

Social Media Kit

THE FRUIT & VEGETABLE CONSORTIUM

A fresh approach to increasing
fruit & vegetable consumption

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A fresh approach
to increasing fruit
and vegetable
consumption

WHAT IS THE FRUIT & VEGETABLE CONSORTIUM?

The Fruit & Vegetable Consortium brings together key organisations in nutrition, health, farming and the supply chain to collectively advocate for comprehensive joint action to improve Australia's fruit and vegetable consumption.

Visit thefvc.org.au for more information.

MISSION

Our mission is to develop more effective marketing and promotional interventions that will deliver significant long-term change to fruit and vegetable consumption. There is an urgent need for far greater investment to address Australia's low levels of fruit and vegetable consumption. By working together and acting now, we can increase fruit and vegetable consumption.



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There is a well-established link between increased intake of fruit and vegetables and improved health outcomes

Diets rich in fruit and vegetables have been shown to protect against high blood pressure, obesity, heart disease, stroke, type 2 diabetes and some cancers.

We need to eat more vegetables

Just half of Australian adults and two thirds of children have an adequate daily intake of fruit. But of greatest concern is that only 7% of Australians and 5% of children meet the guideline for daily vegetable intake.

Fruit and vegetable consumption is decreasing

In 2004, 14% of adults consumed the recommended amount of vegetables. Ten years later, in 2014, just 7% met the guidelines.

Even modest improvements in vegetable consumption will have health benefits

An increase of 1 serve of vegetables a day (1/2 cup cooked vegetables) reduces the risk of death from all causes by 5% and deaths from heart disease and stroke by 4%.



An increase in consumption is good for growers

Economic modelling suggests a \$10 million marketing spend per year would deliver:

- an increase in vegetable consumption of around 0.5 serves per person, per day, within 5 years.
- economic benefits to vegetable levy payers in the vicinity of a \$1 billion net increase in farm income over 11 years.
- benefits to others in the supply chain. Retailers would gain an 8 per cent increase in prices by 2030 and benefit from an improvement in gross margin of \$368 million by year 2030 and achieve a cumulative gain of \$1.9 billion over the 11 years.

Increasing vegetable consumption will reduce government expenditure

Almost one billion dollars in government health expenditure is attributable to low fruit and vegetable consumption and this figure is increasing. If every Australian ate an additional half a cup of vegetables per day, government health expenditure would reduce by an estimated \$100 million per year (\$60.7 million to the Commonwealth Government and \$39.2 million to the states and territories).

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“
1 in 4 children and adolescents aged 2–17 years are overweight or obese.
”

“
Only 7% of Australian adults and 5% of children meet the recommended guideline for daily vegetable intake.
”

“
A diet rich in fruit and vegetables is essential to a well-balanced diet and a healthier you.
”

“
If every Australian ate an additional half a cup of vegetables per day, government health expenditure would reduce by an estimated \$100 million per year (\$60.7 million to the Commonwealth Government and \$39.2 million to states and territories).
”

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Vegetables are viewed as a healthy “catch all,” and a “good-for-you” option, rather than just providing specific health benefits or properties.
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Tips and ideas for social media posts

Messages should focus more on the positives of eating more fruits and vegetables and less on the negative consequences for not eating enough

Incorporate hashtags, tag influential people in your relevant space with followers who are willing to share content and even consider getting in touch with some people to share or create content

Once is rarely enough to make an impact on social media – make sure you post often and share what others post

People love stories about people – and everyone has a story that others will love. Tell people why you love fresh produce and start a conversation about healthy eating!

Images of healthy fresh produce are colourful and make great content for visual social media

Why do you want people to post or share on social media? Include a call to action to make your post count

If someone replies to you on social media, try not to ignore them – first impressions matter

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Copy & paste the images and text from the following pages to create and share a post on your social media account
More images can be sourced by contacting the Fruit & Vegetable Consortium Secretary



Australian #fruit&veg are delicious and vital to a healthy, well-balanced diet, and people can always eat more and get tremendous health benefits!

Nutritionists, health groups and the agriculture sector are working together to lift fruit & veg consumption – find out how you can help. Visit thefvc.org.au.



Just half of Australian adults and two thirds of children have an adequate daily intake of fruit. And only 7% of Australian adults, and 5% of children, meet the recommended guideline for daily vegetable intake.

Find out how you can support the Fruit & Vegetable Consortium to get people to #eatmoreveg and #eatmorefruit! Visit thefvc.org.au.



Did you know – if every Australian ate one more half cup of vegetables every day, government health spending would reduce by an estimated \$100 million per year?

Find out more about how you can throw your support behind efforts to make Australians healthier and happier – thefvc.org.au.

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Diets rich in #fruit&veg have been shown to benefit your health by protecting against high blood pressure, heart disease, stroke, type 2 diabetes & some cancers.

Nutritionists, health groups, farmers and retailers are working together to make Australians #healthier&happier. Visit thefvc.org.au to find out how you can make a difference.



Our farmers are working hard to make sure that your fruits and vegetables are healthy, delicious and readily-available all year round.

Find out about how they are working with nutritionists, health groups and the supply chain to lift #fruit&veg consumption – thefvc.org.au.



A diet rich in #fruit&veg is essential to a well-balanced diet and a healthier you.

Find out more about how nutritionists, health agencies and the agriculture supply chain are working together to create a healthier Australia. Visit thefvc.org.au.

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Do you have any good #veg recipes that you and your kids love? Share them with #thefvc and help Australia eat more #fruit&veg to become happier and healthier.

For more on #thefvc, visit thefvc.org.au.



When kids learn about #fruit&veg they want to try them for themselves in dishes that excite them.

Nutritionists, health groups, farmers and retailers are working together as #thefvc to get kids and adults to #eatmoreveg and #eatmorefruit. Find out how you can get involved – visit thefvc.org.au.



Healthy fresh #fruit&veg is a great way to improve your quality of life. Find out how nutritionists, health groups, farmers and retailers are trying to make people #healthy and #happy.

Visit thefvc.org.au.

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We have signed up as supporters of the Fruit & Vegetable Consortium to help increase fruit and vegetable consumption.

Find out how you can help make Australia #healthier and #happier. For more on #thefvc, visit thefvc.org.au.



Now more than ever we need to eat more #fruit&veg.

[INSERT BUSINESS NAME] has signed up to support the Fruit & Vegetable Consortium to help nutritionists, health groups, farmers and retailers are trying to make people #healthy and #happy. Find out how you can get involved – visit thefvc.org.au.



We are helping farmers, health experts and educators boost #fruit&veg consumption – find out how you can help!

Visit thefvc.org.au.

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#feelgoodfood

#shoplocal

#eatmorefruit

#healthyliving

#healthyeating

#thefvc

#healthieryou

#eatmoreveg

#seasonaleating



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Find out more



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jamiesministryoffood.com.au/the-good-foundation



kitchengardenfoundation.org.au



hw.qld.gov.au



vichealth.vic.gov.au