

Fruits and Vegetables.....

Good for You!

How expensive is it to eat fruits and vegetables?

Fruits and vegetables can be cheaper than a candy bar and a soda.

Eating $\frac{1}{2}$ cup each of the five lowest-cost vegetables and $\frac{1}{2}$ cup each of the four lowest-cost fruits would cost about \$1.00.

This would meet the amount recommended by the Dietary Guidelines for Americans 2005 for adults.

Do fresh fruits and vegetables cost more than canned, frozen or dried ones?

A comparison of the cost per serving of fresh produce with the cost of processed fruits and vegetables had surprising results. Most fruits and

vegetables cost the least when eaten in their fresh form.

It may be worth paying a higher price sometimes for canned, frozen and

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dried fruits and vegetables. When compared to fresh, they have less risk of spoilage and may be easier to prepare.

What can I do to reduce the expense of fruits and vegetables?

While the purchase prices for fruits and vegetables may seem high, know that a pound of fresh fruits and vegetables often yields two to four cups of ready-to-eat food.

It may be more expensive to buy a larger amount, such as whole melon rather than a cut melon. But your cost per serving will usually end up being lower when you buy the whole melon – if you eat it all before it spoils.

Prices can vary a lot depending on many factors such as the season, the store, the brand and the package size.

The information in this brochure was adapted from J. Reed, E. Frazão and R. Itskowitz, 2004. How Much Do Americans Pay for Fruits and Vegetables? Agriculture Information Bulletin number 790. Electronic report at www.ers.usda.gov (Accessed Feb. 2005)

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The 2005 Dietary Guidelines advise Americans to “focus on fruits and vary our veggies.”

In this issue:
How expensive is it to eat fruits and vegetables?

Did you know that many fruits and vegetables cost less than 50 cents for a cup ready to eat?

The least expensive vegetables:

Cabbage, potatoes, regular (not baby) carrots, radishes, canned green beans, onions, cucumbers, celery, mustard greens, bell peppers, lettuce, canned tomatoes, canned potatoes, canned corn, canned carrots, frozen green beans, cauliflower, kale, canned peas, sweet potatoes, broccoli and frozen kale.

The least expensive fruits:

Watermelon, apples, raisins, bananas, grapefruit, papayas, applesauce and nectarines.

Frozen reconstituted apple, grapefruit and orange juices are the least expensive 100% fruit juices to drink.

You may qualify for help to buy groceries.

**Call toll free:
1-888-369-4777 for information.**



This material was funded by USDA's Food Stamp Program through a contract with Kansas Department of Social and Rehabilitation Services. The Kansas Food Assistance Program can help people with a low income buy nutritious foods for a better diet.

For more information about healthy eating, contact your local extension office.

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