

Nutrition News

Department of Human Nutrition



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The Fruits & Veggies—More Matters® Campaign



Only one person in ten meets the daily recommendation for fruit and vegetable intake, and most people should double the amount of fruits and vegetables they now consume ¹.

Fruits & Veggies—More Matters® is a new national campaign to persuade people of all ages, especially moms, that eating more fruits and vegetables does matter because it's a great way to stay healthy and is a perfect fit for busy lives. Its goal is to encourage the intake of more fruits and veggies at every eating occasion.

The campaign began in 2007 as an initiative of the National Fruit and Vegetable Alliance. The program's three main goals are:

1. To increase the public's awareness of the importance of eating a diet rich in fruits and vegetables every day for better health.

2. To provide consumers with specific information about how to include more servings of fruits and vegetables in their daily routines.

3. To increase the availability of fruits and vegetables at home, school, work and in other places where food is served.

The National Fruit and Vegetable Alliance replaces the 5 A Day for Better Health Program, which started in 1991 and will be phased out completely by March 2009.

Since the current *Dietary Guidelines for*

Americans recommend a range from two to six-and-one-half cups of fruits and vegetables per day, depending on an individual's calorie needs, the 5 A Day slogan is outdated.

The new campaign's core messages include:

* Fruits and veggies provide great taste, nutrition, abundant variety and multiple product forms – fresh, frozen, canned, dried and 100% juice.

* Eating fruits and veggies matters in maintaining a healthy weight, and may reduce the risk of many diseases, including stroke, high blood pressure, diabetes and some cancers.

* Eating a colorful variety of fruits and veggies provides a wide

range of valuable nutrients, such as fiber, vitamins and potassium.

* Every step taken toward eating more fruits and veggies and getting more physical activity helps families be at their best.

Consumers will see the *Fruits & Veggies—More Matters* logo on food packaging, in stores, in ads and online.

Products and recipes displaying the logo must meet specific criteria. For example, one portion must contain at least a one-half cup-equivalent of a fruit or vegetable; have limited amounts of added sugars or caloric sweeteners, fat, sodium; have naturally-occurring fiber; and not be fortified beyond the FDA standards or be enhanced with dietary supplements or be sold as a supplement.

The *Fruits & Veggies—More Matters* website offers specific information to help people include

more fruits and vegetables in their daily routines. It provides recipes, meal planning ideas, shopping tips, expert cooking advice, nutrition information and activities to get children involved.

A Mom2Mom website section offers opportunities to share serving ideas and to ask questions by submitting them online.

The campaign is directed primarily to busy mothers because moms are the main “gatekeepers” to their families. Research shows that moms understand their responsibility to their family’s well-being, believe that “more” is better when it comes to eating fruits and vegetables, and with help, they will act on that belief.

The use of any of the program’s graphics by anyone requires a license, because the brand is a trademark of the Produce

for Better Health Foundation (PBH). For more information on the use of the logo, contact Jennifer Church, Kansas Fruit & Vegetable Nutrition Coordinator, at jchurch@kdhe.state.ks.us

The National Fruit and Vegetable Alliance is a public - private partnership led by PBH and the Centers for Disease Control and Prevention. It includes the U.S.

Department of Agriculture, National Cancer Institute, National Council of Fruit and Vegetable Nutrition Coordinators, National Alliance for Nutrition and Activity, Culinary Institute of America, American Cancer Society, American Diabetes Association, American Heart Association, Produce Marketing Association and United Fresh Produce Association.

For additional information, visit the websites www.fruitsandveggiesmorematters.org and www.fruitsandveggiesmatter.gov

¹ Produce for Better Health Foundation and CDC Use “Back-to-School” Season as Opportunity to Encourage Increased Fruit and Vegetable Consumption, Produce for Better Health Foundation, August 29 2007 press release, at www.fruitsandveggiesmorematters.org/?page_id=128&recordid=198

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