



These young students participated in the **FOOD 4U** Competition with a video spot on healthy diet and are tasting specialties of the Italian food tradition

AND WHAT ABOUT YOU? DO NOT WAIT ANY LONGER AND PARTICIPATE YOU TOO!

FOOD 4U is a campaign promoted by the Italian **Ministry of Agricultural, Food and Forestry Policies** aiming at making young European students aware of the importance of a healthy and correct diet. How ? Thanks to a **competition envisaging the production of a video spot** created by students between 14 and 19 years of age and their teachers of schools from 27 countries of the European Union and Norway:

Austria - Belgium – Bulgaria – Cyprus - Czech Republic – Denmark - Estonia – Finland – France - Germany - Greece - Hungary – Ireland - Italy – Latvia – Lithuania – Luxembourg - Malta - Netherlands – Norway - Poland - Portugal – Romania – Slovakia – Slovenia - Spain – Sweden - United Kingdom.

The school groups authoring the best video spots will win a **fantastic award stay in Italy** and will be the protagonists of an extraordinary event:
the FOOD 4U Video Festival

The 2011 competition notice is on line on www.food-4u.it
For information: video@food-4u.it
Competition entry deadline : **31 May 2011**



MINISTERO DELLE POLITICHE AGRICOLE
ALIMENTARI E FORESTALI





The Ministry of Agricultural, Food and Forestry Policies
invites students and teachers of secondary schools
from the 27 EU Countries and Norway
to participate in the competition

FOOD 4U
2011 Edition

This initiative, now in its seventh year, involves students aged 14 to 19 and their teachers in the production of **video spots** on the theme of

“Young people and healthy eating”

To emphasize the importance of a strong dietary education among the younger generations, FOOD 4U asks the teachers to contribute creatively by guiding the youngsters in producing a **TV spot aimed at their age peers**, to raise awareness on the benefits of correct nutrition.

Intended as a creative experience, this initiative offers the students the opportunity to experiment with the language of the media and to **develop new critical tools** to decode marketing messages.

FOOD 4U is **an international adventure**, whose growth in the last few years has been promoted by the sensitivity and enthusiasm of the world of education in **the following countries:**

Austria - Belgium - Bulgaria - Cyprus - Czech Republic - Denmark - Estonia
Finland - France - Germany - Greece - Hungary - Ireland -
Italy - Latvia - Lithuania - Luxembourg - Malta - Netherlands - Norway - Poland -
Portugal - Romania - Slovakia - Slovenia - Spain -
Sweden - United Kingdom.

The finalist school groups will win an **award stay in Italy** to visit the places that are most representative of the Mediterranean diet and to experience the excitement of the

FOOD 4U 2011 Video Festival

Competition information and the application forms are available at: www.food-4u.it
www.politicheagricole.gov.it.

For further information please contact video@food-4u.it

Competition entry deadline: **31 May 2011**



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FOOD 4U IS IN THE AIR!

FOOD 4U is travelling throughout 27 European countries and Norway:

**Austria - Belgium – Bulgaria – Cyprus - Czech Republic – Denmark - Estonia –
Finland – France - Germany - Greece - Hungary – Ireland - Italy – Latvia –
Lithuania – Luxembourg - Malta - Netherlands – Norway - Poland - Portugal – Romania –
Slovakia – Slovenia - Spain – Sweden - United Kingdom.**

The **Italian Ministry of Agricultural, Food and Forestry Policies** dedicates this initiative to high school teachers and to students aged 14 to 19 from 27 European Countries and Norway, in an effort to **disseminate the value of healthy nutrition among teenagers and with teenagers.**

Here are some **TOPICS** that you may use for your **SPOT** for participating in the competition:

- the awareness about a conscious choice of food, of risks and of negative consequences that a bad balanced diet could have on youngsters;
- the exchange of information among peers about the eating habits of youngsters;
- the importance of a varied and well-balanced diet;
- the importance of a healthy and correct diet;
- the valorization of fruit and vegetable, or other products, as a base for a healthy and well-balanced diet;
- the problem of excessive consumption and/or waste of food, and how it is related to malnutrition issues in Third World countries;
- health and environment benefits of food production and consumption based on eco-sustainable supply chains, bioagriculture, and the “zero mile diet”; the importance of receiving transparent information on the origin of food products;
- health harming behaviours, including abuse of alcoholic drinks, and their risks for self and others.

Finalist school groups will be awarded a **fantastic stay in Italy**, where they will visit the places where the Mediterranean diet was born, and they will participate in a glamorous international event: the **2011**

FOOD 4U Video Festival.

PARTICIPATE!!

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