



Fruit4Sport

As a weapon in the fight against
childhood obesity and diabetes



WAGENINGEN **UR**
For quality of life

Wageningen UR (University & Research centre) and the Innovation-Network have teamed up to develop Fruit4Sport, a social concept for making healthy food choices an option in sports cafés. Research has shown that Dutch people spend a lot of time at, and around sports facilities. Much more than has been previously assumed, sports cafés appear to be an ideal place to promote healthy eating patterns. Sports cafés as a driver for behavioural change: this is the background to the Fruit4Sport concept, developed with the goal of offering a healthy alternative alongside the existing offerings.

The concept is simple. It involves devoting some of the greenery surrounding around sports facilities to the production of fruit suitable for these locations. These mini-orchards would then be adopted and maintained by clubs, teams, corporate partners, or other parties with an interest in taking an active role in the green space. The fruit harvested would then serve as the backbone of a supply line of healthy food to the facility's own café (supplemented by new local-for-local fruit chains). The concept would also be embedded in the sponsor organisation's policy. This way, an alternative can be offered alongside the generally less healthy food and drink choices sold in sports cafés. The concept also has the objective of establishing significant fruit production

in the urban environment, and in the process promoting social cohesion in urban districts.

Pilot Amsterdam

The first pilot scheme was set up in Amsterdam on the 40-hectare open sports facilities of Middenmeer and Voorland (Watergraafsmeer). Amsterdam East embraced the Fruit4Sport philosophy and volunteered its site as the first Dutch participant. Middenmeer and Voorland has a decidedly open and park-like structure that allows the concept to reach not only the sports enthusiast but all user groups. At this point, all the mini-orchards in Amsterdam have been adopted by private participation groups, and other regions in the Netherlands are showing interest.

Fruit4Sport coming soon to a facility near you?

If Fruit4Sport sounds like something your municipality or club would be interested in, Wageningen UR will help you implement the Fruit4Sport concept, not only physically but with process support as well.

To get started, contact:

Marc Ravesloot
marc.ravesloot@wur.nl
T +31 (0)488 47 37 31



www.wageningenUR.nl/fruit4sport
