



## Policy Brief #1

# INCREASING THE AVAILABILITY OF FOOD WITH «HEALTHY» ATTRIBUTES

Positive impacts on sustainability and public health

### WHY HEALTHY ATTRIBUTES?

Food like F&V are key components of a healthy diet, and a high intake of F&V is positively associated with the prevention of cardiovascular disease, cancer, diabetes, osteoporosis, etc. Even if, nowadays, the consumption of F&V is a must and is beyond dispute, the lack of time and control over what people eat are the two main reasons Europeans give to explain the difficulty of having a healthy diet. Low consumers of F&V consider convenience factors, such as time available for preparation of food and shopping, availability of shops and simplicity of preparation and cooking, of higher importance for their intake than high consumers. The strategies to increase F&V intake are a key focus for the population health. Growers of F&V, juices & smoothies' producers are in prime place to that are unrivalled in their role of improving consumer health and sustainability of their products and processes. SHEALTHY via a multiactor approach greatly impacts these producers.



[SHEALTHY](#) is a H2020 project (2019-2023) which aims to assess and develop an optimal combination of non-thermal sanitization, preservation and stabilization methods to improve the safety, while preserving the nutritional quality and prolonging the shelf-life of minimally F&V products. This project also focuses on the business conditions enabling Small and Medium Enterprises to successfully adopt and exploit new technologies.

### WHAT CAN YOU DO?

**WHAT  
TO DO?**

- PROMOTING F&V CONSUMPTION AS A KEY OBJECTIVE OF NUTRITION POLICY INTERVENTIONS
- OFFER FRESH, DELICIOUS AND, MOST IMPORTANTLY, NUTRITIOUS FOOD TO CONSUMERS

### BUT HOW?

F&V juices, smoothies, fermented and enriched beverages are an increasingly popular way of consuming fruit and fresh-like vegetables and may contribute to a healthy diet and healthy life. In SHEALTHY, 10 mild technologies and their combinations will be studied and advanced upon the state of the art. 2-3 healthier and more sustainable products with the best combination of mild technologies for each company involved in the project will be developed. Natural value of 20-35% for minimally processed F&V; 70-130% for F&V based juices and smoothies will be increased; The impact of the combined mild technologies on the food pilot products developed (stability, shelf life, safety and public health) will be evaluated giving evidence of the improved overall quality and nutritional value of minimally processed F&V and F&V based juices and smoothies.



The following recommendations emerged from SHEALTHY's work. They should not be considered a comprehensive guide on integrated governance, but provide indications of what can be done.

#### **PROLONG PRODUCT SHELF-LIFE**

In SHEALTHY, the non-thermal preservation technologies will prolong the product shelf-life (reducing microbial growth) maintaining the overall quality (physicochemical, nutritional and sensory characteristics) of the natural food. In SHEALTHY the combination of mild technologies is expected to extend the shelf-life of F&V based smoothies/juices of 30%.

#### **NEW PRODUCTS ON THE MARKET**

5 F&V new for the market, minimally processed products will be developed and ready to be produced on a larger scale. The novel combined mild technologies together with the new packaging materials are expected to increase the minimally processed F&V shelf-life by at least 50%.

#### **TRACEABILITY**

Effective and sustainable logistics systems to unlock new business opportunities in local and regional food systems, securing the traceability of the whole food chain, including new innovative tools for real time tracking of food freshness and new supply chain strategies. Consumers will have access to a wider assortment of natural and healthier products.

#### **SAFETY ASSESSMENT**

Safety assessment of novel foods and active packaging prototypes will be conducted based on EU Regulatory Framework, as a pre-market requirement for their EU authorization, allowing in this way the identification and characterization of EU regulatory required information.

