

“Less is more: adding quality makes the difference on the global table”

*On October 20th is International Fruits and Vegetables Day. The **Global Alliance to Promote Fruit and Vegetable Consumption “5 a Day” (AIAM5)** brings up the issue of the global eating situation and the urge of coming back to the background, simple habits and healthy consumption in order to have a wholesome life.*



By means of strategic actions that follow up the International Fruits and Vegetables Year held in 2021, the 11th Edition of the World Fruits and Vegetables Day is celebrated. This initiative wants to make visible the complex realities of the global food system and make clear a big question: Why does including fresh food such as fruits and vegetables remain as a basic topic on global population health?

According to the World Health Organization (WHO), a deficient intake of fruits and vegetables is among the ten main factors of mortality risk. Around 1.7 lives could be saved if fruits and vegetables consumption would increase enough. Meanwhile, new technologies and new working dynamics gives a frenetic and accelerated experience. Therefore, it is not casual that processed food consumption is growing.

Taking up simple habits such as drinking water, doing exercise, sleeping well and building healthy habits are ways to increase living conditions and to choose smart nutrition. Including five servings of fruit and vegetables on a daily diet supplies a high level of vitamins, fibers and minerals. In addition, it would reduce the risk of mortality and the risk of contracting chronic diseases such as diabetes and obesity.

*This is the reason why the **Global Alliance to Promote Fruit and Vegetable Consumption “5 a Day”** (AIAM5) launches the **360 digital campaign**, which celebrates the World Fruits and Vegetables Day “Eat more fruits and vegetables. More hydration. More life”. Through October a several number of graphical pieces and complementary communication actions will take place in order to set this topic on the international agenda. Among these actions programmed messages on X and the using of a unique hashtag it is contemplated to increase the trend.*

The Global Alliance to Promote Fruit and Vegetable Consumption “5 a Day” (AIAM5) is an International Collaboration Forum that convenes international institutions that promote fruits and vegetables consumption. Offers supporting resources, tools and counseling on communication of healthy eating for over 12 years.

Reconnecting with the background means to go back to real sustenance, which raises and multiplies the development and growth of human, regional and food systems. In other words, it creates a net that connects food and people. From less to more or daily routine it is

possible to make the difference and change global nutrition.

You can find the whole campaign out on the official AIAM5's web page www.iam5.com or on social media:

- Facebook: AIAM5
- Instagram: iam5aday
- X: @AIAM5_