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"Those who know what they want can pursue it vigorously" (Ignacio de Loyola)

Fruit and vegetables plus physical activity: Key points

Health benefits of regular consumption of fruit and vegetables have been widely demonstrated. Numerous scientific studies prove it: eating fruit and vegetables every day helps covering nutrient needs (water, fibre, vitamins, minerals, anti-oxidants) and plays a positive role in the prevention of chronic diseases (cardiovascular diseases, obesity, type 2 diabetes, several cancers...).

Beyond their health benefits, **fruit and vegetables low environmental impacts** have been showed in numerous publications. Fruit and vegetables have a lower ecological, carbon and water footprint than other food groups. Today, most scientists agree that a diet including at least 400 g of fruit and vegetables is a sustainable diet.

Sedentary behaviour is formally defined as an awake situation characterised by an energy expenditure ≤ 1.5 metabolic equivalents in a sitting or lying position. The latest data report that in North America and Europe, citizens spend between 8 and 11 hours sitting per day. Therefore **physical activity among citizens is a priority**.

Promoting a healthy diet including 5 or more portions is therefore an issue for both health and the environment. If we add more sports practice the cocktail is almost perfect.



If life gives you lemons...make lemonade

With this sentence, Dale Carnegie, famous American writer and one of the pioneers in the genre of public relations, sales and self-help books, showed the importance of our attitude towards setbacks, difficulties and problems. Some people always look for the positive side of everything, including problems and difficulties, while others get stuck in the problem. This phrase reminds us that **the important thing is to make the most of life**.

This sentence is also the title of the report on the global lemon sector recently published by RABOBANK and prepared by its team of analysts at RaboResearch. This interesting report offers **a very accurate synthesis of the world panorama of the fresh and processed lemon business**, considering positive elements such as the current scenario where lemon is a fashionable product thanks to its versatility and consumer identification as a healthy product, the growth of organic lemon which has ceased to be a niche to become a business with its own independent category and life, or the efforts to increase consumption in Europe through AILIMPO's campaign "Welcome to the lemon age".

But it also rightly identifies some threats or negative elements such as the increase in costs in the supply chain that puts pressure on profit margins, the increase in new plantations in practically all producer countries, the potential impacts of phytosanitary risks, logistical problems or the consequences of the implementation of the green strategy in the EU.

Personally, what I liked most about this RABOBANK report is its **global approach with a vision of 3 major market areas: USA, Europe and Asia**, and a detail of the supply in the Southern Hemisphere, Europe (with Spain at the forefront) and Turkey. **Analyse Global, Think Global and Act Global: that is the idea**.

From Spain and Europe we often fall into the error of egocentrism, but Europe being important is no longer the centre of activity and future lemon consumption. There is no doubt that Europe is the current reference market for fresh lemon, but we have to open our eyes and our minds, **the lemon game is played on a "field as big as the planet Earth"**. Spain is the world leader in fresh lemon exports, but 96% of our lemons are sold in the EU-27 plus the United Kingdom. Only 4% of our lemons are sold in other markets, that is the big task to be tackled immediately by Spain.



If life gives you lemons... make lemonade... all over the world...