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5to SIMPOSIO INTERNACIONAL DE LA ALIANZA INTERNACIONAL DE FRUTAS Y VERDURAS
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NOTAS BREVES

**5to SIMPOSIO INTERNACIONAL DE LA ALIANZA
INTERNACIONAL DE FRUTAS Y VERDURAS (IFAVA). OCTUBRE
15-17, 2006.**

**5to INTERNATIONAL SYMPOSIUM OF THE INTERNATIONAL
FRUIT & VEGETABLES ALLIANCE (IFAVA). OCTOBER 15-17, 2006.**



Currently, on a worldwide level, 1 billion people can presently be classified as obese or overweight. In developed countries, more than one adult out of two are overweight; and 30% of adults are considered obese. Obesity however is not confined to just the developed world. In developing countries, the problem is taking a firm hold and escalating rapidly. Insofar as fruit and vegetables are protective foods for health, it is critical to explore ways that provide everyone with the opportunity to increase their fruit and vegetable consumption to address the potential reduction of a real health calamity on a national and global level.

The International Fruit and Vegetable Alliance (IFAVA) is an international non-profit and nongovernmental organization which was incorporated in Canada in 2005. Current membership includes: Australia (Go for 2 & 5), Canada (5 to 10 a day), Mexico (5xday), USA (Produce for Better Health Foundation, Center for Disease Control, National Cancer Institute), Denmark (6aday, Danish Cancer Society), France (Aprifel), New Zealand (United Fresh) and South Africa (5-a-Day). New members can join by visiting the website www.ifava.org.

The IFAVA mission is to encourage and foster efforts to increase the consumption of fruit and vegetables for health. IFAVA will meet its objectives by supporting national initiatives,

promoting efficiencies, sharing communication and resources, facilitating co-operation on shared aims, acting as a clearinghouse for scientific findings and providing global leadership through provision of sound scientific evidence.

The objective of IFAVA is to gather as many countries as possible to form a strong coalition that can stand united to fight obesity and other diseases with a global strategy to increase the consumption of fruit and vegetables.

Additionally, members of IFAVA wish to share their experiences with those looking to initiate or strengthen fruit and vegetable promotion programs within their own countries. In so doing, we realize how important it is that everyone working to increase fruit and vegetable consumption has access to the latest scientific findings and is able to quickly access current resources and latest information to ensure the practical implementation of increased consumption.

To meet the growing demand, IFAVA is organized on two levels: the IFAVA Board of Directors will manage the overall operations of the organization while two international committees have been formed to focus on science and communications and will support the core tactics of the IFAVA strategic plan. As well, the creation of a monthly scientific newsletter will enable the not-for-profit organization to provide the global scientific community with access to credible, sound scientific evidence specific to vegetables and fruit.

One of the key responsibilities is the development and delivery of the bi-annual International Symposium, an event to bring together 5 a day type programs and countries to discuss and share information on how to increase consumption of fruit and vegetables.

The purpose of the 5th International event is to create a forum for representatives from the health, education, government and business sectors worldwide. Through these stakeholders the aim is to inspire and revolutionize global and national promotions to increase the consumption of fruit and vegetables around the world for the prevention of chronic disease and the promotion of better health. This is achieved through programs and sessions which will:

- Provide regional highlights from innovative 5 a day type programs from around the world.
- Expand global understanding on the science and research behind the fruit and vegetable message.
- Discuss ways that public policy can drive innovation in research and applications.
- Assist countries in establishing and improving public-private partnerships to increase consumption of fruit and vegetables to promote health.
- Provide a forum for showcasing research studies from different parts of the world related to fruit and vegetables and their effect on health.

For more information visit www.ifava.org