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

- Mass Communications and Education
- Research
- New Policy Development
- Task force for Partnership development
- Environmental change

Increased intake
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

<table>
<thead>
<tr>
<th>Food items</th>
<th>Average availability Gms per person per day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruit</td>
<td>330-350</td>
</tr>
<tr>
<td>Vegetable</td>
<td>190-200</td>
</tr>
<tr>
<td>Total</td>
<td>520-550</td>
</tr>
</tbody>
</table>
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.
ตราสัญลักษณ์ “Q”
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 (SO₂)
- 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)

- Certified: 41%
- On-going: 23%
- Listing: 36%
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

- Fruit
- Vegetable
- Total
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)
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