

Zespri explores impact of fruit and vegetable consumption on children's wellbeing

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Zespri, the world's leading kiwifruit marketer, is investing in building knowledge and healthy eating habits among children through its latest feasibility study, The Feel Good Study, exploring the relationship between fruits and vegetables (FV) and children's well-being.

The nutritional benefits of FV to physical health are widely known. Still, according to a study in the PLOS Global Public Health Journal, almost one in two children globally do not consume enough FVs. In line with Zespri's mission to promote good nutrition and healthy eating habits, the Feel Good Study was conducted by researchers at the University of Auckland, New Zealand, who lead research, education, and clinics in nutrition science, nutrition, and dietetics.

The study aimed to determine the feasibility and acceptability of a 10-week FV dietary intervention in primary school and the measurement of mental and cognitive health outcomes. The study investigated the effects of increased consumption of FV on children's well-being among those between eight and 10 years old.

"As stewards of the next generation's wellbeing, we understand the profound impact that early nutrition has on a child's lifelong health. Only by cultivating positive eating habits in a sustainable manner can we truly make a difference and thrive as a healthier society with a brighter future," said Ng Kok Hwee, General Manager of Global Marketing, at Zespri.

The feasibility study explored strategies to increase exposure to unfamiliar FVs to promote acceptance in children. Increased FV acceptance from childhood paves the way for healthy dietary habits that extend to adulthood, leading to improved overall well-being.