



**European 5 a day Symposium**  
**Fruits and Vegetables in Nutrition:**  
**What do Science, Politics and Economy Contribute?**  
September 23, 2021

- 9:00 am Introduction by Moderator Kaasten Reh  
Welcome address Celine Keidel (European Commission/ Directorate-General for Agriculture and Rural Development),  
Mag. Karin Silberbauer (AMA), Dr. Andrea Lambeck (5 am Tag/ VDOE)
- 9:15 **Keynote: "Vegourmets - The culinary future is plant-based"**  
Hanni Rützler, Futurefoodstudio
- 10:00 break
- 10:30 **Health effects of vegetables and fruits consumption**  
Dr. Kiran Virmani (DGE): *Vegetables and fruit in the prevention of chronic diseases*  
Prof. Dr. Jürgen König (Universität Wien): *Nutritional significance of snacks rich in vegetables and fruits*
- 11:30 break
- 12:00 **Eating Behaviour**  
Prof. Ulrike Arens-Azevedo (HAW Hamburg): *Boosting healthy food choices by nudging in canteens, schools, nursing homes*
- 12:45 lunch break  
*Invitation to join a short work-out session with world champion Christina Obergföll (BARMER)*
- 1:45 pm **New approaches to improve vegetables and fruits consumption**  
Dr. Andrea Lambeck (5 am Tag/ VDOE): *Snack 5 - EU sponsored campaign for better snacking with vegetables and fruits*  
Philippe Binard (Freshfel Europe): *Bringing fresh eyes to the promotion of fruits and vegetables*  
Manuel Moñino (5 a day Spain, AIAM5): *International Year of Fruits and Vegetables 2021: Highlighting health and nutritional benefits through consumption of fruits and vegetables"*
- 2:35 pm break
- 3:00 pm **State measures to promote vegetable and fruit consumption (Panel discussion)**  
Dr. Lorenz Franken (BMEL)  
Celine Keidel (European Commission/ Directorate-General for Agriculture and Rural Development)  
Priv. Doz. Karin Schindler (BMSGPK Vienna)
- 3:45 pm closing of the symposium

