



Federal Republic of Germany

**5 am Tag
Obst und Gemüse**

**5 a Day
Fruits and Vegetables**

A campaign endorsed and supported by (amongst others):

The Federal German Ministry for Nutrition & Agriculture
The Federal German Ministry of Health
The German Cancer Society
The German Society for Nutrition

Mitgetragen von

Deutsche Gesellschaft
für Ernährung e.V.
Deutsche Krebsgesell-
schaft e.V.

Schirmherrschaft



5 am Tag e.V.
c/o Servicebüro
Carl-Reuther-Str. 1
68305 Mannheim

Tel. 0621 33840-114
Fax 0621 33840-161
E-Mail: info@5amtag.de
www.5amtag.de

Frankfurter Volksbank e. G.
Konto 6 000 011 221
BLZ 501 900 00
USt-IdNr. DE226287194



Contents

1. Background 3

2. Campaign Objectives and Organisation 3

3. Target Market..... 3

4. Government Patronage 4

5. Endorsement from Health Sector NGOs..... 4

6. Campaign Structure / Organisation 4

7. 5 am Tag: Nutritional Recommendations..... 6

8. Labelling Criteria 6

9. Regulations on use of the 5 am Tag logo 6

10. Finance 7

11. 5 am Tag Communication Strategy 7

12. Results and Prospects 9

1. Background

Average consumption of fruits and vegetables in Germany is approximately 40 % lower than the levels recommended by leading scientists and nutritionists. Less than half the population eat more than two servings of fruits and vegetables a day. In comparison, other European countries, particularly those around the Mediterranean, have considerably higher levels of consumption and correspondingly lower levels of nutrition-related diseases.

The comparatively low level of fruit and vegetable consumption in Germany and the scientific evidence from epidemiological studies on the health benefits of higher levels of consumption suggests that an improvement in the health of the population in Germany (and a corresponding saving in health-care costs) could be achieved by a campaign to encourage consumption of least 5 servings of fruit and vegetables a day, and to provide information on the health benefits of increased levels of consumption.

2. Campaign Objectives and Organisation

The 5 am Tag (5 a Day) campaign was launched on May 31, 2000.

Its objectives are to:

- Increase consumption of fruit and vegetables to at least five servings a day
- Provide information on the health-benefits of consuming five or more servings of fruit and vegetables a day.

3. Target Market

The target market comprises the entire population in Germany.

Because eating-habits are formed young, and the eating habits of parents have formative influence upon of their children, the 5 am Tag message is being particularly focused at parents and children as well as children at school and teachers. Especially targeted is an attractive offer of fruits and vegetables in the areas of life, where people spend most of their time during the day, such as workplaces, as well. To reach the target audience, the campaign operates by connecting to their daily touch points like canteens, supermarkets and other shops, nutritional advisory and health care services etc.

4. Government Patronage

The Minister of Health and the Minister of Nutrition and Agriculture are the national patrons of the 5 am Tag health campaign.

5. Endorsement from Health Sector NGOs

The following are among the many health sector institutions which are members¹ of the 5 am Tag Association and are acting to help realise the objectives of the campaign:

- Das Bundesministerium für Gesundheit (The Federal Ministry of Health)
- Das Bundesministerium für Ernährung und Landwirtschaft (The Federal Ministry for Nutrition, Agriculture and Consumer-Protection)
- Das Ministerium für Umwelt, Landwirtschaft, Natur- und Verbraucherschutz Nordrhein-Westfalen (The Provincial Ministry of Nordrhein-Westfalen for Environment, Agriculture, Nature Conservation and Consumer Protection)
- Das Ministerium für Umwelt, Energie, Ernährung und Forsten Rheinland-Pfalz (The Provincial Ministry of Rheinland-Pfalz for Environment, Energy, Nutrition and Forestry)
- Die Deutsche Gesellschaft für Ernährung e.V. (The German Nutrition Society)
- Die Deutsche Krebsgesellschaft e.V. (The German Cancer Society)
- Die BARMER (The BARMER Medical Insurance Company)
- Der AOK-Bundesverband (The AOK Medical Insurance Company)
- Die Siemens Betriebskrankenkasse (The Siemens Company Health Insurance Fund)

6. Campaign Structure / Organisation

The 5 am Tag Association was formally established in 2000. In the articles of constitution, the Association's purpose is defined as being to develop and implement a campaign (5 am Tag) to improve the health of the population in Germany through encouraging people to act upon the campaign slogan, and increase their consumption of fruits and vegetables to at least 5 servings or 650 g per day.

¹ See Appendix 1 for the Association's current membership list

The 5 am Tag Association has these membership-categories:

- Membership of Category A is open to institutions from the health sector and individuals
- Membership of Category B is open to business enterprises
- Membership as sustaining member is open to business enterprises and individuals

Membership of the Association is open to all who undertake to observe the articles of constitution whose main stipulations are essentially as follows:

- The Association's purpose is to implement a campaign to increase consumption of fruits and vegetables to 5 or more servings a day to benefit the health of the population
- The governing body of the Association is the Annual General Meeting (AGM) of Members. The duties of the AGM comprise the approval of the Association's budget each year; the election of the Board every 2 years; and approval of alterations to the articles of constitution, subscription-rates etc. as required
- The AGM shall elect an Executive Board to serve for a period of 2 years and shall be comprised of 8 representatives of Association members. 4 members are to be drawn from the health sector, and 4 from the business sector. The Board is to elect a speaker from the ranks of its health sector members. Board decisions must be approved by 75% or more of the board members. Membership of the Board is voluntary for all members, and is not remunerated.
- The Board may establish sub-committees for assignments such as to stipulate the scientific guidelines governing use of the campaign logo.
- The Federal government is entitled to send representatives of the Ministries of Health and Nutrition and Agriculture to participate (without voting) at board meetings.

The Association's members comprise government institutions, non-government organisations, health insurance companies, consumer cooperatives, manufacturing companies, fruit and vegetable production and marketing organisations, caterers, wholesalers and retailers.

The administrative office of the 5 am Tag Association is the Servicebüro 5 am Tag in Mannheim.

7. 5 am Tag: Nutritional Recommendations

To ensure public confidence in the campaign's nutritional recommendations, the German Society for Nutrition ensures the validity of all nutritional statements made in the name of the 5 am Tag Association, defines and updates the nutritional guidelines governing use of the 5 am Tag logo. These guidelines are summarised below (§ 8).

8. Labelling Criteria

The following product categories are included in the 5 am Tag campaign:

- All varieties of fresh fruits and vegetables – including avocados, olives and nuts (unsalted, unroasted). Potatoes are not included.
- All juice products which are 100 % juice or juice concentrate without added fat or sugar.
- All varieties of fruits and vegetables which have been frozen, tinned, dried or otherwise processed and which after being prepared for consumption conform to the 5 am Tag labelling criteria.

These labelling criteria specify inter alia:

- maximum 3 g fat / 100 g product
- no more than 30 % of the original product's calorie-component can be added as extra sugar in whatever form
- ready-to eat meals should contribute at least serving of fruits and / or vegetables per serving of the recipe

9. Regulations on use of the 5 am Tag logo

The Association's aim is to achieve widespread and effective communication of the 5 am Tag logo and slogan:

- wherever fruits and vegetables are purchased and/or consumed
- in conjunction with media which will promote increased consumption of fruits and vegetables

Members and contract-partners of the Association are therefore entitled and encouraged to use the logo in their own marketing programmes so long as these are in accordance with the regulations summarised above:

- On joining the 5 am Tag Association members can undertake the use of the logo in accordance with the regulations drawn up by the Association for this purpose.
- Organisations such as those which are prevented by their own articles of constitution from becoming members of the 5 am Tag Association can also acquire the same rights to use the logo as Associations Members through signing a contract which obliges them to observe the same regulations governing use of the logo, and to pay an equivalent subscription rate as members for this purpose.

10. Finance

The 5 am Tag Association is registered as a mutual-benefit society, because the purpose which it serves is recognised to be of common social benefit, and because it is financed by voluntary donations from members (augmented by project related grants from government and EU government bodies).

The Association is obliged by its articles of constitution to ensure that revenues from members annual subscriptions, project-sponsors, and/or grants from regional, national or EU government organisations are wholly used to realise the campaign objectives and spent on administration-costs for the Association and development/execution costs for the campaign-projects.

Members can resign from the Association on giving 3 months' notice to the end of the calendar year. Non-members can also terminate their contract with the Association by giving the same period of notice.

The height of the annual subscriptions is stated in a Dues schedule.² For commercial enterprises, the subscription rate is determined according to a sliding scale based on the financial revenues for the previous year.

11. 5 am Tag Communication Strategy

The following are amongst the principle cause of the low levels of fruit and vegetable consumption in Germany:

- Many people are aware that fruits and vegetables are good for their health, but believe they already consume sufficient quantities for this purpose.

² See appendix 2.

- Fruits and vegetables are not heavily advertised and promoted like competitive products which position themselves as healthy alternatives and are bought for this reason.
- Many people believe that fruit and vegetables are relatively expensive.
- Many people perception that it is too time consuming and difficult to prepare and serve fruits and vegetables.

The 5 am Tag communication strategy considers a limited level of funding, so it is the aim of the 5 am Tag Association to provide an organisational framework which facilitates effective networking between Association members and to implement communication strategies which gain maximum exposure for the 5 am Tag message in the media, production, manufacturing, catering, and health-sectors. This enhances the multiplier-effect of individual Association Members 5 am Tag activities thereby:

- increasing the overall impact of the consumer communication programme
- making best use of scarce resources to maximum effect
- encouraging creativity
- enhancing working relationships between the public and private sectors at provincial / federal / international level

To reach the audience the 5 am Tag programme operates through the following communication channels:

- schools
- places of work, canteens and restaurants
- supermarkets and other shops
- fairs and exhibitions
- nutritional advisory services, health care services and self-help groups
- internet and community channels
- national and local mass media

The strategy for the previous years has been characterized by the focus on:

- a single subject area: snacks,
- two living environments: school and workplace,
- proven behaviour-changing arguments supporting environmental preventive measures and
- conversational tools of communication.

Popular are initiatives and activities for health promotion at the workplace, such as a project in small and medium-sized companies, which links the aspects of diet, exercise and relaxation. Company fruit subscriptions have proven to be a particularly convenient and sustainable measure. At an online marketplace 5 am Tag brings together all interested companies and suppliers, which is a win-win situation for both employees as well as dealers.

5 am Tag has also become an integral part of school life. The association's longstanding commitment to a school fruit programme in Germany has played an important part in ensuring that today pupils in 12 Federal States are provided with free fruit and vegetables in their school breaks. Furthermore, new projects continuously enrich school life, be it the LIDL fruit school, the REWE school cone campaign or the 5 am Tag initiative "Plant your own sandwich", where children plant their own 5 am Tag vegetable patch and get a taste for the matter in a particularly playful way.

These and other offers are accompanied by attention-grabbing 5 am Tag information materials, events and promotions, continuous public relations as well as a modern presence on the web and in social media.

Because for the Germans it is important to see information regarding health-promoting properties on products, members and contract-partners of the 5 am Tag association are additionally encouraged to use the logo in their own marketing programmes so long as these are in accordance with the scientific regulations.

12. Results and Prospects

The German 5 am Tag campaign during the previous 15 years has become the best-known nutrition campaign in Germany and has a prominent level of credibility. More than half of the German population currently knows the 5 am Tag nutritional rule (58%, representative inquest study 2016 on behalf of 5 am Tag e.V.). Currently, an average approx. 3 servings of fruit and vegetables are consumed a day. According to the survey meanwhile approx. one-third of all professionals gets regular charge-free fruit and vegetable offers at their workplaces.

On a national level, projects such as "Plant your own sandwich" and "Fruit at the workplace" have been distinguished by the Ministry for Nutrition and Agriculture (BMEL) and the Ministry for Health (BMG) as being exemplary for a healthy diet in Germany. These results are confirming the focus on environmental preventive measures and on the target audience of professionals and children at school.

Programmes to increase fruit and vegetable consumption are also being carried out in many other countries. Due to the similar slogans ("5 al dia", "5 Porcji", "6 om dagen", "5 par jour", "5 Paevas", "5x am Tag Obst & Gemüse") and because of the European school fruit programme, the campaigns can be mutually recognised well, meaning that communication measures support each other through their high recognition value, and consumers will critically reflect on their consumer behaviour across borders.

In the global business of produce marketing the implementation of promotion programmes is facilitated by international co-operation between different 5 a day organizations and the exchange of information, experience and know-how. Therefor 5 am Tag is a member of AIAM5, a non-profit collaboration forum which aims to establish a world-wide freely acceded framework of national associations promoting consumption of fruit and vegetables, such as "5 a day" associations, in their national context and cultural and health situation.

Furthermore, Germany is an important import country for many fruits and vegetables. Any increase in consumption in Germany will lead to higher sales in other European Member States and strengthening the 5 am Tag campaign in Germany means strengthening European producers and retailers in the agricultural and food sector as well.

The strength of the 5 am Tag concept lies in the convergence of public health considerations and commercial interests. Experience has shown that communicating the same short, simple, actionable message at school, at home, and in the workplace, assisted by attractive fruit and vegetables offers in all areas of life is most likely to succeed in changing consumer attitudes and behaviour. The network of involved economic and health partners ensures scientific credibility on the one hand, and the sales-focused usage of the implemented communication means on the other.

Sabine Lauxen
Speaker of the Board

Members and supporters

Category A (institutions from the health sector)

AOK Bundesverband

Rosenthaler Str. 31
10178 Berlin

BARMER

Lichtscheider Str. 89
42289 Wuppertal

BerufsVerband Oecotrophologie e. V. (VDOE)

Reuterstr. 161
53113 Bonn

Bundesministerium für Ernährung und Landwirtschaft

Rochusstraße 1
53123 Bonn

Bundesministerium für Gesundheit

Rochusstraße 1
53123 Bonn

Deutsche Gesellschaft für Ernährung e.V. (DGE)

Godesberger Allee 18
53175 Bonn

Deutsche Krebsgesellschaft e.V.

Kuno-Fischer-Str. 8
14057 Berlin

Dr. Rainer-Wild-Stiftung

Mittelgewannweg 10
69123 Heidelberg

Gemeinschaftsklinikum Mittelrhein

Koblenzer Str. 115-155
56073 Koblenz

Geschmacksschule e.V.

Gneisenaustraße 36
44147 Dortmund

Klinikum Lippe-Detmold

Röntgenstr.18
32756 Detmold

KlinikumStadtSoest gGmbH

Senator-Schwartz-Ring 8
59494 Soest

Krebsliga Schweiz

Effingerstr. 40
CH-3008 Bern

Landratsamt München

Mariahilfplatz 17
81541 München

Ministerium für Umwelt, Energie, Ernährung und Forsten Rheinland-Pfalz

Kaiser-Friedrich-Str. 1
55116 Mainz

**Ministerium für Umwelt, Landwirtschaft, Natur- und Verbraucherschutz
Nordrhein-Westfalen**

Schwannstr. 3
40476 Düsseldorf

Österreichische Krebshilfe e.V.

Tuchlauben 19
A-1010 Wien

Sabine Lauxen

Deputy Mayor, Municipality of Oberhausen
46145 Oberhausen

Sankt Gertrauden Krankenhaus

Paretzer Straße 12
10713 Berlin

Siemens Betriebskrankenkasse

Heimeranstraße 31
80339 München

Verband der Diätassistenten – Deutscher Bundesverband e. V. (VDD)

Susannastr. 13
45136 Essen

Category B (business enterprises)**Abels Früchte Welt GmbH**

Justus-von-Liebig-Str. 2
53121 Bonn

Andretta Fruchtimport GmbH

Langwiesenweg 30 (Großmarkt)
70327 Stuttgart

Anton Dürbeck GmbH

Hessenring 120 D
61348 Bad Homburg

BEHR AG

Parkstr. 2
21220 Seevetal

Bezirksamt Charlottenburg-Wilmersdorf von Berlin**Wirtschafts- und Ordnungsamt**

Hohenzollerndamm 174-177
10713 Berlin

Bundesausschuss Obst und Gemüse, Fachgruppe Gemüsebau

Claire-Waldoff-Straße 7
10117 Berlin

Bundesausschuss Obst und Gemüse, Fachgruppe Obstbau

Claire-Waldoff-Straße 7
10117 Berlin

Bundesvereinigung der Erzeugerorganisationen Obst und Gemüse e.V.

Adenauerallee 127
53113 Bonn

Castus A/S

Unionsvej 4
DK-4600 Koge

Chiquita Banana Company B.V., Deutsche Niederlassung

Schifferstr. 210
47059 Duisburg

Cobana GmbH & Co. KG

Neue Burg 2
20457 Hamburg

Deutscher Fruchthandelsverband e.V. (DFHV)

Bergweg 6
53225 Bonn

Dole Europe GmbH

Stadtdeich 7
20097 Hamburg

Enzafruit New Zealand

Tongersesteenweg 135
BE-3800 Sint-Truiden

Freshcon GmbH

Osterbrooksweg 60
22869 Schenefeld

Fruchthansa GmbH

Urfelder Str. 65
50389 Wesseling

Fruchthof Berlin Verwaltungsgenossenschaft e.G.

Beusselstr. 44 n-q
10553 Berlin

Fruchtimport van Wylick GmbH

Rather Str. 25
40476 Düsseldorf

Fruitmasters Deutschland GmbH

Gustav-Stresemann-Weg 48
48155 Münster

Fruitnet Media GmbH

Lindemannstr. 12
40237 Düsseldorf

Gemeinde Welper

Am Markt 4
59514 Welper

Gemüsering Stuttgart GmbH

Langwiesenweg 30 (Großmarkt)
70327 Stuttgart

H + F Frischgemüse GmbH

Boxbergweg 9
90427 Nürnberg

Hansen Obst

Zum Frischemarkt 1A
04158 Leipzig

jufico GmbH

Justus-von-Liebig-Ring 4-6
82152 Krailing

Kölla & Co.

An der Gumpgesbrücke 7
41564 Kaarst

LIDL Deutschland

Rötelstraße 31
74166 Neckarsulm

LUKOM Ludwigshafener Kongress- und Marketing-Gesellschaft mbH

Rheinuferstraße 9
67063 Ludwigshafen

Mählmann Gemüsebau GmbH & Co. KG

Im Siehenfelde 13
49692 Cappeln

Meridian Fruchthandelsgesellschaft mbH

Weilemer Weg 27
71155 Altdorf

Messe Berlin

Messedamm 22
14055 Berlin

Obst vom Bodensee Vertriebsgesellschaft mbH

Merkurstraße 7
88046 Friedrichshafen

**Panorama Hotel- und Service GmbH,
Panorama Catering**

Kur 29
74653 Künzelsau

QS Qualität und Sicherheit GmbH

Schedestraße 1-3
53113 Bonn

REWE Group

Domstraße 20
50668 Köln

Rijk Zwaan Welter GmbH
Gemüsezüchtung & Saatguthandel

Werler Str. 1
59514 Welter

Staiger GmbH

Langwiesenweg 30 (Großmarkt)
70327 Stuttgart

Wolfgang Jobmann GmbH

ORANKA Fruchtsaftgetränke

Gutenbergstr. 10
21465 Reinbek

Sustaining Members

Bayer CropScience AG

Alfred-Nobel-Str. 50
40789 Monheim

**Gemeinschaft zur Förderung der Interessen der Deutschen Frische-
märkte e.V.**

c/o Duisburg Kontor GmbH
Landfermannstraße 6
47051 Duisburg

Plattenhardt + Wirth GmbH

Otto-Hahn-Straße 3
57482 Wenden

Dues schedule of 5 am Tag e.V.

1. Health Sector

Medical insurance societies	2,556.40 €
Associations, Confederations, Foundations	2,600.00 €
Federal Lands	2,600.00 €
<u>Municipalities</u>	
Population of less than 100,000	1,050.00 €
Population of more than 100,000	2,000.00 €

2. Commercial Sector

The annual subscription is to be calculated on basis of the previous year's revenues:

<u>Revenue in Mio EUR</u>	<u>Annual subscription</u>
< 10	1,050.00 €
10 - 20	2,000.00 €
20 - 50	3,000.00 €
50 - 100	5,000.00 €
100 - 250	6,000.00 €
250 - 500	7,000.00 €
500 - 700	10,000.00 €
700 - 1,000	15,000.00 €
1,000 - 1,300	20,000.00 €
more	26,000.00 €
Trade Associations, Umbrella Organisations	5,200.00 €

3. Individuals 300.00 €

4. Sustaining Members

Individuals	minimum 150.00 €
Legal entities	minimum 1,050.00 €

5. Individual Members which are working in the 5 am Tag Association Board in honorary capacities are excluded from the liability to contribution.

6. The Board may decide on heights of dues deviating from the regulations above in exceptional cases.