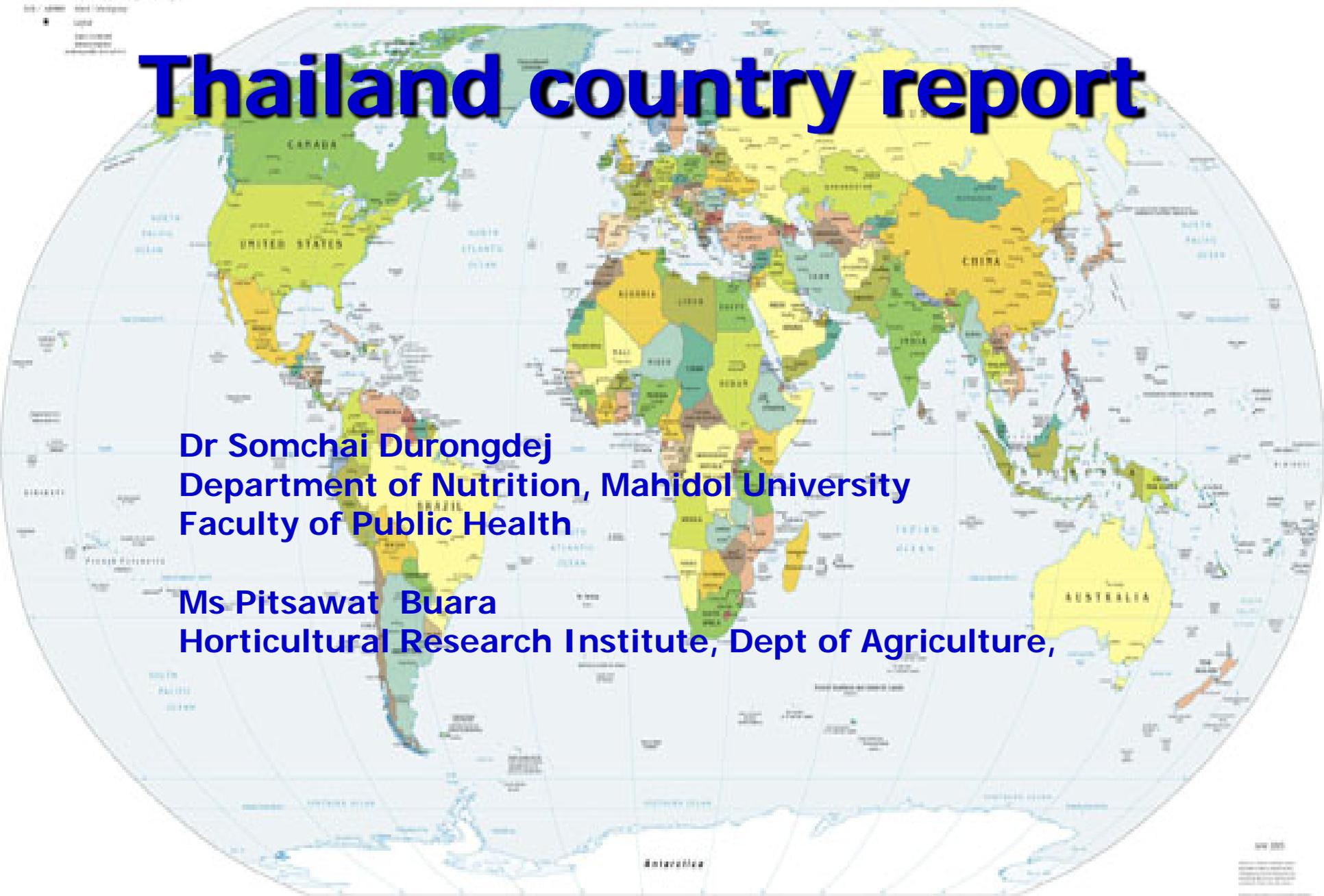


# Thailand country report

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# Thailand policy on fruit and vegetables production and consumption

- Make national food and agricultural policies consistent with the promotion of public health
- Develop diet strategies and guidelines
- Start nutrition education, media literacy primary school - to promote healthier diets, counter food fads and misleading dietary advice
- Encourage positive, healthy messages
- Coordinate school policies with health priorities

# Convinced situation?

- World Health Report shows that adequate fruit and vegetable consumption can decrease obesity risk
- According to 2003 national nutrition Survey in Thailand, only 15% of adolescent students reported eating at least five servings of fruits and vegetables per day

# Why the Need?

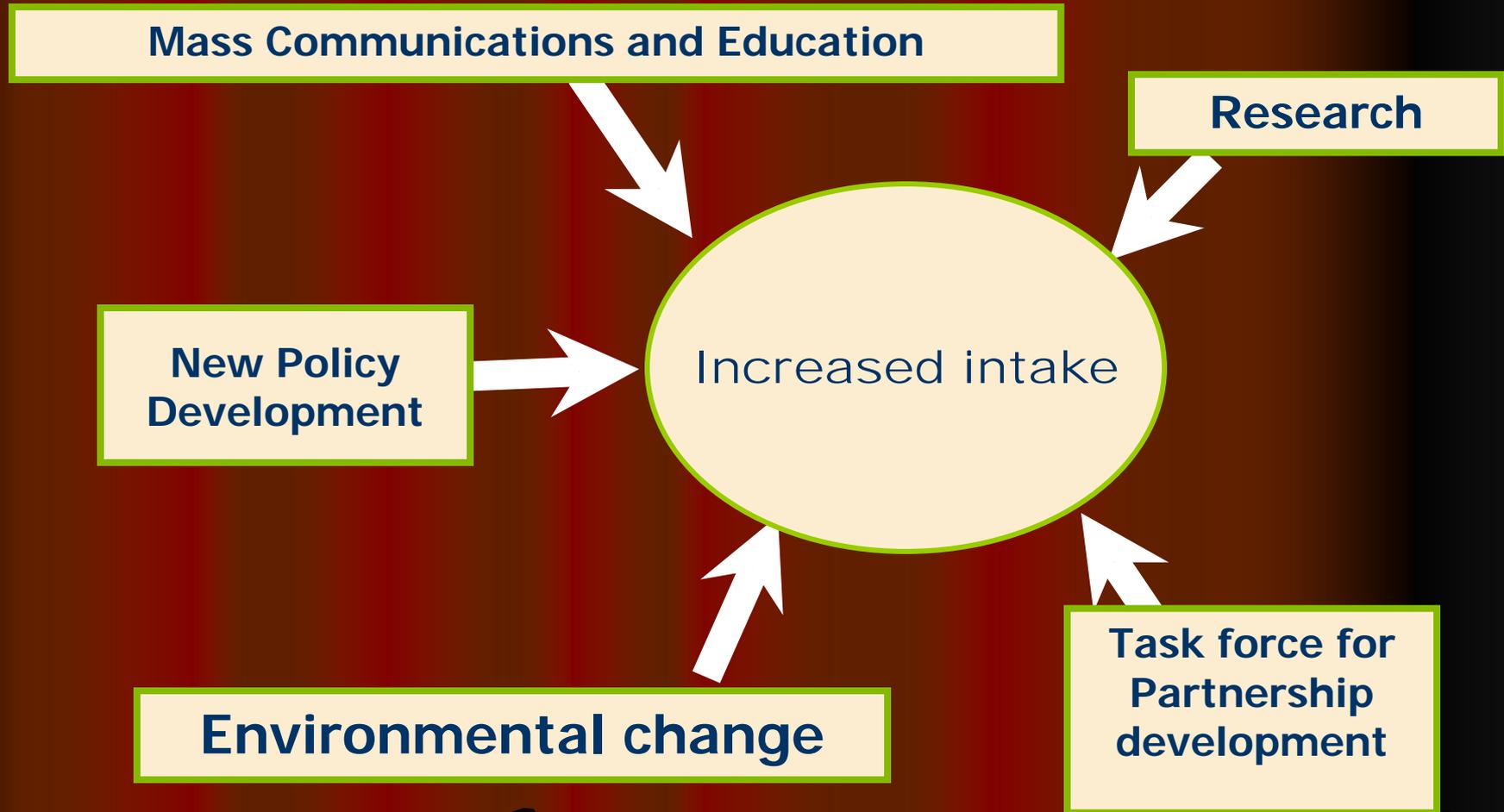
- 15% of Thai children overweight
- Prevalence has doubled in past 2 decades
- Overweight children have more health complications; more likely to become obese adults



# Establish partnership

- WHO & FAO and other UN agencies
- The Local authorities
- University and Research institutions
- Parental Association
- Ministries of Health, Agriculture and education.
- NGOs and Community Leaders

# Partnership network for fruit and vegetable consumption



# Production of F&V

Fruit and vegetable produced in Thailand were mainly for domestic consumption (population 62.4 m)



# Average availability of F&V for domestic consumption

Food items	Average availability Gms per person per day
Fruit	330-350
Vegetable	190-200
Total	520-550

# Threats to the production

**Fruit and vegetable production in tropical regions faces a lot of problems**

- insect pests**
- diseases**
- poor standard**
- high residues of pesticide exceed the MRL**

# Crop production situation

**In 1991 started pilot projects for hygienic production of pesticide “safe” fresh fruits and vegetable.**

- introduction of microbial organism used**
- natural enemy insects and plant extraction used instead of chemical application.**

# **Future trend of green and organic vegetable consumption**

**Thailand defined itself as the world's Kitchen and addressed the food safety year.**

**Agricultural products export increases 10% each year.**

# **Quality Improvement on green and organic vegetable production**

**In 2003: 12 kinds of fruits and vegetable are recommended to produce under GAP procedures**

**In 2004: 29 kinds of fruits and vegetable are produced under GAP and GMP procedures**

# National Requirements

- **Ministry of Agriculture & Cooperatives promotes and encourages growers to comply with GAP guidelines (enforced by Department of Agriculture)**
- **Q logo is the sign for Thai food crops produced under GAP farms that are safe and meet standards and requirements of both export and domestic market.**



ใบรับรองแหล่งผลิตพืช (GAP)  
โครงการความปลอดภัยอาหาร (Food Safety) ด้านพืช

นายไฉน นวลกัมพล สนิตย์ รหัสรับชม: กท 03-02-3600-0550-126

ชนิดพืช มังคุด

สถานที่ 127 หมู่ 8 ตำบลเขาสมิง อำเภอเขาสมิง จังหวัดตราด

วันที่อนุญาต 11 สิงหาคม 2547 วันที่หมดอายุ 10 สิงหาคม 2549

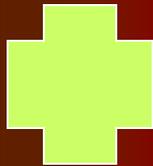
ใบไว้ ณ วันที่ 11 สิงหาคม 2547



(ลงนาม)   
นายอรรถจักร์ สันติกขวรศักดิ์  
อธิบดีกรมวิชาการเกษตร



ตราสัญลักษณ์ “Q”



สัญลักษณ์การรับรองสินค้าเกษตรและอาหาร  
กรมวิชาการเกษตร



รับรองแหล่งผลิตพืช (GAP)

ทท 03-02-3600-0574-111



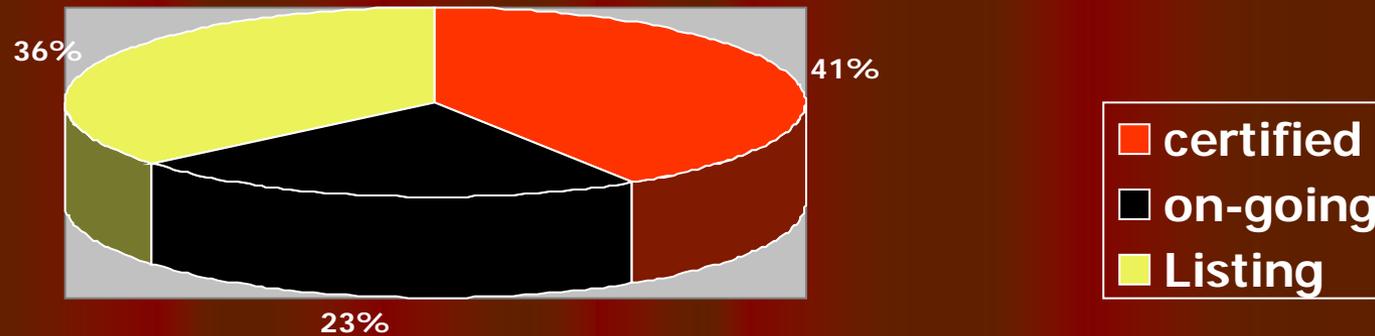
# National Requirements

“Q” for “quality”

At present, the Department of Agriculture grants several “Q” Certifications including.

- Q shop (agricultural inputs shop)
- Q GAP (farm)
- Q packing house (GMP)
- Q processing factories (GMP/ HACCP)
- Q Fumigation (SO<sub>2</sub>)
- Q Food safety (Q certifications of packing house + Q GAP farm + Analysis of their products with safety requirements)

# Status of Farms under certification with GAP in 2006 (n=501,663)



# certifications given on fruits and vegetables

1. longan
2. durian
3. mangosteen
4. vegetables
5. baby corn
6. asparagus



# Interventions to promote F&V consumption in Thailand under the Ministry of Public Health

- **Promoting Healthy weight**
- **Promoting more consumption of Fruit and vegetables**
- **Focus on School based Interventions**

# Promoting Healthy weight

- **Issue: unhealthy weight gain is a major contributor to ill health.**
- **What is being done**
  - 1. Dissemination of FBDG**
  - 2. Actions focus on healthy eating**
  - 3. Health promoting schools**
  - 4. Model intervention project**

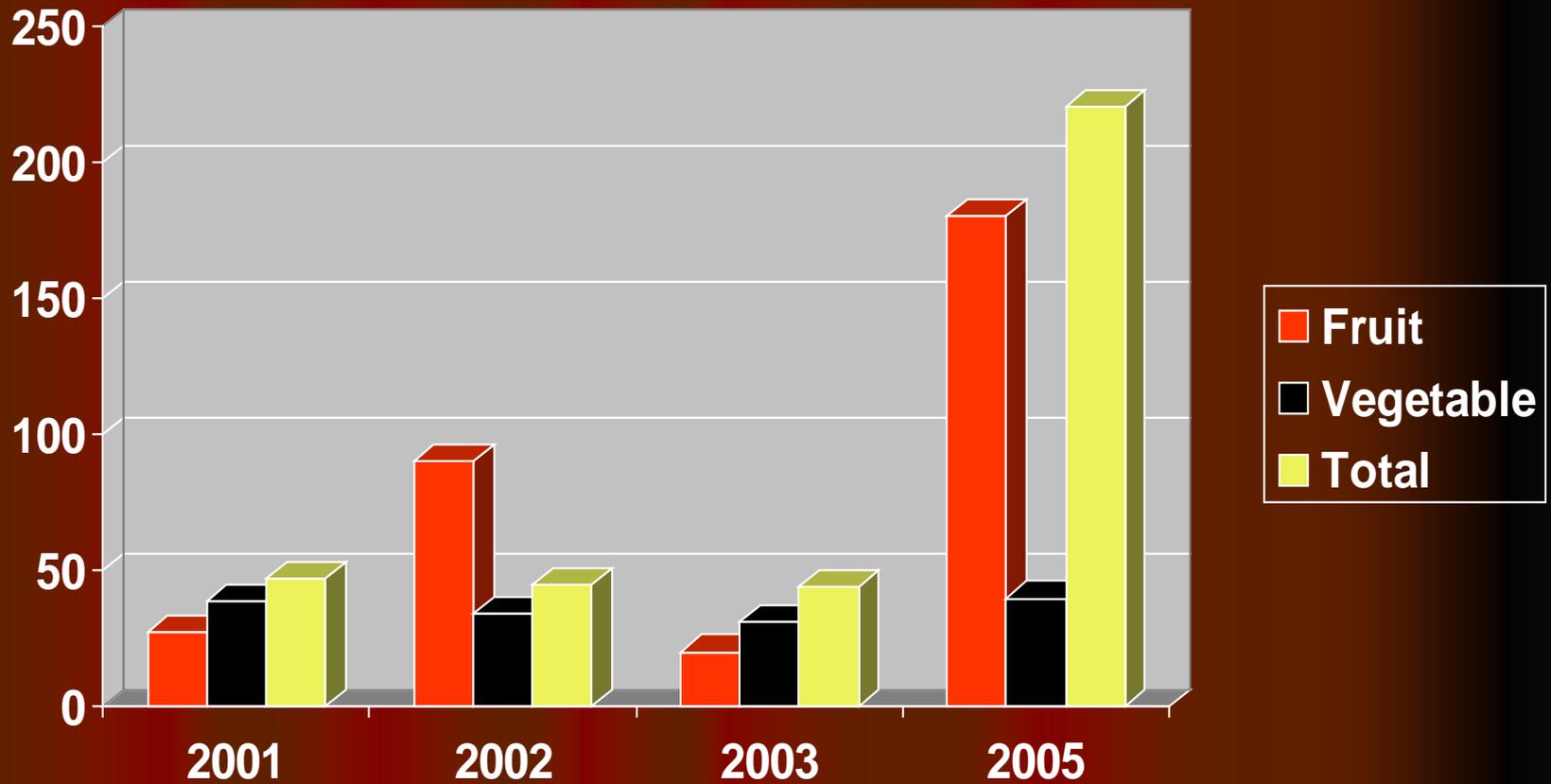
# Fruit and vegetables promotion

- Issues; not consume enough fruit and vegetables
- What is being done
  1. Healthy eating communication
  2. Survey of fruit and vegetables consumption in school children
  3. Identify school based interventions for increasing fruit and vegetable consumption

# Why Intervene in Schools?

- Schools have most continuous contact with young children
- Many children eat 2 meals a day at school
- Children eat more than half their daily calories at school
- Thus school-based interventions have powerful potential to influence dietary behavior

# Consumption of fruit and vegetable in school children



# Key Project Elements

- Goal: Positive impact F&V consumptions for students and their families
- Multi-component approach, comprising:
  - Nutrition promotion
  - Family participation
  - Cooking demonstrations
  - School garden
  - Mid-morning snack (Fruit and Vegetable Program)



# 6 om dagen

## Spis mere frugt og grønt

Danske sundhedsmyndigheder og -organisationer anbefaler danskene at spise mere frugt og grønt. Det kan være 3 grøntsager og 3 frugter = 6 om dagen. I alt 400 gram - hver dag!

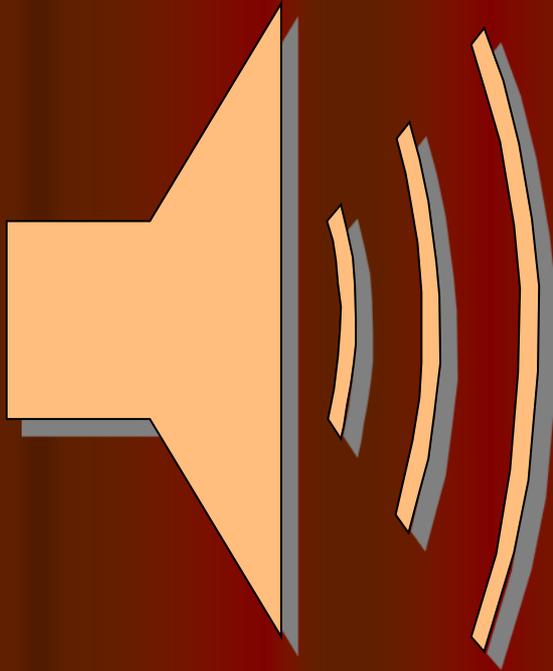
6 om dagen kan reducere risikoen for mange former for kræft. Risikoen for at få en blodprop i hjertet er også mindre. Disse to sygdomme er skyld i mere end halvdelen af alle dødsfald i Danmark.



Promotion in  
adults  
not in children

# Conclusions

# Plan for further actions



- Increase the availability and safety of fruit and vegetables for consumption
- Identify sustainable activities for increasing the consumption of FV
- Establish nutrition standards for school cafeterias
- Establish means for Parental involvement
- Build a strong evidence-based fruit and vegetables interventions that are appropriate for school settings
- Establish a network for promotion of Fruit and vegetables

# Acknowledgements

- WHO, FAO
- Ministries of Public Health, Education, Agriculture and NGO
- Universities, Business leaders throughout Thailand that participated in the intervention
- Mass media
- Parental associations
- NGO, and community leaders

# Thank You

