



Food and Agriculture
Organization of the
United Nations



INTERNATIONAL YEAR OF
FRUITS AND VEGETABLES

2021

**COMMUNICATIONS HANDBOOK
AND TOOLKIT**

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1 INTERNATIONAL YEAR OF FRUITS AND VEGETABLES (IYFV 2021)

1.1 INTERNATIONAL YEAR OF FRUITS AND VEGETABLES (IYFV)

At its 74th session, the United Nations General Assembly proclaimed 2021 the International Year of Fruits and Vegetables (IYFV). The primary role of the food and the agriculture sector is to adequately feed people by increasing the availability, affordability and consumption of varied, safe and nutritious foods that are in line with dietary recommendations and environmental sustainability. In this way, the IYFV is a unique opportunity to raise awareness on the important role of fruits and vegetables in human nutrition, food security and health and as well in achieving the United Nations (UN) Sustainable Development Goals (SDGs).

WELCOME NOTE

FRUIT AND VEGETABLE DEFINITION FOR THE PURPOSE OF THE IYFV

For the purpose of the IYFV, fruits and vegetables will be considered edible plants or parts of plants for human consumption, in their raw, preserved or processed form. The following definitions are based on FAOSTAT definitions. Excluded are:

- starchy roots and tubers such as potatoes, yam, sweet potatoes;
- dry grain legumes (pulses);
- nuts, seeds and oilseeds such as coconuts, walnuts, sunflower seeds;
- medicinal, herbal plants and spices, unless used as vegetables;
- stimulants such as tea, cacao, coffee; and
- products made from fruits and vegetables such as alcoholic beverages (such as wine, spirits), or fruit and vegetable products with added ingredients (including packed fruit juices, ketchup).

1.2 INTERNATIONAL YEAR OF FRUITS AND VEGETABLES AROUND THE WORLD

Several key global events are planned to celebrate the International Year of Fruits and Vegetables:

- Launch of the International Year of Fruits and Vegetables on 15 December 2020 – an online digital event
- The V International Conference on Postharvest and Quality Management of Horticulture Products of Interest for Tropical Regions on 24 April 2021 in Toluca, Mexico
- IX International Cherry Symposium on 20 May 2021 in Beijing, China
- VI International Symposium on Postharvest Pathology: Innovation and Advanced Technologies for Managing on 30 May 2021 in Limassol/Lemesos, Cyprus

- X International Peach Symposium on 31 May 2021 in Naoussa, Greece
- XV International Asparagus Symposium on 6 June 2021 in Córdoba, Spain
- VIII International Symposium on Almonds and Pistachios 21 June 2021 in Davis, CA, USA
- X International Congress on Hazelnut on 22 August 2021 in Corvallis, OR, USA
- II International Symposium on Growing Media, Soilless Cultivation, and Compost Utilization in Horticulture on 22 August 2021 in Ghent, Belgium
- XIV International Symposium on Plant Bioregulators in Fruit Production on 20 September 2021 in Riva del Garda, Trento, Italy
- Greensys2021: International Symposium on New Technologies for Sustainable Greenhouse Systems on 24 October 2021 in Cancún, Mexico
- V Asia Symposium on Quality Management in Postharvest Systems on 1 December 2021 in Chiang Mai, Thailand

Many other events will take place throughout the year and will be posted on the events section of the IYFV's website: www.fao.org/IYFV2021

The events section will be online shortly.

2 COMMUNICATING THE INTERNATIONAL YEAR OF FRUITS AND VEGETABLES (IYFV 2021)

2.1 SLOGAN

AR: **الفواكه والخضروات
أساس غذائنا**

ZH: **水果蔬菜，
饮食必需。**

EN: **Fruits and vegetables,
your dietary essentials.**

FR: **Les fruits et légumes,
éléments essentiels
de ton alimentation.**

RU: **Овощи и фрукты –
основа вашего рациона.**

ES: **Las frutas y verduras,
elementos esenciales
de tu dieta.**

2.2 THEME

Regions around the world have different gastronomic and culinary traditions. Similarly, different cultures have access to a variety of different fruits and vegetables and have different nutritional recommendations and guidelines for a proper diet. Yet, one thing that all cultures have in common is that **fruits and vegetables are dietary necessities**. They assure and maintain overall good health and contribute to the proper functioning of the body.

Did you know that a minimum of **400 grams or five portions** is the recommended **daily serving of fruits and vegetables**? However, for many, fresh produce items are inaccessible and out of reach. There are many reasons for this, one of which is that fruits and vegetables perish more easily and are thus more highly prone to loss and waste along the agri-food system. Another is that fresh produce is often more expensive than unhealthy snacks and junk foods. As hunger continues to rise for the fifth consecutive year and obesity rates increase, encouraging the consumption of healthy foods, such as fruits and vegetables, and ensuring their accessibility is fundamental.

The official slogan marking the International Year of Fruits and Vegetables, **"Fruits and vegetables, your dietary essentials."** (translations available in the previous section), highlights the importance of fresh produce in contributing to good health and nutrition. Ensuring that fruits and vegetables are accessible, affordable and available to everyone is crucial in achieving food security and combatting malnutrition.

There are many varieties of fruits and vegetables that exist around the world and they come in different shapes and colours. For the purpose of this International Year, fruits and vegetables will be considered edible plants or **parts of plants for human consumption**, in their raw, preserved or processed form.

The IYFV will **raise awareness** of the health benefits of fruit and vegetable consumption; **advocate for healthy diets** through increased consumption of fruits and vegetables; **promote international efforts** to boost fruit and vegetable production and value chains in a sustainable and safe way; bring in a focus on the need to **reduce losses and waste** in fruit and vegetable supply chains from production to consumption; and invite relevant stakeholders to strengthen the capacities of developing countries to **adopt innovative approaches and technologies** in combating loss and waste of fruits and vegetables. In addition, special attention will be paid to the **role of women**, not only in the production of food, but also in assuring the food security of their families and communities.

Everyone has a role to play - from governments and private sector companies to the general public and even youth. We can all work together to make a difference and ensure that fruits and vegetables become part of everyone's diet in an effort to promote healthy habits and eradicate hunger and malnutrition from the planet.

2.3 QUICK FACTS

Fruits and vegetables are good sources of dietary fiber, vitamins and minerals, (e.g. folate, vitamin A and C, potassium) and beneficial phytochemicals.

As part of a healthy diet, fruits and vegetables can help lower risk factors for non-communicable diseases, such as overweight/obesity, chronic inflammation, high blood pressure, and high cholesterol.

A minimum amount of 400g per day or five portions of fruits and vegetables is beneficial for health.

Introduce fruits and vegetables at as early as 6 months of age and keep them as regular parts of a healthy diet throughout life.

Up to 50 percent of fruits and vegetables produced in developing countries are lost in the supply chain between harvest and consumption.

It can take up to 50 litres of water to produce an orange. Losses in fruits and vegetables represent a waste of increasingly scarce resources such as soil and water.

Significant quantities of fruits and vegetables that are perfectly fit for consumption are wasted along the food system because of aesthetic or physical irregularities.

Digital innovations make it possible to track and trace fresh produce from production to consumption. This broadens market opportunities, reduces losses and waste and makes the value chain more transparent.

The large diversity of fruits and vegetables offers options that are adapted to different production systems and markets.

Production of high-value fruits and vegetables can be profitable, compared to other crops, from small amounts of land, water and nutrients.

COVID-19 has demonstrated the importance of short and inclusive value chains - including for fruits and vegetables - as a way to provide better market opportunities for family farmers in urban and peri-urban areas.

2.4 KEY MESSAGES

1. Harness the goodness

Fruits and vegetables have multiple health benefits, including the strengthening of the immune system, that are essential for combating malnutrition in all its forms and overall prevention of non-communicable diseases.

2. Live by it, a diverse diet

Fruits and vegetables should be consumed in adequate amounts daily as part of a diversified and healthy diet.

3. Respect food from farm to table

The high perishability of fruits and vegetables needs special attention to maintain their quality and safety through appropriate treatment and handling across the supply chain from production to consumption in order to minimize loss and waste.

4. Innovate, cultivate, reduce food loss and waste

Innovation, improved technologies and infrastructure are critical to increase the efficiency and productivity within fruit and vegetable supply chains to reduce loss and waste.

5. Foster sustainability

Sustainable and inclusive value chains can help increase production, help to enhance the availability, safety, affordability and equitable access to fruits and vegetables to foster economic, social, and environmental sustainability.

6. Growing prosperity

Cultivating fruits and vegetables can contribute to a better quality of life for family farmers and their communities. It generates income, creates livelihoods, improves food security and nutrition, and enhances resilience through sustainably managed local resources and increased agrobiodiversity.

2.5 TAKE ACTION

A set of actions has been developed for various sectors with the aim to encourage the consumption of fruits and vegetables and raise awareness about their various health benefits. This list is not exhaustive: if you come up with additional actions, we would love to hear about them! FAO offices are encouraged to focus their events around taking actions. See **section 3** on how to feature your **My actions- Human-interest stories** on digital platforms, at events and exhibitions worldwide.

The general public should store and handle fruits and vegetables appropriately in order to preserve their quality and avoid their deterioration and reduce food waste. Preventing waste also includes buying imperfect fruits and vegetables which are perfectly edible and nutritious. All consumers should be encouraged to increase the amount of fruits and vegetables in their diets.

Influencers and chefs should contribute to the utilization of fruits and vegetables, particularly indigenous varieties, in their recipes and menus, to popularize and advocate for their consumption, as well as to teach the public new ways of preparing and conserving their nutrients. They should also offer and prepare fruits and vegetables in an attractive manner following food-based dietary guidelines.

Children should be encouraged to consume more fruits and vegetables on a daily basis to entice healthy eating habits at an early age. To improve food literacy amongst children, fruits and vegetables should be introduced as part of complementary foods around six months of age for infant and young childcare practices and there should be food and nutrition education in nursery and primary schools.

Farmers, particularly **smallholders** and **family farmers**, should be empowered to embark in markets of short chains or circuits in order to increase their profitability while implementing strategies for reducing production costs for fruits and vegetables. They should also seek opportunities in diversification and move towards a more sustainable production system. Cooperatives can support the farmers' transition by providing training and better connecting them to markets.

Non-governmental organizations (NGOs) and cooperatives that work directly with farmers need to share best practices for preventing and managing pests and provide farmers with practical support in implementing these practices. They can coordinate actions among different stakeholders, especially at the local level.

Civil society and NGOs should form networks and action groups to work in an articulated way to promote the availability, accessibility and affordability of fruits and vegetables.

Governments and policy makers should implement consistent public policies that ensure that the food supply chain and logistical links are robust so that supplies, including fruits and vegetables, are always available, especially to the most vulnerable populations.

The private sector should promote and implement initiatives, such as corporate social responsibility, to encourage the consumption of fruits and vegetables.

Researchers and academic institutions need to be advocates for sustainable production practices. This can increase efficiency and reduce losses and waste in the supply chain of fruits of vegetables, as well as at the consumer level, by investing in research developments that bring into focus effective solutions. They should also work alongside policymakers to encourage and implement such changes.

2.6 VISUAL IDENTITY

To increase the impact of IYFV 2021 celebrations, we ask you and all IYFV partners to use the visual identity as much as possible in all your activities and events, also on digital platforms!

To help you get started, we have prepared two guides on how to use the IYFV 2021 visual identity:

- The [Guidelines for the use of the IYFV 2021 visual identity and waiver of liability](#) give detailed instructions on how to use the IYFV logo and who may use it.
- The [Visual identity guidelines for graphic designers](#) give precise instructions on branding, use of the logo for different materials, and tips for inserting the logos of partners working with you on joint activities and events.
- **Do you need the visual identity in other languages?** We can also work with you to create different language versions of the visual identity.

If you have any questions, write to us at IYFV@fao.org. Our graphic design team can advise you on any additional issues you may have when using the visual identity, from logo arrangements to different format requirements (size or layout). To help with your events, we have also prepared **banners, posters, PowerPoint templates** and other materials that are fully customizable. They are available in the [IYFV Asset Bank](#).

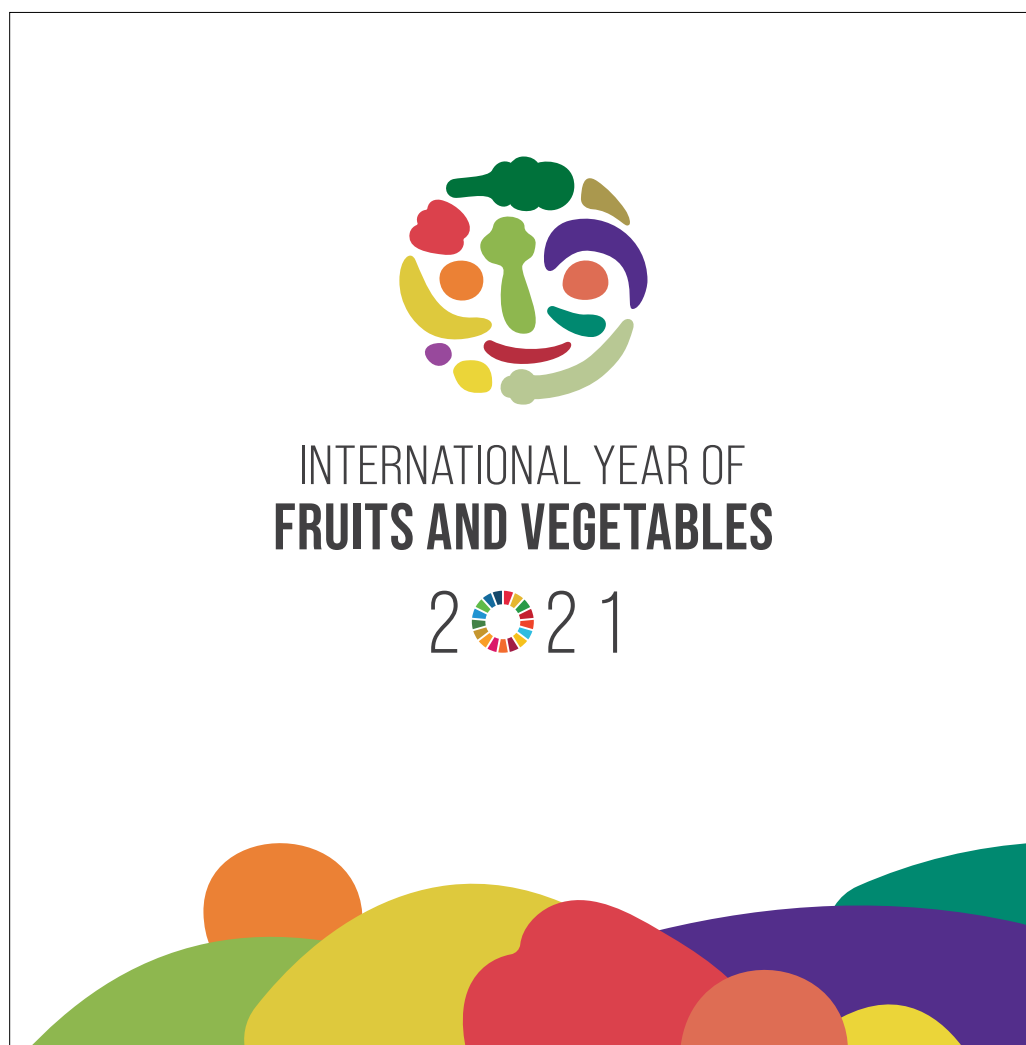


Figure 1:
visual
identity

IYFV 2021 WEB AND SOCIAL MEDIA BANNERS

The IYFV 2021 web and social media banners and buttons can be used to promote the year on different platforms. This is an important tool for reinforcing the IYFV 2021 brand and recalling FAO and all stakeholders involved as advocates for leading the efforts to encourage the consumption of fruits and vegetables. The banners are available on the [IYFV Asset Bank](#).

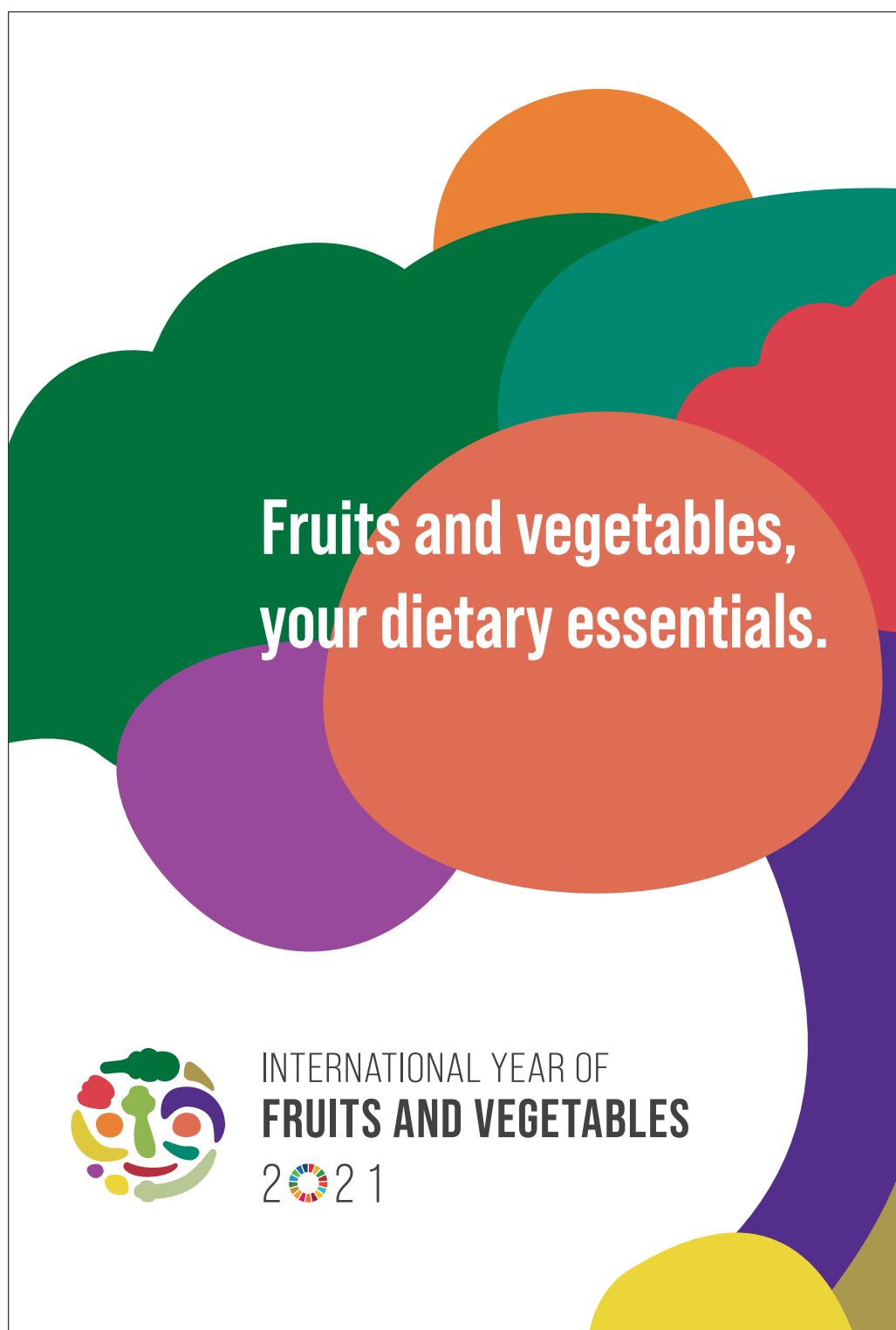


Figure 2:
web banner

3 MY ACTIONS HUMAN INTEREST STORIES #IYFV2021

We are calling on FAO Representations to identify human-interest stories linked to fruits and vegetables to be published on the IYFV and FAO websites and digital channels; and to be used in events, exhibitions and for pitching to global media.

We need your help to identify stories that show:

- **someone who has contributed to the promotion of consumption of fruits and vegetables** (a farmer, public or private sector employee, student, etc.);
- the **benefits of eating fruits and vegetables** – to help people understand the ways in which the consumption of fruits and vegetables contributes to a healthy diet and overall good health for the body; and
- how the **production of fruits and vegetables** is important to help end hunger, reduce poverty, protect the environment, or boost social and economic development. This category can also include stories of people who work towards improving the agri-food system and value chain of fruits and vegetables for more sustainable production.

Your story could be about a farmer, a teacher, or someone who works in the public or private sector. It could be about someone working in local government, a civil-society organization, a university, FAO or another UN agency. The story could also be about an ordinary citizen engaged in travel or trade, or someone who works along the agri-food system (from production to consumption).

We need one or two human-interest or beneficiary stories. The story should include some information on the **project or programme** in question, **key facts** and **figures**, and include at least three high-resolution photos. Sample interview questions, a template for the story and photo caption instructions will be provided once the call is launched.

4 COMMUNICATIONS TOOLKIT

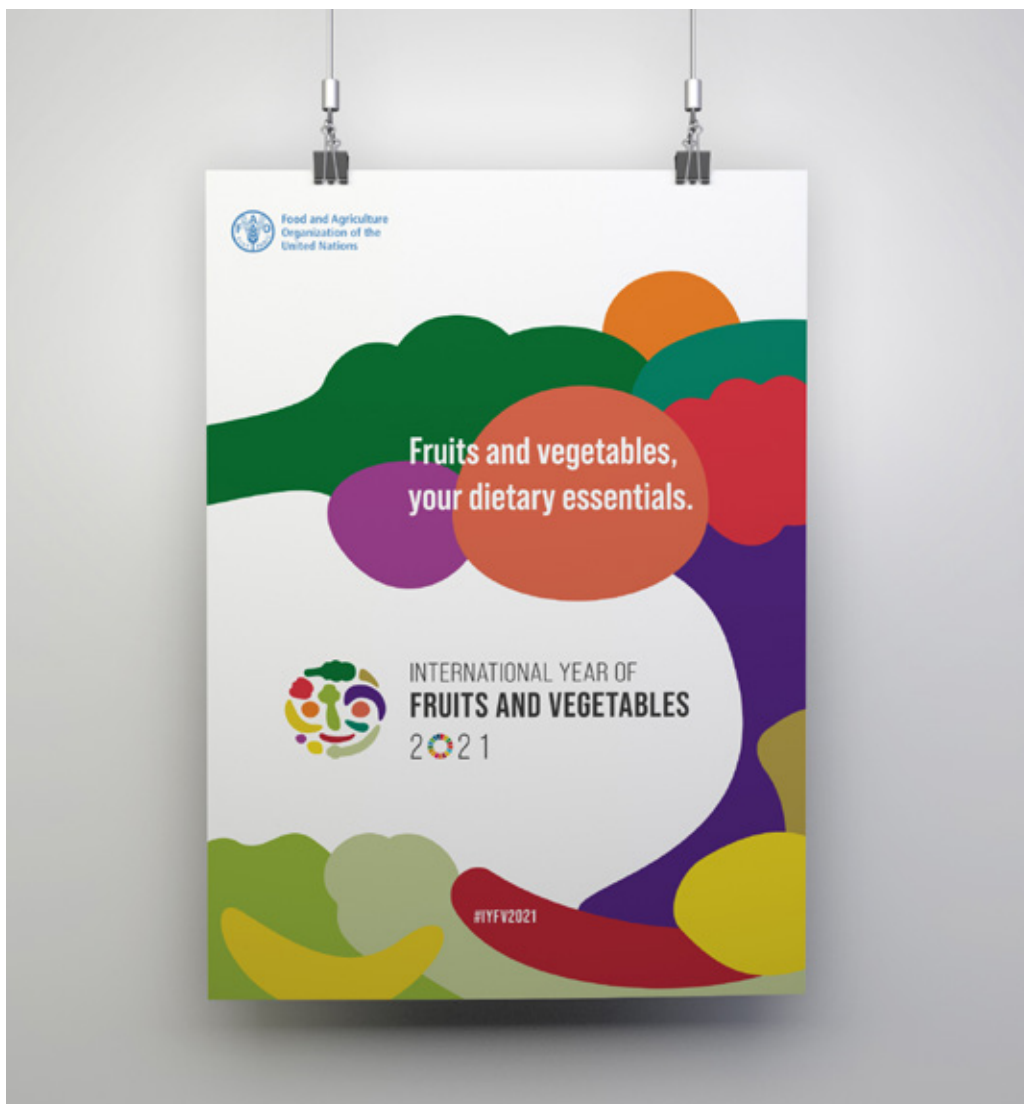
4.1 WHAT IS THE IYFV ASSET BANK?

The International Year of Fruits and Vegetables (IYFV) **Asset Bank** contains a wide range of digital and print-ready communication materials to help you, and your partners, promote IYFV 2021. These materials are available in all FAO official languages and we can work with you to customize them in your national language.

If you have any difficulties accessing the files, contact us at IYFV@fao.org

4.2 POSTER

The IYFV poster can be downloaded from the **IYFV Asset Bank**. The standard measurement is 700 x 500 cm with both horizontal and vertical formats as available. Other measurements can be provided upon request to the IYFV team if you write to IYFV@fao.org



4.3 IYFV ACTIONS

Governments, farmers, academia, the private sector, civil society and the general public may find a number of actions in **Annex 1** of this guide, “Take action for fruits and vegetables during #IYFV2021 in 2021 and beyond”.

4.4 BROCHURE

The IYFV brochure is a short publication to facilitate local printing and reduce costs (square format 210 x 210 mm). It summarises FAO and other stakeholders’ work with countries and other partners to encourage the consumption of fruits and vegetables and assure that they are accessible, affordable and available to everyone, and encourage concrete actions to encourage healthy diets.

The brochure will be available shortly and can be downloaded in all official languages of the United Nations from the [IYFV Asset Bank](#).



4.5 CHILDREN'S ACTIVITY BOOK

The IYFV list of publications includes an issue of the Children's Activity Book series with educational tools for educators, students and anyone who wishes to learn more about fruits and vegetables. It is currently under development and will be released in 2021. Stay tuned!

4.6 WEBSITE AND WEB BANNERS

The IYFV 2021 website is action-oriented and provides useful information to help you promote the year. Its resource section provides links to a wide range of communications materials, which can be customized to your needs.

Be sure to **add all your IYFV-related events** to the website's events section and keep track of what is happening near you. To add your event, fill in the form on the events section on the IYFV website www.fao.org/IYFV2021 or contact IYFV@fao.org.

You can download the IYFV web banners and backdrops in six languages from the [IYFV Asset Bank](#).

Standard sizes are:

- Horizontal IYFV 2021 web banner (450 x 90 px)
- Vertical IYFV 2021 web banner (120 x 160 px) or (210 x 210 px)

Contact us at IYFV@fao.org if you need another size or language.

SOCIAL MEDIA TRELLO BOARD

The [IYFV Trello board](#) contains a set of graphics that can be used on social media to promote the IYFV, including the poster and illustrations from the Activity Book. See section 5.4 for some suggestions on how to promote IYFV on your social media channels.

4.7 BACKDROP/BANNER FOR MEETINGS OR EVENTS

Graphics for the local printing of a banner or backdrop (3.0 x 2.0 m) and (3.0 x 1.0 m) for IYFV events are provided in the [IYFV Asset Bank](#). To help with your events, we have also provided adaptations of the visual as event invitations and simple roll-up banners in the [IYFV Asset Bank](#).

Figures 5 & 6:
banners



4.8 PROMOTIONAL VIDEO

A 1-minute promotional video will be available for use in all activities related to the IYFV 2021. We would encourage FAO offices and partners to approach TV stations, online media, public transport partners and other large outdoor screen coordinators, using material already available for IYFV considering that many TV stations require up to six months' notice in advance of the actual screening time. You can also ask the IYFV team to provide the IYFV promo video in additional languages. Please write to us as soon as possible, with a brief description of the outreach potential in this extra language. We would only ask for your support with the translation and final check.

4.9 GADGETS AND PROMOTIONAL ITEMS

The [IYFV Asset Bank](#) provides graphics for the local printing or production of:

- t-shirts;
- caps;
- mugs; and
- bags.

Figure 7: t-shirt
Figure 8: caps
Figure 9: mugs
Figure 10: tote bag



5 HOW TO PARTICIPATE

5.1 PLAN YOUR EVENT OR OUTREACH ACTIVITY

If you wish to organize an event or outreach activity, we can provide you with a range of materials and tips to plan it. We have promotional materials in several languages - posters, a brochure, event banner, web – all of which are downloadable in the [IYFV 2021 Asset Bank](#).

If you want to hold an event or start a local campaign, get some inspiration from the examples below.

The IYFV 2021 is an action-oriented campaign so start by getting some inspiration by reading the IYFV actions for countries, the private sector, farmers and all individuals, and encourage partners to take a pledge. Keep us updated about your calls to action!

Plan a virtual IYFV event

Plan an event online using platforms, such as Skype or Zoom, to bring people together and celebrate the IYFV virtually. Another option can be to use social media platforms that have live video streaming functions to engage with a wider audience.

Festivals and fairs

Although we mark the IYFV 2021 this year in very unprecedented circumstances, you can still take advantage of this important opportunity to call for action. Take a fresh approach by considering different activities or new formats for events – either by going digital or respecting any physical distancing measures. Organising events, such as food tastings, cooking demonstrations and exhibitions of local fruits and vegetables can be just as effective and engaging online.

City and public transport branding

Approach municipalities, outdoor advertisers, or transportation companies to place IYFV products, such as the IYFV poster or promo video.

Get the media involved!

Approach advertising contacts in TV stations as early as possible to place the IYFV spot. Share ideas with the IYFV team on where you hope to place any promo material, and we will produce it in the language you need.

Films and documentaries

Ready, set, action! Organise a screening of an IYFV-themed movie, cartoon or documentary and encourage the public to share their thoughts during an open discussion. This is a type of event that can also work online and connect a group of people virtually, or even outdoors while respecting physical distancing measures.

Online cultural performances

Organising an online concert or dance performance can attract viewers in a dynamic and entertaining way to celebrate the IYFV. Online cultural performances can encourage a wider participation amongst the public while ensuring safety measures are respected. Everything you can do to raise awareness is more than welcome!

Recreation and sports

Platforms, such as Skype and Zoom, have become modes for organizing online activities for exercise. Organise an online exercising class, such as aerobics, yoga or Zumba, to promote the IYFV. Encourage people to become advocates of a sustainable world by encouraging all participants to commit to take action and calling on others to do their part.

Lectures, panels and roundtables

Organise or sponsor a public lecture with political leaders, educators, scientists and farmers using an online platform and invite people to attend virtually. Use your food systems lecture to promote solutions and actions that inspire participants and host a forum or questions and answers session afterwards to encourage involvement.

Know your influencers!

Identify bloggers, actors, popular public figures, photographers, chefs or experts who champion similar issues to help amplify FAO messages at events and across digital platforms. Get in touch with us so we can guide you in your efforts.

Plan an IYFV exhibition

Plan an exhibition to support your FV activity featuring projects, multi-stakeholder partnerships or agricultural products in your region. If you can't hold a live exhibit, you will be able to upload a digital format online.

Spread the word!

Inform, educate and engage audiences with real facts. Join the IYFV campaign by sharing our free material on digital channels and by using the official hashtag **#IYFV2021**.

Let us know about your IYFV event!

As you can see, there are a lot of ways to celebrate the IYFV. Remember to tell us about your IYFV events or efforts to promote the global campaign by uploading your event details. Photograph and/or record your event and send us your best photos so we can feature them in an IYFV Flickr Album. All high-resolution photos should be accompanied by photo credits and information about the event so we can publish them.

Remember to use the IYFV visual as much as possible in your events and activities!

5.2 PARTNERSHIPS

The IYFV global impact would not be possible without a network of strategic partnerships. These partnerships involve the exchange of visibility, co-marketing, and the sharing of communication resources, all with the aim of reaching out to a broader audience.

Examples of exchange of visibility could be:

- co-marketing of an event, through FAO and the partner's marketing channels;
- branding of an event or a specific company product with the IYFV visual identity or exchange of logos or visual identities on key communication materials by both partners;
- featuring the partner's brand on the IYFV website;
- promotion of the video spot, radio spot, IYFV banner, posters and other communication material; and
- making use of each other's social media (such as repost messages, retweets, engaging influencers to further promote the messages etc.).

5.3 TRADITIONAL MEDIA OUTREACH

Media outreach in the lead-up to IYFV 2021

In addition to promoting the IYFV promotional video with national and regional media contacts, you can also share IYFV information and materials on a regular basis and inform the media about events and activities that are set to be organized locally and/or digitally in 2021.

Media coverage or the pitching of stories could significantly build public interest in events organized by FAO Representations in 2021. Physical events or activities should be organized in compliance to regional health and safety measures put in place by local government authorities. In some cases, it may be possible to invite FAO Goodwill Ambassadors (GWA) to join field visits or promote IYFV online and to speak about the importance of fruits and vegetables with more authority and better knowledge during your IYFV events (GWA visits should always be coordinated with the Regional Communications Officer and FAO Goodwill Ambassador team at FAO HQ at: GoodwillAmbassadors@fao.org).

Media outreach during the International Year of Fruits and Vegetables

A range of activities can be organized with local media, such as:

- talk shows and discussion panels with FAO experts;
- press conferences and media briefings;
- radio/TV call-in shows; and
- pitching local spokespeople for interviews on IYFV.

The involvement of local, regional and international media outlets and their presence at IYFV events and visits to FAO projects are fundamental to increasing awareness.

5.4 DIGITAL OUTREACH

In 2021, on digital channels, FAO wants to raise awareness of the importance of consuming fruits and vegetables in contributing to healthy diets and overall good health, as well as how consuming more fruits and vegetables helps contribute to the fight against hunger and malnutrition.

A campaign website for IYFV 2021 is launched with all information on the year.

Through the digital narrative we can once again raise the profile of fruits and vegetables and call on everyone to start thinking about the collective responsibility to assure that fruits and vegetables are available, accessible and affordable and encourage their consumption.

Help spread the word on digital channels! Before you start, take a look at section 2.4 on IYFV Key messages that you can promote. Include the hashtag **#IYFV2021** when you tweet, post about, promote or share the theme or any of the IYFV materials.

You can start now by using the graphics provided on the [IYFV Trello board](#).

AR, EN, ES, FR, RU, ZH: **#IYFV2021**

List of FAO's main social media accounts:

Facebook

<https://www.facebook.com/UNFAO> (FAO Corporate account)

Twitter

<https://twitter.com/FAO> (Primary/Corporate account)

<https://twitter.com/FAOKnowledge> (Corporate account)

<https://twitter.com/FAONews> (Corporate account/Media)

LinkedIn

<https://www.linkedin.com/company/fao> (FAO corporate page)

Instagram

<https://www.instagram.com/fao>

YouTube

<https://www.youtube.com/playlist?list=PLzp5NgJ2-dK4T7GE2fsGujftlxSX1rCTC>

Weibo

https://weibo.com/unfao?refer_flag=1005055014

WeChat

Search "FAOChina" on WeChat

FAO Social Media Guidelines are available from:

<http://www.fao.org/2/socialmedia>

For specific queries related to FAO social media, an email can be sent to Social-Media@fao.org

6 USEFUL LINKS

International Year of Fruits and Vegetables [website](#)
International Year of Fruits and Vegetables [Asset Bank](#)
[IYFV visual identity guidelines for graphic designers](#)
[IYFV Trello board](#)

TAKE ACTION FOR FRUITS AND VEGETABLES DURING #YFV2021 IN 2021 AND BEYOND

Private Sector and Businesses:

The private sector must promote and implement corporate social responsibility and other initiatives that promote the consumption of fruits and vegetables:

- Private sector entities should commit to applying measures to prevent and reduce losses and waste of fruits and vegetables within their operations, as well as in those of other operators along the supply chain. Equipment manufacturers and service providers should develop improved technologies, processes and market information that support the activities and livelihoods of small-scale fruit and vegetable producers (particularly women and local producers) and facilitate the creation of more efficient and equitable value chains.
- Private sector entities should commit to adopting innovations that facilitate the formation of collaborative inter-firm relationships. These include relationships between firms at different levels of the value chain, known as vertical relationships, and among firms at the same level of the value chain, known as horizontal relationships. Examples of effective cooperation include market information-sharing and inter-firm communication, both of which contribute to reduced transaction costs, risk-offsetting opportunities, and effective group governance that promotes micro-, small- and medium-sized enterprises that enhance competitiveness along the fruit and vegetable value chain.
- Countries, the private sector, civil society organizations (CSOs), international organizations and academic and research institutions should invest in research and development (R&D) aimed at increasing options and innovations to improve fruit and vegetable production at all stages along the value chain. Examples of where R&D could focus include harvest handling for improved efficiency and preservation mechanisms; loss and waste prevention by taking into consideration the special needs of vulnerable populations; and building on traditional knowledge.

Civil society organizations (CSOs):

- Civil society and non-governmental organizations (NGOs) should form networks and action groups to work in an articulated way to promote the availability, accessibility and affordability of fruits and vegetables. In addition, they should advocate and support health-promoting programmes and health education campaigns. Examples of these include promoting the introduction of fruits and vegetables as part of complementary foods around six months of age for infant and young childcare practices, and advocating food and nutrition education in nursery and primary schools to improve food literacy.
- Civil society and NGOs should organize campaigns and events aimed at empowering citizens to take a more active role in legislative and political processes and advocate for the prioritization of healthy diets to prevent and treat malnutrition and non-communicable diseases (NCDs).
- CSOs and other actors should support consumer behaviour change through awareness raising and training on the importance of – and avenues for – reducing fruit and vegetable waste.

Farmers and Cooperatives:

- Farmers and cooperatives should work together and promote coordination within supply chains to help increase market competitiveness and reduce loss and waste in fruits and vegetables.
- Farmers and cooperatives should prioritize food safety within their operations and across fruit and vegetable supply chains and take actions to ensure that the fruits and vegetables reaching consumers are safe.
- Farmers, especially smallholders and family farmers, should be given increased access to short chains or circuits in order to increase their profitability while implementing strategies for reducing production costs for fruits and vegetables. They should also seek opportunities in diversification and move towards more sustainable production systems, for example through crop rotation and diversity and use of fewer chemical inputs. Cooperatives can support the farmers' transition by providing training and better connecting them to markets.

Governments:

- Governments should implement consistent public policies that ensure healthy food systems in order to promote the availability, accessibility and affordability of fruits and vegetables. International trade plays a key role in the provision of fruits and vegetables worldwide. Governments should promote international trade as well as local production to provide healthy and safe fruits and vegetables to their population and ensure that they are affordable by adopting trade policies, regulations and standards that are consistent with multilateral trade agreement rules and recommendations.
- Countries should have a legal framework to adopt nutrition-sensitive practices along the food supply value chain. This framework should focus on a range of diverse, affordable, nutritious, culturally appropriate and safe fruits and vegetables in adequate quantities to sustainably meet the dietary requirements of populations. This will have a positive effect on our health, biodiversity conservation and use environmental sustainability and reduce costs of public health care.
- Governments should take the necessary steps to ensure that the food supply chain and logistical links are robust so that supplies of fruits and vegetables are available at all times, especially to the most vulnerable populations. For example, this could be done by promoting the consumption of fruits and vegetables through school nutrition programmes or other programmes targeted at vulnerable people, or through promoting public purchases of local products.
- Countries and governments have the role of coordinating different agencies to promote and carry out the objectives of the IYFV, such as raising awareness about the benefits of consuming fruits and vegetables for health and nutrition; promoting healthy diets through increased consumption of fruits and vegetables; promoting the sustainable production of fruits and vegetables with special emphasis on family farming and small farmers; and reducing losses and waste in supply chains from production to consumption.

General Public:

- Consumers should store and handle fruits and vegetables appropriately in order to preserve their quality, thereby helping to prevent deterioration and food waste. Preventing waste also includes buying imperfect looking fruit and vegetables, which are perfectly edible and nutritious.
- All consumers, including children, should be encouraged to increase the amount of fruits and vegetables in their diets. This can be done through higher fruit and vegetable offerings in public settings such as schools, workplaces, hospitals and care centres. In order to achieve desired behavioural changes, efforts need to be supported by the media, public awareness campaigns, nutritional education programmes in schools, community interventions and increased information at points of sale. Health promotion that fosters healthy eating practices from infancy through incorporating fruit and vegetable consumption can have a major impact on health and well-being during childhood and later stages in life.
- As a society, we need to rediscover the importance of fresh produce and traditional knowledge. Gastronomy, culinary skills and local biodiversity benefit our health as well as our environment.
- Influencers and chefs should promote the utilization of fruits and vegetables – particularly indigenous varieties – in their recipes and menus and teach the public new ways of preparing and conserving them.

Academia:

- Researchers and academic institutions need to be advocates for sustainable production practices. They should support efforts to increase efficiency and reduce losses and waste in the supply chain of fruits of vegetables, as well as at the consumer level, by investing in research and development targeted at finding effective solutions. They should also work alongside policymakers to encourage and implement such solutions.
- Academic researchers should promote agricultural and food policies that encourage a change from monoculture practices to an approach that fosters biodiversity in the production of fruits and vegetables to mitigate land degradation and pest and disease outbreaks.



INTERNATIONAL YEAR OF
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