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Answer given by Mr Hansen
on behalf of the European Commission
(19.12.2025)

The 2026 Annual Work Programme for promotion of agricultural products provides for several dedicated amounts, one of which is to promote exclusively fresh fruit and vegetables. It amounts to EUR 15.6 million. Promotion campaigns are to highlight the benefits of consuming fresh fruit and vegetables in a balanced diet. Their objective is to increase the consumption of Union fresh fruit and vegetables by informing consumers about balanced and healthy dietary practices. The messages could notably focus on aiming at having at least five portions of a variety of fruit and vegetables each day; knowing the place of fruit and vegetables in the food pyramid and understanding the beneficial impact of fruit and vegetable consumption on health.

This approach is based on ‘Diet, nutrition and the prevention of chronic diseases: Report of a Joint World Health Organization (WHO)/Food and Agricultural Organization (FAO) Expert Consultation’¹, according to which fresh fruit and vegetables contribute to cardiovascular health through the variety of phytonutrients, potassium and fibre they contain. Consequently, WHO and FAO recommend a daily intake of fresh fruit and vegetables in an adequate quantity (400-500 g per day).

The promotion of preparations of vegetables, fruit or other parts of plants is eligible within other dedicated amount of the 2026 Annual Work Programme, which amounts in total to EUR 144.4 million. They support the promotion of agri-food products with different objectives such as increasing the recognition of Union and national quality schemes or highlighting the sustainability of Union agriculture.

¹ Page 89: <https://iris.who.int/server/api/core/bitstreams/c4f12939-5f55-4b75-b6f9-283024956b3f/content>.