

ELECTION PRIORITIES 2022-23

**Invest in a
happier,
healthier
& wealthier
Australia.**



**THE FRUIT
& VEGETABLE
CONSORTIUM**

 Nutrition
Australia

 AUSVEG



Calls for a fresh approach.

Nutrition Australia and AusVeg as co-leads of the Fruit & Vegetable Consortium (FVC) have officially submitted parallel papers to Treasury, both requesting \$100 million funding for a national behaviour change program to lift Australia's low levels of vegetable consumption.

The most important issue for Australian voters is undoubtedly recovering from the COVID pandemic. Improving personal health, whole-of-population health and building a more resilient economy is critical.

The FVC business case for federal investment in a national behavioural change program to increase daily vegetable consumption is compelling. This Election Priority document brings together how the benefits of eating more vegetables positively contributes to our pandemic recovery efforts.

Increasing vegetable consumption will positively impact the immediate and future health and wellbeing of Australians as well as positively boost parts of the economy to secure the next generation of jobs in our regional and rural communities.

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Building healthier kids and families.

In Australia our recommended vegetable intake for adults is 5 serves per day. But, in spite of countless individual marketing attempts to encourage Australians to eat more vegetables, only 7.5% of adults and 6.3% of children are eating enough (ABS, 2018).

What's more, total vegetable consumption – both fresh and processed – has been steadily declining at 1.1% p.a. (5-year Compound Annual Growth Rate.), suggesting that Australians today consume 13 kilograms per year less vegetables per capita than they did in 2001. The cost of low vegetable consumption:

- \$978.5 million of government health expenditure in 2015-16 (federal, state and territory).
- 1.2% of the total burden of disease in Australia
- Rising overweight and obesity prevalence and subsequent \$8.3 - \$21 billion associated costs

Overweight/obesity costs Australia an estimated \$8.3 to \$21 billion per year, with estimates that obesity will cost Australia a further \$87.7 billion by 2025.2 Australia is now the 5th most obese country in the world, with the highest (and rising) rate of obesity ever.

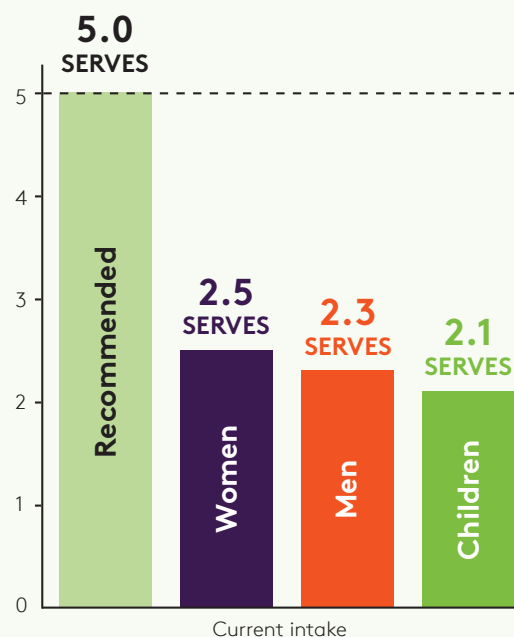
Adding to the cost of low vegetable consumption is the disruption of the COVID-19 pandemic. As the pandemic continues to compromise health and disrupt communities and economies, and challenge governments, the significance of good public health and health systems is critical.



Low vegetable consumption is a serious threat to the health and wellbeing of all Australians and requires an urgent long-term solution.

The FVC members and supporters stand united and prepared to make a significant contribution to achieving the ambitious vegetable consumption targets stated both in the National Preventative Health Strategy (NPHS) and draft National Obesity Prevention Strategy (NOPS), with the execution of a national behaviour change program that aligns and amplifies the efforts of government, health agencies and the horticultural industry.

Recommended vs current vegetable intake – Australia.



Policy achievements for National Preventive Health Strategy (NPHS) 2021-2030:

- Maintain or increase adult and children (≥ 9 years) vegetable consumption to 5 serves per day by 2030
- Halt the rise and reverse the trend in the prevalence of obesity in adults by 2030
- Reduce overweight and obesity in children aged 5-17 years by 5% by 2030

Ambitions for National Obesity Prevention Strategy (NOPS) draft 2021:

- All Australians live, learn, work, and play in supportive and healthy environments
- Australians are empowered and skilled to stay as healthy as they can be
- Australians have access to early intervention and primary health care

There now exists a clear national vision and strategy for an Australia that encourages and enables healthy weight and healthy eating for all. The Fruit & Vegetable Consortium (FVC) has the expertise, capability, agility and focus to deliver a population level increase in vegetable consumption.

Building a healthier Australia with vegetables.

Increasing vegetable consumption by as little as 1 serve a day is a critical issue for federal attention that will deliver a triple bottom line of benefits - significantly improving the health, economic, social, and environmental wellbeing of Australians:

1. Thriving, healthy Aussie kids and families

Improves overall physical and mental health, addressing critical issues identified during the COVID-19 pandemic including the need for greater social connection, stronger population-level immunity, and resilience against natural disasters.

2. Fuels Australia's economic recovery

Drives national economic growth, regional job creation, and GDP improvement starting at the paddock with Aussie farmers and spanning the fresh produce supply chain, including wholesalers, retailers, and food service.

3. Builds sustainable communities

Significant positive impacts on social wellbeing, environmental wellbeing (building a sustainable food system, less packaging and food waste), and economic wellbeing (reduced health cost burden with lower incidence of chronic disease, and overweight/obesity).



The behaviour change program over 5 years will deliver an increase of 1 serve of vegetables per individual per day as well as:

Save \$1 billion
in health expenditure over 5 yrs

Significant contribution
to lower rates of chronic diseases

14% reduction
in disease burden
if Australians who are overweight/
obese maintained a 3kg weight loss

\$1.3 billion p.a.
increase in vegetable
sales volume to those in the
Australian food supply chain

\$1.6 billion p.a.
net economic benefit
to vegetable growers

\$10 return on investment
for every \$1 invested
in behaviour change program to
increase vegetable consumption

An additional job in the regional economy for every new job created in the Australian food industry.



**We can do this.
But only together.**

Working together, Australians have overcome many great challenges; from droughts and floods, to bushfires and pandemics. Together, we can overcome this challenge, too. We can put vegetables at the forefront of our national diet and make Australia happier, healthier and wealthier.

**Make it happen. Join us and invest in
The Fruit & Vegetable Consortium.
www.thefvc.org.au**