



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](http://www.food-4u.it)  
For information: [video@food-4u.it](mailto: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](http://www.food-4u.it)  
[www.politicheagricole.gov.it](http://www.politicheagricole.gov.it).

For further information please contact [video@food-4u.it](mailto:video@food-4u.it)

Competition entry deadline: **31 May 2011**



## 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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