Preventing Cardiovascular Disease Starts with Nutrition

INTERNATIONAL FRESH PRODUCE ASSOCIATION℠

CVDs: EUROPE'S LEADING HEALTH CHALLENGE

OVER 1.8M DEATHS IN THE EU EVERY YEAR ARE RELATED TO CVDS[1]

- Cardiovascular diseases (CVDs) are responsible for nearly 25% of premature deaths in men and 17% in women under 65.[1]
- 13-14% of people in the EU are currently living with CVDs.[2]
- The economic cost amounts to €282–295 billion annually, about 2% of EU GDP.[2]

Low consumption of fruits and vegetables fuels health problems and costs the health system billions.

EUROPE'S NUTRITION GAP

ONLY 1 IN 8 CITIZENS ACHIEVE THE RECOMMENDED FRUIT & VEG PORTIONS[3]

- Between 20% and 25% of all deaths in adults have been associated with imbalanced diets.[4]
- An estimated 3.9 million deaths worldwide were attributable to inadequate fruit and vegetable consumption in 2017.[5]

Poor diet is a major modifiable risk factor for CVDs, alongside lifestyle choices.

MAKING NUTRITION CENTRAL TO CVD PREVENTION IN THE EU

Diets rich in fresh fruits and vegetables are proven to reduce CVDs.[5]

13% lower risk of death from all causes [6]

8% reduction in coronary heart disease risk [7]

Every €1 invested in healthy diets can result in €2–4 in health cost savings.[8]

"Incorporating a diverse range of fresh fruits and vegetables into the daily diet ensures adequate intake of essential nutrients and contributes to the establishment and maintenance of heart-healthy dietary patterns associated with reduced risk of cardiovascular disease."

Dr Jelena Gligorijevic
The Foundation for Fresh Produce
Chief Medical Officer

IFPA's Policy Recommendations:

1. **Increase fruit and vegetable availability through public procurement in schools, hospitals, workplaces, including via better funding the EU School Scheme.**
2. **Adopt supportive fiscal and regulatory measures, such as reduced VAT on fruits and vegetables, improving accessibility and affordability.**
3. **Incentivise healthier choices with harmonised front-of-pack (FOP) nutrition labelling.**
4. **Drive nutrition education and awareness across all ages through EU-wide campaigns.**

ABOUT IFPA

The International Fresh Produce Association unites the global fresh produce and floral supply chain to build a vibrant, healthy and sustainable future for all.

Visit our website to learn more about IFPA's mission:

www.freshproduce.com

[1] research-and-innovation.ec.europa.eu/research-area/health/cardiovascular-diseases_en [2] ehnheart.org/about-cvd/eu-action-on-cvd/ [3] ec.europa.eu/eurostat/statistics-explained/index.php?oldid=572524 [4] media.globalnutritionreport.org/documents/2021_Global_Nutrition_Report_aUfTRv0.pdf
[5] who.int/tools/elena/interventions/fruit-vegetables-ncds [6] ahajournals.org/doi/full/10.1161/CIRCULATIONAHA.121.053293 [7] pubmed.ncbi.nlm.nih.gov/28338764/