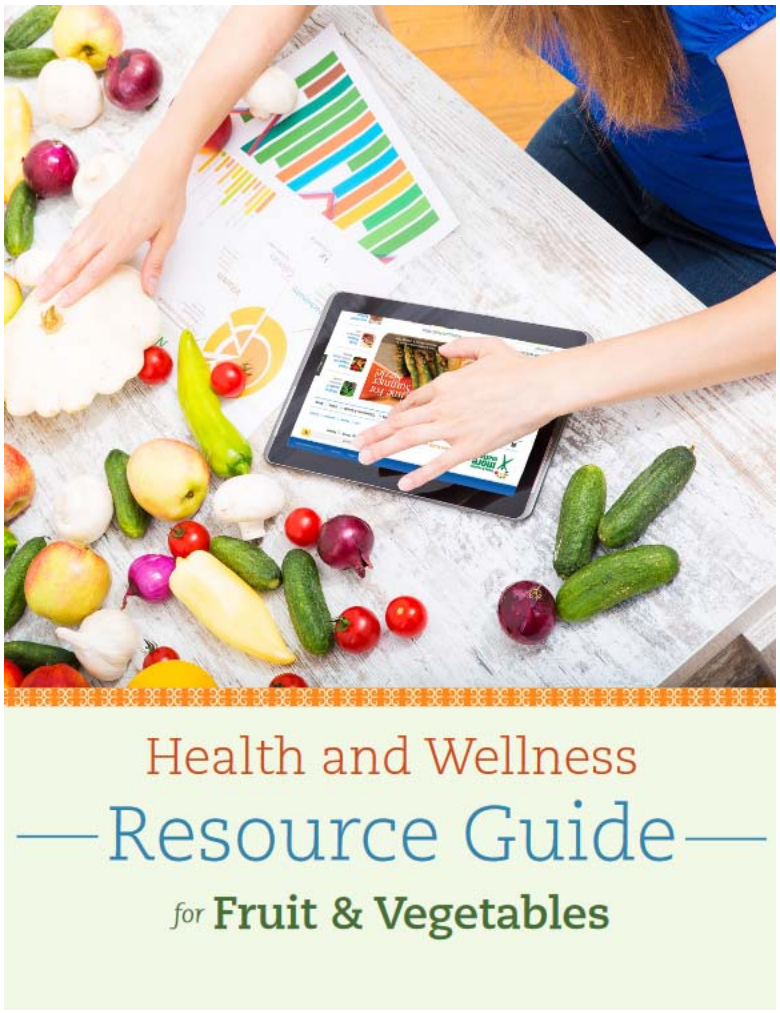
Moms
(2007-2015)



Dads vs. Moms
(2015)

http://www.pbhfoundation.org/about/res/pbh_res/

New PBH Resource Guide



+PBH Webinars:

- ✓ 2015 State of the Plate
- ✓ Understanding Food Risks
- ✓ Pesticide Residue: What to Communicate to Consumers
- ✓ 100% Juice and the DGA's
- ✓ Pumpkin Year-Round

http://pbhfoundation.org/pub_sec

Contact

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