

# GroentenFruit Huis (Fresh Produce Centre) & Dutch National Actionplan for Fruit and Vegetables 2017 Pledge



nationaal actieplan  
groenten en fruit



## Commitment details

Dutch vegetable industry, united in the GroentenFruit Huis (Fresh Produce Centre) commit to focus on innovation of product and services in their business with the United Kingdom, with the aim to increase consumption and to promote a healthy diet, for children in particular.

Efforts will be continued to provide more attractive, sustainable and high quality products, also in terms of packaging, labelling and marketing. Best practices for driving increased consumption in the wider society (such as healthcare) will be actively shared with UK partners by the Dutch National Action Plan for Fruit and Vegetables.