

## Press Release: WUWM Backs Global Initiative to Establish International Day of Fruits and Vegetables

**Rimini, Italy – November 1, 2024** – The World Union of Wholesale Markets (WUWM) has unanimously endorsed a global push to declare an International Day of Fruits and Vegetables. This decision was made at WUWM's 2024 General Assembly.

Recognizing the critical role of fruits and vegetables in global food security, health, and sustainable development, the WUWM joins forces with Chile, the Food and Agriculture Organization (FAO), and the Global Alliance for the Promotion of Fruit and Vegetable Consumption "5 a day"(AIAM5) for Better Health to advocate for this international observance.

The proposed day aims to:

- **Raise awareness:** Highlight the nutritional benefits of fruits and vegetables and their importance in healthy diets.
- **Promote consumption:** Encourage people worldwide to include more fruits and vegetables in their daily meals.
- **Support sustainable production:** Foster sustainable agricultural practices to ensure a steady supply of fresh produce.
- **Reduce food loss and waste:** Minimize the amount of fruits and vegetables that are lost or wasted throughout the supply chain.

By establishing an International Day of Fruits and Vegetables, the global community can work together to address pressing challenges such as malnutrition, food insecurity, and climate change.

*"We are proud to support the initiative for an International Day of Fruits and Vegetables. This is a crucial step towards promoting public health, food security, and sustainable agriculture worldwide."*  
Stéphane Layani, WUWM Chairman

The WUWM urges governments, international organizations, and individuals to support this initiative and help make the International Day of Fruits and Vegetables a reality.

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