

Director, Dr. Robert Beaglehole  
Chronic Diseases and Health Promotion  
World Health Organization  
20, Avenue Appia  
CH-1211 Geneva 27  
Switzerland



### **Recommendation from the 5 A Day International Community**

Dear Dr. Robert Beaglehole

October 26<sup>nd</sup> 2004

We would like to thank you, Ingrid Keller and Tommaso Cavalli-Sforza for your participation and important contributions to the 4<sup>th</sup> International 5 A Day Symposium in Christchurch, New Zealand on August 8-10th 2004.

We greatly appreciate the time and effort you put into planning, organizing and sponsoring the Symposium. We commend the WHO on their efforts regarding the WHO Global Strategy on Diet, Physical Activity and Health and your commitment to actively promoting the increased consumption of fruit and vegetables. We look forward to continued and intensified collaboration in the future.

During the last day of the symposium we drafted the attached recommendation to WHO. Seventy-one participants and other 5 A Day-leaders from 30 countries have agreed to have their names stand under the recommendation.

On behalf of those who signed the recommendation

A handwritten signature in black ink, appearing to read 'Ron Lemaire'.

Ron Lemaire  
Canada

A handwritten signature in black ink, appearing to read 'Morten Strunge Meyer'.

Morten Strunge Meyer  
Denmark

C.C.:

Assistant-Director General, Dr. Catherine Le Galès-Camus, WHO  
Ms. Ingrid Keller, WHO  
Dr. Tommaso Cavalli-Sforza, WHO



We congratulate the WHO and our national governments for preparing and subsequently endorsing the Global Strategy on Diet, Physical Activity and Health in May 2004.

In view of the emergence of poor diet and physical inactivity as the second leading cause of non-communicable diseases as reported by the WHO, and given the global obesity epidemic there is an urgent need to address these issues aggressively. To avert an epidemic of obesity-related disease, purposeful changes in public policy and in the community environment will be required to support individuals in their attempts to eat better diets and maintain physically active lifestyles.

To this end, we call on the World Health Organization to provide action-oriented leadership and:

- increase and formalize its activities in the area of fruit and vegetable promotion and secure continuous, multi-disciplinary human resources for this initiative within the Framework of the Global Strategy on Diet, Physical Activity and Health, e.g., assessment and surveillance, intervention and dissemination science, food and health economics, and policy
- actively advocate policy and environmental change to promote fruit and vegetables at national levels as part of the implementation of the Global Strategy on Diet, Physical activity and Health, including the establishment of collaborating centers around the world
- continue to actively collaborate with the international 5 A Day community, explore how to formalize it in the future, and support the set-up of fruit and vegetable promotion programmes in both developed and less developed countries
- formalize collaboration with the UN Food and Agriculture Organization and involve other international organizations
- give higher priority to identifying, disseminating and promoting evidence-informed and promising strategies
- stimulate ongoing and meaningful action by the food industry to address the obesity epidemic

Endorsed by the following international 5 A Day leaders most of us gathered in Christchurch, New Zealand on August 10th 2004.



Mariano Winograd President 5 A Day Argentina	Ron Lemaire CPMA, 5 to 10 A DAY - Canada Canada	Miralini Kandiah UNIVERSITI PUTRA MALAYSIA Malaysia
Chris Rowley Australian Fruit & Vegetable Coalition Australia	Isabel Zacarias University of Chile Chile	Gerardo Nuñez 5 x DIA Mexico
Clive P. Stevens Ausveg - Australia Australia	Karen Tairea Ministry of Health Cook Islands Cook Island	Stephanie Hinze Fundación Campo y Salud, A.C. Mexico
Felicity Robson One Harvest/a perfect harvest Australia	Morten Strunge Meyer Department of Prevention and Documentation, Danish Cancer Society Denmark	Veronica Ibarra Ruelas 5 x DIA Mexico
Georgina Scott Perfection fresh/a perfect harvest Australia	Susanne Tøttenborg 6 A DAY-coalition Denmark	Alice Schaaf Misa Health Star Pacific Trust New Zealand
Jennifer Leong Department of Health, Western Australia Australia	Sneh Chand Manager, National Food and Nutrition Centre Fiji	Carolyn Watts Cancer Society of New Zealand New Zealand
John Thorn The Cancer Council Act Australia	Timo Taulavuori Finnish Association to promote fruit and vegetable Finland	Cliff Tasman-Jones NZ Nutrition Foundation New Zealand
Leigh Reeve Dietitians Association of Australia Australia	Laurent Damien 5-10 A DAY Interfel France	Dr Carolyn Lister New Zealand Institute for Crop & Food Research New Zealand
Margaret Miller Marg Miller Health Consulting Australia	Saida Barnat 5-10 A DAY Aprifel France	Glenda Gourley NZ Vegetable & Potato Growers Federation New Zealand
Peter McFarlane Snack Fruit Australia Inc - Low- Chill Australia Inc Australia	Helmut Oberritter 5 am Tag Germany	Judy McAnulty Health Ministries, NZ Pacific Union, Seventh-day Adventist Church New Zealand
Rebecca Rogers Australian Custard Apple Growers Association, Inc. Australia	Helmuth M Huss Chairman of the 5 am Tag Association Germany	Olivia Hala Health Star Pacific Trust New Zealand
Sarah Pennell Australian Fruit & Vegetable Coalition, Horticulture Australia Australia	Valtiero Mazzotti CSO - Centro Servizi Ortofrutticoli Italy	Olo Elise Puni Health Star Pacific Trust New Zealand
Annette Hasluck 303 Advertising, PADC Perth Advertising and Design Corporation Australia	Hiroshi Ohtaki 5 A DAY Association Japan	Paula Dudley United Fresh New Zealand
	Keiko Nakagawa Japan Vegetable and Fruit Meister Association Japan	Sarah Bromley New Zealand Vegetable and Potato Growers' Federation New Zealand



Sione F. Tupou Community Health New Zealand	Christine Ousted Principal Nutritionist, Samoa Ministry of Health Samoa	Elizabeth Pivonka President, Produce for Better Health Foundation National 5 A Day Program Partner USA
Stephen Barton Dole Asia New Zealand	Christelle De Witt Nutrition Student South Africa	Susan B. Foerster, MPH, RD, Chief, Cancer Prevention and Nutrition Section, California Department of Health Services USA
Teiho Tengaru Auckland New Zealand	Hester Du Toit 5-A-DAY for better health trust South Africa	Susan B. Foerster, MPH, RD, Director, California 5 a Day--Be Active! Campaign USA
Tiki Tuakeu Health Star Pacific Trust New Zealand	Marketing & Communication Manager Ana Eva Pérez Asociación para le Promoción del Consumo de Frutas y Hortalizas 5 al día Spain	Myriam Abel Ministry of Health, Port-Vica Vanuatu
William Hakaoro Health Star Pacific Trust New Zealand	Ursula Tengelin Swedish Cancer Society Sweden	
Winmill Siple Health Star Pacific Trust New Zealand	Ursula Zybach 5 am Tag / 5 par jour / 5 al giorno Switzerland	
Kaipara Kumara Ltd. New Zealand	Manager PR & Information Marja Slagmoolen Holland Produce Promotion The Netherlands	
Guttorm Rebnes Norwegian Fruit and Vegetables Marketing Board Norway	Managing Director Robbert Poort Holland Produce Promotion The Netherlands	
Knut-Inge Klepp Chair, The Norwegian National Council on Nutrition Norway	Mele Amanaki Principal Food Technologist, Ministry of Agriculture, Forestry and Food Tonga Island	
Fernando Perez Instituto de Investigación Nutricional Peru	Viliami Puloka Ministry of Health Tonga Island	
Department of Epidemiology and Cancer Prevention, Cancer Center and Institute, Warsaw Poland	Prof. Dr. Gülden Pekcan Hacettepe University Department of Nutrition and Dietetics Turkey	
Health Promotion Foundation, Warsaw Poland.	Fofoa Gulugulu Princes Margaret Hospital, Public Health Unit Tuvalu	
Hyung-Sook Kim Ph.D., RD. Republic of Korea	Colleen Doyle American Cancer Society USA	
Mikyung Kim Ph.D. Republic of Korea		