

## Federal Republic of Germany

### **5 am Tag** (5 A Day)

Obst und Gemüse  
(Fruits and Vegetables)

A campaign endorsed and supported by (amongst others):

The EU Commission  
The Federal German Ministry for Nutrition & Agriculture,  
The Federal German Ministry of Health,  
The German Cancer Society  
The German Society for Nutrition,  
The aid Information Service

#### Mitgetragen von

Deutsche Gesellschaft  
für Ernährung e.V.  
Deutsche Krebsgesell-  
schaft e.V.

#### Schirmherrschaft



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## 1. Background

Average consumption of fruits and vegetables in Germany is approximately 50 % lower than the levels recommended by leading scientists and nutritionists. Less than half the population eat more than one serving of fruits and vegetables a day.

In comparison, other European countries, particularly those around the Mediterranean, have considerably higher levels of consumption and correspondingly lower levels of nutrition-related diseases.

The comparatively low level of fruit and vegetable consumption in Germany, and the scientific evidence from epidemiological studies on the health benefits of higher levels of consumption, suggests that an improvement in the health of the population in Germany ( and a corresponding saving in health-care costs) could be achieved by a campaign to encourage consumption of at least 5 servings of fruit and vegetables a day, and to provide information on the health benefits of increased levels of consumption.

## 2. Campaign Objectives and Organisation

The 5 am Tag (5 A Day) campaign was launched on May 31, 2000.

Its objectives are to:

- Increase consumption of fruit and vegetables to at least five servings a day
- Provide information on the health-benefits of consuming five or more servings of fruit and vegetables a day.

## 3. Target Market

The target market comprises the whole population in Germany.

Because eating-habits are formed young, and the eating habits of parents have formative influence upon of their children, the 5 am Tag message is being particularly focused at parents and children as well as:

- Children at school
- Teachers
- Males
- People at work
- Catering personnel
- People going shopping
- Sales personnel

- People seeking advice on nutrition
- Consumer information & advice centres
- People receiving health-treatments
- Doctors & nurses
- Media
- Multipliers
- Opinion leaders

#### **4. Government Patronage**

The Minister of Health and the Minister of Nutrition and Agriculture are the national patrons of the 5 am Tag health campaign.

#### **5. Endorsement from Health Sector NGOs**

The following are among the many health sector institutions which are members of the 5 am Tag Association and are taking action to help realise the objectives of the campaign:

- Das Bundesministerium für Gesundheit – Berlin (The Federal Ministry of Health)
- Das Bundesministerium für Ernährung und Landwirtschaft – Berlin (The Federal Ministry for Nutrition, Agriculture and Consumer-Protection)
- Das Ministerium für Wirtschaft, Verkehr, Landwirtschaft und Weinbau Rheinland Pfalz – Mainz (The Provincial Ministry of Rheinland-Pfalz for Economic Affairs, Traffic, Agriculture and Viniculture)
- Das Ministerium für Klimaschutz, Umwelt, Landwirtschaft, Natur- und Verbraucherschutz Nordrhein-Westfalen – Düsseldorf (The Provincial Ministry of Nordrhein-Westfalen for Climate Protection, Environment, Agriculture, Nature Conservation and Consumer Protection)
- Die Deutsche Gesellschaft für Ernährung e.V. – Frankfurt/Main (The German Nutrition Society)
- Der aid e.V. – Bonn (The aid Information Service)
- Die Deutsche Krebsgesellschaft e.V. – Frankfurt/Main (The German Cancer Society)
- Die Barmer GEK – Wuppertal (The Barmer GEK Medical Insurance Company)
- Der AOK-Bundesverband (The AOK Medical Insurance Company)
- Die Siemens Betriebskrankenkasse (The Siemens Company Health Insurance Fund)

*See Appendix 1 for the Association's current membership list.*

## 6. Campaign Structure / Organisation

The 5 am Tag Association was formally established on January 26th, 2000. In the articles of constitution, the Association's purpose is defined as being to develop and implement a campaign (5 am Tag) to improve the health of the population in Germany through encouraging people to act upon the campaign slogan, and increase their consumption of fruits and vegetables to at least 5 servings or 650 g per day.

The 5 am Tag Association has two membership-categories:

- Membership of Category A is open to institutions from the health sector
- Membership of Category B is open to business enterprises

Membership of the Association is open to all who undertake to observe the articles of constitution whose main stipulations are essentially as follows:

- The Association's purpose is to implement a campaign to increase consumption of fruits and vegetables to 5 or more servings a day so as to benefit the health of the population
- The governing body of the Association is the Annual General Meeting (AGM) of Members. The duties of the AGM comprise the approval of the Association's budget each year; the election of the Board every 2 years; and approval of alterations to the articles of constitution, subscription-rates, etc, as required
- The AGM shall elect an Executive Board to serve for a period of 2 years and shall be comprised of 8 representatives of Association members. 4 members are to be drawn from the health sector, and 4 from the business sector. The Board is to elect a speaker from the ranks of its health sector members. Board decisions must be approved by 75% or more of the board members. Membership of the Board is voluntary for all members, and is not remunerated. Every 2 years the AGM shall hold new elections for the Board.
- The Board shall establish sub-committees for particular assignments such as to stipulate the scientific guidelines governing use of the campaign logo.
- The Federal government is entitled to send representatives of the Ministries of Health and Nutrition and Agriculture to participate (without voting) at board meetings.

The Association's members comprise government-institutions, non-government organisations, health insurance companies, consumer cooperatives, manufacturing-companies, fruit and vegetable production and marketing organisations, caterers, restaurants and retailers.

The administrative office of the 5 am Tag Association is the Servicebüro 5 am Tag in Mannheim.

Since September 2005, there is an international umbrella organisation for all 5 A Day campaigns all over the world. The mission of the International Fruit and Vegetable Alliance IFAVA is to encourage and foster efforts to increase the consumption of fruit and vegetables globally for better health by supporting national initiatives, promoting efficiencies, facilitating collaboration on shared aims and providing global leadership.

## 7. 5 am Tag: Nutritional Science Committee

To ensure public confidence in the campaign's nutritional recommendations, the 5 am Tag Nutritional Science Committee comprising representatives of some of Germany's most prestigious institutions in this field was established.

The committee's chairman and speaker is Dr. Helmut Oberritter, executive director of the Deutsche Gesellschaft für Ernährung, in Bonn.

The committee's members include:

- Prof. Dr. Hans Konrad Biesalski, Universität Hohenheim, Stuttgart
- Prof. Dr. Heiner Boeing, Deutsches Institut für Ernährungsforschung, Bergholz-Rehbrücke
- Dr. Margret Büning-Fesel, aid Infodienst, Bonn
- Dr. Anja Kroke, Hochschule Fulda
- Prof. Dr. Herbert Lochs, Campus Charité, Berlin
- Prof. Dr. Gerhard Rechkemmer, Max-Rubner-Institut, Karlsruhe
- Prof. Dr. Hans Christoph Scharpf, Ettlingen
- Prof. Dr. Wolfgang Scheppach, Stiftung Juliusspital Würzburg

The committee's function is to ensure the validity of all nutritional statements made in the name of the 5 am Tag Association, and to formulate / update the nutritional guidelines governing use of the 5 am Tag logo. These guidelines are summarised below (§ 8).

## 8. Labelling Criteria

The following product categories are included in the 5 am Tag campaign:

- All varieties of fresh fruits and vegetables – including avocados, olives and nuts (potatoes are not included)
- All juice products which are 100 % juice or juice concentrate without added fat or sugar

- All varieties of fruits and vegetables which have been frozen, tinned, dried or otherwise processed and which after being prepared for consumption conform to the 5 am Tag labelling criteria.

These labelling criteria specify inter alia:

- maximum 3 g fat / 100 g product
- no more than 30 % of the original product's calorie-component can be added as extra sugar in whatever form
- ready-to eat meals should contribute at least serving of fruits and / or vegetables per serving of the recipe

## 9. Regulations on use of the 5 am Tag logo

On joining the 5 am Tag Association members can undertake the use of the logo only in accordance with the regulations drawn up by the Association for this purpose.

Organisations which, for example, are prevented by their own articles of constitution from becoming members of the 5 am Tag Association can also acquire the same rights to use the logo as Association Members through signing a contract which obliges them to observe the same regulations governing use of the logo, and to pay an equivalent subscription rate as members for this purpose.

The Association's aim is to achieve widespread and effective communication of the 5 am Tag logo and slogan:

- wherever fruits and vegetables are purchased and/or consumed
- in conjunction with media which will promote increased consumption of fruits and vegetables

Members and contract-partners of the Association are therefore entitled, and encouraged, to use the logo in their own marketing programmes so long as these are in accordance with the regulations summarised above.

## 10. Finance

The 5 am Tag Association is registered as a mutual-benefit society, because the purpose which it serves is recognised to be of common social benefit, and because it is financed by voluntary donations from members (augmented by project related grants from government and EU government bodies).

The Association is obliged by its articles of constitution to ensure that revenues from members annual subscriptions, project-sponsors, and/or grants from regional, national or EU government organisations are wholly used to realise the campaign objectives and are spent on administration-costs for the Association, and development/execution costs for the campaign-projects.

Members can resign from the Association on giving 3 months notice to the end of the calendar year. Non-members can also terminate their contract with the Association by giving the same period of notice.

Health sector institutions can make their annual subscriptions in form of goods and services rather than as a financial contribution. Medical insurance societies pay a flat rate of Euro 2,556.40 p.a. For commercial enterprises, the subscription rate is determined according to a sliding scale based on the financial revenues for the previous year (see appendix 2).

## 11. 5 am Tag Communication Strategy

The following are amongst the principle cause of the low levels of fruit and vegetable consumption in Germany:

- Many people are aware that fruits and vegetables are good for their health, but believe they already consume sufficient quantities for this purpose.
- Fruits and vegetables are not heavily advertised and promoted like competitive products which position themselves as healthy alternatives and are bought for this reason.
- Many people believe that fruit and vegetables are relatively expensive.
- Many people perception that it is too time consuming and difficult to prepare and serve fruits and vegetables.

The 5 am Tag communication strategy takes into account that because it will take time to build up the requisite levels of funding, the initial priorities should be to concentrate upon expanding the Association's membership so as to create a multiplier network via which to:

- build awareness and recognition for 5 am Tag logo and slogan
- encourage people to count how many servings of fruits and vegetables they actually eat and to ensure that the number is more than 5 a day
- provide information on the health benefits of increased consumption of fruits and vegetables

In Germany, the trade press is a multiplier of vital importance for:

- building up the Association's membership



- providing opportunities to publicise the Association's aims & objectives, and to broadcast the campaign objectives at congresses, fairs and events.
- advertising/promoting the business-building benefits of the enterprise through testimonial campaigns, etc.

To reach the targets markets detailed above (see § 3) the 5 am Tag programme operates through the following communication channels:

- schools
- places of work
- canteens and restaurants
- supermarkets and other shops
- nutritional advisory services
- health care services
- self-help groups
- internet
- community channels
- national and local mass media

It is at “point of sale” – at the canteen/restaurant/supermarket – that changes of purchasing behaviour must occur, in order to prove the efficacy of 5 am Tag as an “umbrella-concept” for the different nutritional-education initiatives undertaken by the various enterprises in the media, production, manufacturing, catering, and health-sectors.

It is the aim of the 5 am Tag Association to provide an organisational framework which facilitates effective networking between Association members, and to implement communication strategies which gain repeated exposure for the 5 am Tag message in electronic, digital and print media.

This enhances the multiplier-effect of individual Association Members 5 am Tag activities thereby:

- increasing the overall impact of the consumer communication programme
- making best use of scarce resources to maximum effect
- encouraging creativity
- enhancing working relationships between the public and private sectors at provincial / federal / international level

## 12. Perspectives & Developments in Europe

Research is being conducted to measure the influence of the 5 am Tag campaign on the awareness of the health benefits of increased consumption of fruits and vegetables. In European scientific and medical circles there is growing consensus about:

- identifying the barriers to increased consumption of fruits and vegetables as being “mental” (consumer attitudes and behaviour-patterns) rather than “physical” (merchandise-quality, distribution or price)
- recognising that per-capita consumption statistics in several European markets demonstrate that previous information campaigns by public health authorities basically haven’t succeeded in changing consumers’ attitudes and behaviour
- recommending “action-marketing-programmes” on the basis of simple and memorable behavioural directives such as 5 am Tag, to be co-operatively promoted by public/private partnerships comprising government institutions, the health sector, the produce industry and the distribution and retail trade
- lobbying national and EU government contacts to gradually realign policy from principally subsidising agricultural production to increasing consumer demand for fruits and vegetables by pro-actively promoting the category’s health benefits.

The strength of the 5 am Tag concept lies in the convergence of public health considerations and commercial interests. Experience has shown that communicating the same short, simple, actionable message at school, at home, and in the workplace is most likely to succeed in changing consumer attitudes and behaviour. In the global business of produce marketing the implementation of promotion programmes will be facilitated by standardising particular elements of the 5 am Tag strategy for participating countries. The co-ordinated exchange of information, printing materials, etc. during the projects’ development will save costs and improve communication. International coordination is required in the fields of nutritional-science and market research. The establishment of common standards will assist cross-country evaluation schemes into the effectiveness of particular intervention schemes and be of value for PR purposes in providing material for presentations at congresses, fairs and events and providing new perspectives to assist in maintaining media interest in the national programmes.

Sabine Lauxen  
Speaker of the Board

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**Category B (business enterprises)****BEHR AG**

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**Initiative für gesunde und sichere Ernährung mit Obst und Gemüse e.V.**

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**Enzafruit New Zealand**  
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**Kölla GmbH & Co. KG**

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**Meridian Fruchthandelsgesellschaft mbH**  
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**Messe Berlin**

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## Dues schedule of 5 am Tag e.V.

### A) Health Sector

With the approval of the 5 am Tag Association Board, health partners can pay their annual subscription in form of goods and services.

For medical insurance societies the annual subscription is 2,556.40 EUR.

### B) Commercial Sector

The minimum annual subscription for all commercial enterprises is 1,022.60 EUR. The annual subscription is to be calculated on basis of the previous year's revenues:

<u>Revenue in Mio EUR</u>	<u>Annual subscription in EUR</u>
< 50	51.13 per 500.000
50 – 250	12,782.30
250 – 500	17,895.22
> 500	25,566.59

### C) Other Membership Categories

Trade Associations,  
Umbrella Organisations\* 5,112.92 EUR

Others Subject to Board Approval/Decision

\*In prior agreement with the Board of the 5 am Tag Association, Umbrella-Organisations can collect subscriptions on behalf of the 5 am Tag Association, provided that at least the above subscription rates are levied.