Fruits and Veggies – More Matters™

“When you hear the slogan ‘5-A-Day’ fruits and vegetables are probably the first thing to come to mind” says County Extension Agent [insert name here]. While research indicates that more than 50 percent of adult consumers know they need to eat five or more servings of fruits and vegetables per day, more than 90 percent of Americans do not eat the recommended amount.

“New guidance from the 2005 Dietary Guidelines for Americans recommends nine servings or 4½ cups of fruits and vegetables per day for most individuals, with higher or lower amounts depending on how many calories a person needs each day” [insert name here] said. This means most people will need to double the amount of fruits and vegetables they eat per day to meet the new recommendations.

Consumption of fruits and vegetables as part of an overall healthy eating plan may help to reduce your risk of stroke, coronary heart disease, type 2 diabetes, and certain cancers. “Eating fruits and vegetables in place of other high-calorie foods may also help you to control your weight by lowering your daily calorie intake” added [insert name here]. Fruits and vegetables are excellent sources of fiber, vitamins, and minerals needed for good health and maintenance of your body.

To inspire and encourage consumers to eat more fruits and vegetables, the Produce for Better Health Foundation and Centers for Disease Control and Prevention are launching a new campaign this March. Their new slogan “Fruits and Veggies – More Matters™ is designed to encourage everyone to eat more fruits and vegetables.

Fruits and Veggies – More Matters™ builds upon the existing 5-a-Day campaign to further inspire consumers to increase their fruit and vegetable consumption through a simple message - eat more fruits and veggies at every eating occasion. Consumers will see information on the initiative in stores, online, at home, and on food packaging. A new consumer website on-line in March of 2007, www.fruitandveggiesmorematters.org will offer recipes, serving ideas, and shopping advice for busy moms. It will also include activities and tips for getting children involved and exploring different varieties of fruits and vegetables that the whole family will like to eat.

Texas Cooperative Extension is pleased to support the Produce for Better Health Foundation and the Centers for Disease Prevention in helping Americans increase their fruit and vegetable intake. To learn how to add more fruits and vegetables to your diet, contact your local County Extension Agent at [insert contact information here].