

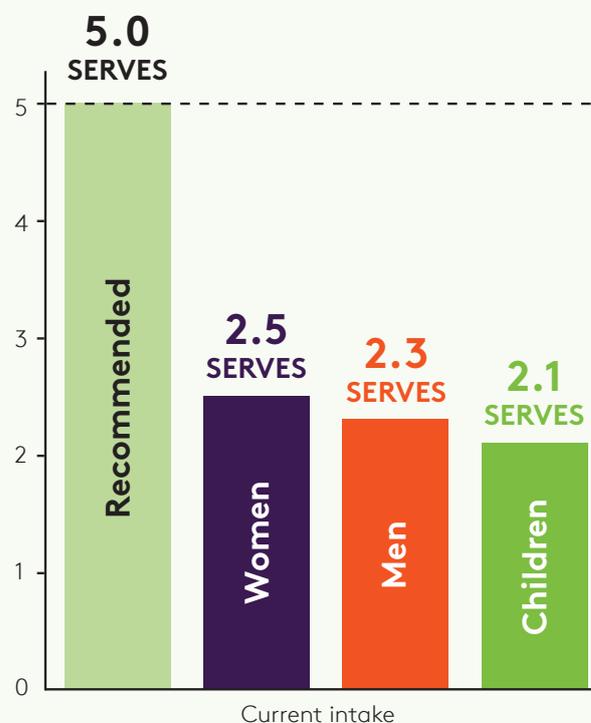
**Invest in a
happier,
healthier
& wealthier
Australia.**



**THE FRUIT
& VEGETABLE
CONSORTIUM**



Recommended vs current vegetable intake – Australia.



Getting to the root of the problem.

In Australia, our recommended average vegetable intake for adults is 5 serves per day. But, in spite of countless individual marketing attempts to encourage Australians to eat more vegetables, we're now consuming less than half of what we need.

What's worse, is those numbers are steadily declining.

The rise of fast food, our growing propensity to eat out and a decline in cooking skills, has not only caused a reduction in the amount of fresh, homecooked meals we eat, it has also contributed to our highest rate of obesity, ever.

We are now the 5th most obese nation in the world.

The cost of treating chronic diseases caused by unhealthy eating is a relentless burden on taxpayers. But the economic impact doesn't stop there.

With Australians consuming 13kg less vegetables per year than in 2001, growers, producers, manufacturers and retailers are also suffering.

Whichever way you look at it, we have a serious problem. So, we need a serious solution.

It's time for collective action.

It won't happen overnight. To lock in real behaviour change The Fruit and Vegetable Consortium, supported by over 200 organisations – including farmers, retailers, food services and the health sector – is committed to developing a long-term behaviour change program, that inspires Australians to live a healthier life, by eating more vegetables.

We can't fix the problem by simply creating another marketing campaign. If we want to inspire real, long lasting change, we'll need to look beyond the obvious health and nutritional benefits, and educate Australians about the incredible possibilities that locally grown vegetables offer.

It's time for a fresh approach.

By working with all sectors of the food system, we'll make vegetables more readily accessible and enjoyable for all Australians. Improving packaging, minimising waste and offering new ideas that make it easier for hard working, time poor Aussies to live a healthier, happier life.

- We'll show them that you don't have to be a Michelin star chef to prepare great tasting dishes using vegetables.
- We'll encourage restaurants and food outlets to offer more vegetable options.
- Through schools, clubs and social media, we'll boost education about vegetables and inspire new generations to make healthier choices when cooking, dining and snacking.

It's time to make vegetables the hero on our plates and in our snacks too.

Though it may take some time, our goal is to create a social and cultural change that lasts for generations.

For too long, Australians have planned their meals based on the protein they've chosen. We aim to rearrange that mindset, so that one day, every trip to the supermarket will begin in the vegetable aisle. And the protein we choose, will be based on how well it accompanies the vegetables we've selected.

Old habits die hard, but with the right level of education and support, our new habits will not only lead to healthier, happier households, they'll also contribute to a healthier, more sustainable Australia.



For every \$1 invested there will be a \$10 return.

We know that we can't achieve this sort of behaviour change without the right level of investment. **That's why we need governments, growers, manufacturers, retailers, health insurers and, frankly, businesses from all related sectors to be a part of it.**

We also know that the return of investment will far outweigh the cost.

If every Australian ate just an extra half cup of vegetables every day, we will significantly reduce the burden on our health system. A diet rich in a range of vegetables can reduce blood pressure, heart disease, some cancers and a host of other health issues, including the risk of obesity.

On top of the social advantages, the economic benefits will be astronomical. By working together, we will create more jobs and increase profits for farmers, manufacturers and the entire food services industry.

Our environment will benefit, too. By growing more vegetables, which absorb CO2 from the atmosphere to produce oxygen, we'll all be able to breathe a little easier.

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

\$100 million p.a.
reduction in the health burden
(Deloitte, 2016)

\$634 million p.a.
in increased economic value
(McKINNA et al, 2018)

\$1 billion
in economic value over 11 years
(Deloitte Access Economics, 2018)

**Every dollar and job
created in the industry
creates another in
the regions**

(Deloitte Access Economics, 2018)



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