

# The House Standing Committee on Health and Ageing

## Inquiry into Obesity in Australia

### Terms of Reference

The Committee will enquire into and report on the increasing prevalence of obesity in the Australian population, focusing on future implications for Australia's health system.

The committee will recommend what governments, industry, individuals and the broader community can do to prevent and manage the obesity epidemic in children, youth and adults.

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## **About Horticulture Australia**

Horticulture Australia Limited (HAL) is a national research, development and marketing organisation that works in partnership with the horticulture sector to invest in programs that provide benefit to Australian horticulture industries.

HAL invests almost \$80 million annually in projects in partnership with the horticulture sector. During the year HAL runs more than 1200 research, development and marketing projects covering a diversity of topics including: market access, market research, export marketing, domestic marketing, supply chain management, quality assurance, food safety, skills development, industry communication, biotechnology, biosecurity, breeding, plant health, pesticide regulation, agronomy, crop regulation, physiology, irrigation and sustainable practices.

HAL does not conduct research and development itself. It contracts organisations such as state departments of agriculture, universities and the CSIRO to undertake the work. HAL conducts some activities within the marketing program but also engages external suppliers to undertake marketing activities.

As part of the Australian Government's commitment to rural research and development, horticulture industries can access matching Commonwealth funding through HAL for research and development activities.

## **Introduction**

Horticulture Australia Ltd (HAL) and its member organisations have an active and ongoing interest in the promotion of better health among the Australian community. With the increasing amount of scientific evidence available that demonstrates the health benefits of fruits and vegetables, HAL has worked to develop a range of partnerships to assist in delivering a strong health message.

This submission will address the Terms of Reference of this committee with particular reference to the ways in which ..... "governments, industry, individuals and the broader community can do to prevent and manage the obesity epidemic in children, youth and adults".

The basic premise behind this submission is that a government funded, national social marketing campaign to promote the consumption of fruits and vegetables can make a valuable contribution to not only the prevention of obesity, but also a range of other chronic diseases including cancer and coronary heart disease. This submission will examine the success achieved to date through the National Go for 2&5® fruit and vegetable campaign. It will also provide supportive evidence of the need to provide adequate funds and resources to maximise the impact of this campaign in order to address the issue of obesity.

## Identifying the problem

In 2002 the World Health Organisation undertook a major research project to collect and analyse evidence on global health. <sup>1</sup>*The World Health Report 2002 Reducing Risks, Promoting Healthy Life* identified obesity as one of the top 10 risks in terms of the burden of disease, claiming these top 10 risks accounted for more than one third of all preventable deaths worldwide.

This report and the subsequent *Global Strategy on Diet, Physical Activity and Health* paint a frightening picture of global diet, with evidence showing the major risk factors for chronic diseases continuing to spread. For non-communicable diseases the most important risk factors are... <sup>2</sup>"high blood pressure, high concentrations of cholesterol in the blood, inadequate intake of fruit and vegetables, overweight or obesity, physical inactivity and tobacco use".

While this inquiry is looking firmly at the issue of obesity, there is an ever mounting body of evidence that confirms unhealthy diets and physically in- activity are responsible for contributing significantly to the global burden of disease and disability.

A report prepared by the Australian Fruit and Vegetable Coalition highlights the fact that .... <sup>3</sup>"Increasing scientific evidence demonstrates that a diet rich in fruit and vegetables not only increases nutrition but is a major contributor to the prevention of health problems such as overweight and obesity and a range of chronic diseases, including cancer and coronary heart disease."

In Australia, as in the rest of the developed world, changing lifestyles and eating habits have added to the overall disease burden. Overweight and obesity is one of the fastest growing health risks facing Australia today. <sup>4</sup>According to available data, the prevalence of obesity in Australia has more than doubled in the past 20 years, with 64 per cent of men and 47 percent of women being classified as overweight or obese. More recent studies are even more alarming pointing to a more rapid escalation of the problem over recent years.

The twin themes of better nutrition and increased physical activity provide a focal point in the fight against obesity. While some commentators point to the need for increased physical exercise to combat the issue, <sup>5</sup>research data highlights the fact that effective recommendations to attack the problem requires both increased physical activity and reduced food consumption.

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<sup>1</sup> The World Health Report 2002 Reducing Risks, Promoting Healthy Life – P7. Geneva, World Health Organisation, 2002.

<sup>2</sup> Global Strategy on Diet, Physical Activity and Health – P2. Geneva, World Health Organisation, 2004

<sup>3</sup> Better Health It's Simple – P 3. Australian Fruit & Vegetable Coalition.

<sup>4</sup> Cameron AJ, Welborn TA, Zimmet PZ, Dunstan DW, Owen N, Salmon J, Dalton M, Jolley D, Shaw JE. Overweight and Obesity in Australia: the 199-2000 Australian Diabetes, Obesity and Lifestyle Study – as cited on the NSW Cancer Council website.

<sup>5</sup> Exercise alone is not enough: a healthy diet is also needed. John Blundell. Chair of PsychBiology, University of Leeds. Cited in abstracts from the International Conference "The role of fruit and vegetables in the fight against obesity. Brussels. April 2007

The available evidence increasingly suggests that fruit and vegetables have a unique role to play in improving overall nutrition and addressing the issue of obesity and chronic disease.

Due in part to their bulk and low energy content, a diet high in fruit and vegetables can help to address this risk. Increased consumption of fruit and vegetables also aids...<sup>6</sup>weight control by displacing other foods, particularly those high in fat and energy”.

<sup>7</sup>The recent World Cancer Research Fund report highlights the serious issues surrounding overweight and obesity and makes a number of important recommendations to address these issues. The very first recommendation made in this report covers “Body Fatness” and relates directly to the issue of obesity by stating... <sup>8</sup>“Be as lean as possible within the normal range of body weight”.

The report states that being overweight or obese increases the risks of some cancers and also increases the risk of conditions including dyslipidaemia, hypertension and stroke, type 2 diabetes and coronary heart disease.

Many of the other recommendations made within this report also have implications for the issue of obesity and the management of good health. The full list of recommendations includes:

- Be physically active as part of everyday life;
- Limit consumption of energy-dense food and avoid sugary drinks;
- Eat mostly foods of plant origin;
- Limit the intake of red meat and avoid processed meat;
- Limit alcoholic drinks;
- Limit consumption of salt and avoid mouldy cereals (grains) or pulses (legumes);
- Aim to meet nutritional needs through diet alone.

#### Key points

- Obesity is a growing problem in Australia.
- Research points to the need to integrate increased physical activity with appropriate nutrition.
- International studies highlight the role of fruit and vegetables in maintaining healthy weight and assisting in the prevention of a range of chronic diseases.

<sup>6</sup> Better Health It's Simple. Australian Fruit & Vegetable Coalition.

<sup>7</sup> Food, Nutrition, Physical Activity, and the Prevention of Cancer: a Global Perspective. World Cancer Research Fund and the American Institute for Cancer Research 2007.

<sup>8</sup> Food, Nutrition, Physical Activity, and the Prevention of Cancer: a Global Perspective. World Cancer Research Fund and the American Institute for Cancer Research 2007.

From an industry perspective the report provides a very strong health message. Fruit and vegetables not only assist by maintain healthy weight (identified as one of the most important ways to protect against cancer) but also by providing other protective health benefits as part of a natural dietary intake.

The fact is that the evidence linking overweight, obesity, and cancer is now judged by health researchers to be even stronger than previously thought.

<sup>9</sup>“The evidence is convincing that greater body fatness is the cause of cancers of the oesophagus, pancreas, colorectum, breast (post-menopause), endometrium, and kidney; and that greater abdominal fatness is the cause of cancer of the colorectum. Greater body fatness is probably a cause of gallbladder cancer, and greater abdominal fatness is probably a cause of cancers of the pancreas, breast (post-menopause), and endometrium.”

The recommendations to eat mostly plant foods and meet nutritional needs through diet alone point to the need for consumers to understand more fully the basic components of good nutrition. A better nutritional balance incorporating higher levels of fruit and vegetables would not only attack the issue of obesity and the prevention of a range of chronic diseases, but also reduce the economic burden on the Australian community.

While it is always difficult to provide accurate estimates of the potential cost savings arising from decreased health problems, an earlier estimate prepared by the Australian Fruit & Vegetable Coalition pointed to a potential saving of <sup>10</sup>\$513 million annually in relation to some cancers and cardiovascular disease. By the same approach it is reasonable to assume that the increased consumption of fruit and vegetables is also able to make a significant cost saving in addressing the area of obesity in Australia.

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<sup>9</sup> Maintenance of a healthy weight to protect against cancer and other chronic diseases. Kirsty Matthews, World Cancer Research Fund Secretariat. The International Fruit and Vegetable Alliance Scientific Newsletter - December 2007

<sup>10</sup> Better Health It's Simple. Australian Fruit & Vegetable Coalition.

## Action to address the issue

The purpose of this submission is to detail the role that a multi level fruit and vegetable campaign; supported cooperatively by government, industry and commercial interests can have in addressing the issue of obesity in Australia. This section of the submission will now outline the approach that has been adopted to date; its success and the need for additional support to maximise the impact of the campaign approach.

The importance of increasing fruit and vegetable consumption as a means of combating preventable disease is well recognised and internationally there are over 30 countries with multi-level, national education programs in place.

<sup>11</sup>Fruit and vegetable consumption is a key component of Healthy Weight 2008 – Australia's Future – the report of the National Obesity Task Force and is also included in the WHO Strategy in Integrated Prevention of non communicable diseases through its Fruit and Vegetable Promotion Initiative.

<sup>12</sup>At an Australian Government level the National Public Health Partnership's Strategic Intergovernmental Nutrition Alliance (SIGNAL) developed both Eat Well Australia (EWA) and the National Aboriginal and Torres Strait Island Nutrition Strategy and Action Plan (NATSINSAP). Both these strategies were endorsed by the Australian Health Ministers Council on 1 August 2001, where increasing fruit and vegetable promotion was identified as a priority initiative.

Since that time a number of steps have been taken toward the development of national activities that support increase fruit and vegetable consumption in Australia. While a more complete listing of the steps taken is included at Appendix 1 a summary of these steps include the following:

- The establishment by SIGNAL of the <sup>13</sup>Australian Fruit and Vegetable Coalition in November 2003. This coalition formed a national partnership of industry, government and non-government organisations. The common aim of its members was to increase fruit and vegetable consumption by at least one serve per person over a five-year period using the Go for 2&5® campaign as a basis for building a national approach to the issue.

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<sup>11</sup> Collaborative approach to increasing fruit and vegetable consumption workshop report, February to March 2006. Horticulture Australia 2006.

<sup>12</sup> Collaborative approach to increasing fruit and vegetable consumption workshop report, February to March 2006. Horticulture Australia 2006.

<sup>13</sup> Founding members of the AFVC included: Department of Agriculture, Fisheries and Forestry – Australia; Australian Food and Grocery Council; Department of Health and Ageing – Australia; Australian Retailers Association; Cancer Council Australia; Central Markets Association of Australia; Dietitians Association of Australia; HAL; Heart Foundation of Australia and SIGNAL.

- In 2005 SIGNAL, through the National Public Health Partnership provided funding for the Increasing Fruit and Vegetable Consumption Project. The project, led by the Western Australian Department of Health was directed at developing a national approach to increasing fruit and vegetable consumption through the extension of the Go for 2&5® campaign.
- Arising from the project outlined above, the State of Western Australia developed a licensing process for the Go for 2&5® campaign. The Western Australian Department of Health subsequently licensed the campaign to the Australian Government, State and Territory Health Departments. It also established a licensing agreement with HAL to enable private sector organisations to participate in the campaign in a uniform manner that promoted a collaborative, coordinated and cooperative approach towards increasing fruit and vegetable consumption in Australia.
- Since the establishment of this licensing process HAL has worked to encourage its member organisations; commercial operators and non government organisations to licence into the campaign and to work with other organisations interested in promoting good health. In addition to working directly with its member industries – such as apples, mushroom, pear, summerfruit, tablegrape and custard apple – HAL has completed some 26 sublicense agreements with a diverse range of companies. (A listing of the companies is included at Appendix 2)
- A range of government campaign activities have been undertaken through the licensing process. The national Go for 2&5® campaign was launched by the Australian Government on 28 April 2005. The campaign message was reinforced by activities undertaken by other State and Territory Governments (with the exception of Victoria which has undertaken complementary activities under its “Go for Your Life” banner).
- While no Commonwealth funding is currently directed at support for the campaign, government funding has been provided at a State level in Western Australia, South Australia, New South Wales and Queensland for integrated mass media communications programs. The commitment of funds in those states has assisted in encouraging additional supportive activities from non government agencies and commercial bodies.



## Campaign success

The Go for 2&5® campaign is a highly effective social marketing campaign. Every evaluation that has been conducted has shown high levels of visibility; increased levels of awareness of the health message and increased intention to change dietary behaviour. In short consumers are not only hearing the eat fruit and vegetables message, but are actively following up this message and taking appropriate action. It is our contention that this success should be effectively harnessed as a key dietary intervention in the fight against obesity.

<sup>14</sup>An evaluation conducted by Woolcott Research Pty Ltd on behalf of the Australian Department of Health and Ageing revealed the short burst national campaign conducted in 2005, made a positive impact. The research found:

<sup>15</sup>The campaign increased awareness about the importance of eating the recommended daily serve of two fruit and five vegetables, with 80 per cent of adults and 90 per cent of children reporting having seen at least one element of the Go for 2&5® campaign.

In addition, the campaign raised awareness among parents and children of the recommended levels of fruit and vegetable consumption. Parents citing the correct number of serves of vegetables increased from 24 per cent to 32 per cent while the proportion of children citing the correct number of serves of vegetables increased from 16 per cent to 33 per cent.

Parents and children citing the correct number of serves of fruit increased slightly from 92 per cent to 94 per cent and 83 per cent to 89 per cent respectively, over the awareness for fruit consumption was already high.

Although this evaluation highlighted increased awareness and knowledge, it was less clear whether the campaign managed to achieve behavioural change or intention to change. The Report stated that there ... was no change in fruit consumption amongst parents across the three waves of this evaluation, while there was only a slight non significant increase in average vegetable consumption (the mean serves of vegetables per day increased from 2.6 in the Baseline to 2.9 in Follow up 2).

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<sup>14</sup> Evaluation of the National Go for 2&5® Campaign – Woolcott Research Pty Ltd. Australian Government Department of Health and Ageing – January 2006.

<sup>15</sup> Results from Evaluation of the National Go for 2&5® Campaign – Woolcott Research Pty Ltd as reported in FoodChain – Issue 18 – May 2007 - SIGNAL

While this finding could be seen as disappointing the evidence from other state based campaigns highlights that behavioural change can be achieved through a consistent message over a longer period of time. Reports from Western Australia had previously indicated that the campaign in that state has been successful in lifting consumption by around one serve of fruit and or vegetables, per person per day.

The need for a sustained approach to this issue is evidenced in the discussion section of the report which states:

<sup>16</sup>It is important to note that we would not necessarily expect to see a large increase in fruit and vegetable consumption from a single burst of campaign activity, as behaviour change is likely to require a longer time span than that of attitudinal change. One would only expect significant changes in fruit and vegetable consumption in the population from a sustained integrated campaign run over a number of years. The potential of a sustained campaign to increase vegetable consumption has clearly been demonstrated by the success of the Western Australian campaign.

On the basis of the Woolcott evaluation the one key missing ingredient is a long term commitment to the campaign approach. While the report clearly indicated that a sustained approach was needed over a period of years, no further commitment to the campaign has been made by the Australian Government. It is the contention of this submission that a further commitment is necessary to build on the results achieved to date.

<sup>17</sup>HAL's own research conducted over the period of the Australian Government campaign reinforced the fact that the campaign was able to positively impact on demand. The HAL study found the campaign had increased consumption by 11,602 tonnes nationally (.136 serves per capita per day over the duration of the campaign) over the nine week period of the advertising campaign, generating \$52.9 million in retail sales.

The evaluation showed positive improvement in all product categories assessed including fresh product, canned and frozen product, shelf stable products and snack packs. This improvement highlighted that movement within the fruit and vegetable category was not at the expense of other fruit and vegetable products.

A further evaluation of the initial four-week phase of the Queensland government campaign (that immediately followed the Australian government campaign) also highlighted the potential to build on the impact of the original national campaign. The Queensland result highlighted an increased consumption of .261 serve per capita per day over four weeks of the campaign, equating to \$9.4 million in increased retail sales.

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<sup>16</sup> Evaluation of the National Go for 2&5® Campaign – Woolcott Research Pty Ltd. Australian Government Department of Health and Ageing – January 2006.

<sup>17</sup> Building a national approach to fruit and vegetable consumption. Horticulture Australia Limited. November 2006

A research paper published in *Public Health Nutrition* in May 2007 (see Appendix 3) highlighted the success of the Western Australian campaign in modifying consumer behaviour. The paper found that...<sup>18</sup>“There was a population of net increase of 0.8 in the mean number of servings of fruit and vegetables per day over three years (0.2 for fruit (1.6 in 2002 to 1.8 in 2005) and 0.6 for vegetables (2.6 in 2002 to 3.2 in 2005).....”

In Queensland the State Government launched a<sup>19</sup>four year, \$4.4 million Go for 2&5® campaign in October 2005. The campaign focused on increasing awareness of the recommended serves of fruit and vegetables, with the overall objective of increasing consumption by an average of one serve of fruit and vegetables (combined) per person per day.

A baseline survey was conducted prior to the start of the campaign in Queensland. The survey ...<sup>20</sup>“of 1941 Queenslanders, conducted between January and March 2005, indicated that Queensland adults ate, on average, only 1.4 serves of fruit and 2.1 serves of vegetables and per day – well short of the recommended 2 serves of fruit and 5 serves of vegetables per day for good health.”

After just six months a further survey was conducted to determine whether any changes had occurred as a result of the campaign. The results of the second survey are significant and reflect the strength of the campaign in Queensland and the added benefit of being able to leverage from the same campaign message delivered earlier through the Commonwealth campaign.

<sup>21</sup>In comparing the baseline and Phase 1 figures, an increase in consumption by 0.1 serve of fruit per person per day, and 0.3 serve of vegetables per person per day is estimated. This amounts to an increase of 0.4 serve of fruit and veg per person per day.

In an overall sense the second Queensland survey showed that the campaign investment was achieving results and had – in a short period – managed to not only increase consumption, but also lift awareness of the recommended daily intake and increase the intention of consumers to raise their intake as a result of this knowledge.

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<sup>18</sup> Increasing fruit and vegetable consumption: success of the Western Australian Go for 2&5® campaign. *Journal of Public Health Nutrition*. Christina M Pollard, Margaret R Miller, Alison M Daly, Kathy E Crouchley, Kathy J O'Donoghue, Anthea J Lang, Colin W Binns.

<sup>19</sup> Fruit and Vegetable Campaign Results Phase 1. Queensland Department of Health. November 2006.

<sup>20</sup> Fruit and Vegetable Campaign Results Phase 1. Queensland Department of Health. November 2006.

<sup>21</sup> Fruit and Vegetable Campaign Results Phase 1. Queensland Department of Health. November 2006.

## The next steps

Improving the health of the nation requires a strong commitment to act and to make a change to the overall environment in which we all live. In the battle against obesity, improved nutrition will play an important long term role in reducing the escalating cost of preventable chronic disease. The Go for 2&5® social marketing campaign represents an effective, low cost intervention that can develop strong partnerships between public and private sector interests.

Experience, both here in Australia and in other similar programs conducted throughout the world point to successful campaigns having <sup>22</sup>five key elements, all of which can be found in the Go for 2&5® approach. These elements include:

1. A science based policy. In the case of Go for 2&5® the overall approach is underpinned by the Australian Dietary Guidelines which recommend that adults eat at least two serves of fruit and five serves of vegetables every day.
2. Share responsibility among stakeholders. The Go for 2&5® campaign has a licensing framework designed to encourage interaction between governments, industry and non-government sectors.
3. Strong and clear campaign messages. Go for 2&5® has a simple core message that is easily understood; effective in motivating behaviour change and can be used across a range of campaign materials and promotional items.
4. Community support. Where strong state funding exists, Go for 2&5® has been used in community based initiatives and programs that extend the message in a very real manner at the local level.
5. Sustained effort and long term evaluation. While a number of States continue to provide funding for coordinated mass media campaigns, one inhibiting factor is that Go for 2&5® lacks the truly national resources to sustain a consistent approach over a longer period of time.

The simple fact is that Go for 2&5® provides a well tested framework that continues to drive real results in increasing the consumption of fruit and vegetables. The national licencing structure that provides the opportunity for non government involvement also protects the overall integrity of the campaign, by committing sublicensees to a uniform approach in line with the dietary advice provided by the Australian Government. (An outline of the licensing structure is provided at Appendix 4.)

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<sup>22</sup> Better Health It's Simple. Australian Fruit & Vegetable Coalition.

The Terms of Reference for this Inquiry provide a direction as to what governments, individuals and the broader community can do to prevent and manage the obesity epidemic in children, youth and adults. The Go for 2&5® campaign provides a ready made framework to improve the nutrition of all Australians.

Importantly the campaign has a consistent approach that can and is being used to drive a range of strategies in different settings; from schools to workplaces and from the retail outlet to the community. The licensing framework provides the opportunity for government, industry, commercial organisations and non government bodies to work together to promote good health.

The long term objective of the national Go for 2&5® campaign and of this inquiry are remarkably similar - to improve the long-term health of the Australian population. It is not our intention to suggest that the success of the campaign alone will be responsible for turning around the current obesity epidemic. We do however believe that it can play an important role alongside other programs to address this issue.

Horticulture Australia is committed to the long term success of the national campaign and in forging a commitment by all parties - governments, non-government health organisations, industry and commercial bodies - to work cooperatively on the promotion of fruit and vegetable consumption.

A series of workshops involving these stakeholders in <sup>23</sup>2006 put forward four key recommendations for a successful long-term campaign. (A summary of the workshop is included at Appendix 5.) These recommendations were centred on the following key issues:

- Sustainability and the building of appropriate capacity to maintain momentum.
- Long term funding of an over arching campaign by the Commonwealth Government. State Governments and non government sublicensees to provide additional funding to support campaign elements in a variety of settings – schools, community, retail etc.
- Consistent communication to allow appropriate collaboration and the coordination of activities and sharing of appropriate information to leverage campaign marketing and promotional activities.
- Active engagement with other interested parties that currently impact on the nutritional intake of consumers including food service operators, retailers, food manufacturers and schools.

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<sup>23</sup> Building a national approach to fruit and vegetable consumption. Horticulture Australia limited. November 2006

Horticulture Australia as the body charged with the responsibility of expanding the private sector involvement with the campaign, has continued to work closely with the Western Australian Department of Health to address the issues outlined in these recommendations. Based on our experience over the past three years, it is our contention that the current success of the campaign could be greatly expanded with the provision of three to five years of overarching funding at the Commonwealth level.

Annual funding of the level provided by the 2005 Australian government campaign (\$4.7 million) would allow the campaign to reach consistently to all Australian consumers and would provide further incentives for industry and commercial organisations to provide additional support for the campaign. It is our experience that many potential sub licensees with national commercial interests are restrained in their support for the campaign solely on the basis of a lack of national funding. The removal of this impediment would provide a valuable opportunity for the campaign to reinforce this strong health message by expanding the cooperative approach between government and non-government interests.

The return on the investment made into the Go for 2&5® campaign is potentially very substantial. At a government level that in excess of \$15 million will have been spent on the campaign in the period through to June 2008. A three year national campaign achieving the same result as in Western Australia – increasing consumption by one serve per person per day – has been estimated to gain a net health benefit of almost \$190 million per year through the reduction of health care costs for cardiovascular disease and some cancers alone.

## Conclusion

Available evidence suggests that Australia has not escaped the world wide obesity epidemic. The increasing nature of the problem makes it an unavoidable reality that a variety of actions are required to address the issue.

When we talk of obesity, we talk of a range of preventable chronic disease that has an increasing impact on the fabric of the nation, both in terms of social and economic costs. The fight against obesity and chronic disease is a similar story to the ongoing fight against smoking. While it took 30 years to assemble the weight of evidence to involve government and health bodies to fight smoking as part of a coordinated national effort, the question is whether we have the same time to act on the obesity situation. The answer clearly is that we do not.

As the evidence continues to grow on the need for a balanced diet to prevent chronic disease, it is clear that fruit and vegetables have an important role to play in the current environment. Already this fact has been recognised by the World Health Organisation who has put forward inadequate fruit and vegetable consumption as one of the key elements to address preventable chronic disease.

The Go for 2&5® campaign provides a unique opportunity to address this serious issue. It is a campaign that was built by government in line with national nutrition policy. Its approach is simple and to the point and its health messages are supported by science. The national campaign framework provides the opportunity to forge strong partnerships between the government and private sector and for both to work cooperatively to deliver health messages that can make a real difference.

The key to the long term success of the program is simply one of leadership and resources. Horticulture Australia is working to provide industry leadership with the resources available and is using the licensing framework to encourage even wider participation by private sector interests. While the private sector can play its part we believe it is imperative that the Australian government should play a more active role in supporting this initiative over the longer term.

A five year funding commitment from the Australian Government would provide the campaign with a solid foundation to make a real difference. The funding commitment would encourage further private sector investment in the campaign health message and would allow a strong cooperative approach to be delivered by State and Territory governments and health authorities.

The Go for 2&5® approach is in line with other global approaches to this issue and has no downside for government or for consumers. Eating more fruit and vegetables is a simple and effective part of the solution to improving the nation's health.

**"Increasing the consumption of fruit and vegetables is a necessary part of the effort to reduce the growing global burden of chronic diseases... We would like you to go completely berserk on your marketing campaigns and we can't see any downside provided you address sustainability."**

**Dr Derek Yach, Executive Director, Non-communicable Diseases and Mental Health, World Health Organisation.**