

MORE *Fruit and Veggies* MATTER to Good T.A.S.T.E.

You know fruit and veggies are good for you and your family, but getting enough isn't always easy. You want taste and convenience; you need variety and nutrition. You know that more fruit and veggies matter to your family, but how do you keep them coming back for more? Keep great **T.A.S.T.E.** in mind . . .

Try something new!

All forms of fruit and veggies count!

Shop smart! Look for the logo!

Turn it into a family activity!

Explore the bountiful variety!



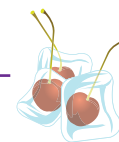
Maintain a Healthy Weight

Eating fruit and veggies in place of higher-calorie, lower-nutrient foods matters in maintaining a healthy weight and may reduce the risk of many diseases.



Fight Disease

People who eat more generous amounts of fruit and vegetables as part of a healthy diet are likely to have reduced risk of chronic diseases, including stroke, type 2 diabetes, some types of cancer, and perhaps heart disease and high blood pressure.



Keep Moving

Regular physical activity is important for your overall health and fitness.



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A Guide to Good T.A.S.T.E.



Try something new!

Everyone's tastes change over time. Experiment and try new ways of preparing family favorites.

- **Add excitement to favorite dishes with fruit and veggies**—add shredded or canned veggies to meatloaf, add fresh, frozen, and canned veggies to soups and stews, or dried fruit to cereals, oatmeal, and rice dishes for extra texture and flavor.
- **Have the same veggie in a different color** such as purple carrots or orange cauliflower.
- **Try fruit in new ways**—make a mango salsa, add dried, chopped apricots or cranberries to chicken salad, or grill peaches or pineapple slices for dessert.



All forms of fruit & veggies matter! – fresh, frozen, canned, dried, and 100% juice

When you think of produce, don't just limit yourself to fresh. There are many great frozen, canned, dried, and 100% juice options, which make it so easy to include a colorful variety of fruit and veggies in daily meals and snacks. Try:

- **Frozen** berries in a delicious smoothie or as a cereal topping.
- **Canned** veggies to stir-fries.
- **Dried fruit** mixed with nuts to make a great on-the-go snack.
- **100% juice** as an alternative to artificially sweetened beverages filled with empty calories.

Shop smart!

Plan your meals in advance and look for the Fruits & Veggies—More Matters® logo on packages!

Make a list of fresh fruit and veggies you will use in the next few days and then stock up on canned, frozen, and dried fruit and veggies for the rest of the week. This can help reduce spoilage and waste, which saves money. Be sure to look for the Fruits & Veggies—More Matters logo on packaging. The logo helps you to know that the product is healthy and nutritious for you and your family!

- **As a general rule, plan on filling about half your plate with fruit and veggies** at meals. This will help you get an idea of how much to purchase.
- **To combat 'snack attacks,' stock up on extra fruit and veggies**—they're tasty and convenient!

On quick trips to the grocery store and stops at convenience stores, you can still shop smart! Check out the ready-to-eat and ready-to-use healthy fruit and veggie options such as:

- Pre-cut fruit & veggies
- Packaged salads (be sure to grab low-fat dressing to cut down on calories)
- Pre-cut washed bagged salad
- Canned and frozen items that can be re-heated quickly.

Turn it into a family activity!

Kids will adopt healthy eating habits quickly and easily when they are involved in meal planning, shopping, and cooking. Encourage them to try new proteins, fruit, and veggies.

- **Make it fun!**
- **Be a good role model!**

Explore the bountiful variety!

With over 200 varieties of ripe, juicy delicious fruit and crisp, savory veggies, there is an almost endless bounty to choose from.

When you think variety, think color. Eating fruit and veggies of different colors—red, dark green, yellow, blue, purple, white, and orange provides the broadest range of nutrients. Colorful fruit and veggies are dietary sources of important nutrients many people don't get enough of, such as fiber, folate, potassium, vitamin A, vitamin C, and magnesium.

FIBER: diets rich in dietary fiber have been shown to have a number of beneficial effects, including decreased risk of coronary heart disease. Some fruit and veggie sources of dietary fiber are:

Apples	Lentils	Raspberries
Blueberries	Onions	Spinach
Brussels sprouts	Pears	
Figs	Pinto beans	

FOLATE: healthful diets with adequate folate may reduce a woman's risk of having a child with a brain or spinal cord defect. Some fruit and veggie sources of folate are:*

Artichoke	Cantaloupe	Papaya
Asparagus	Leaf lettuce	Strawberries
Beets	Lima beans	
Blackberries	100% Orange juice	

*Folic acid from fortified foods or supplements is also recommended for women who may become pregnant.

POTASSIUM: diets rich in potassium may help to maintain a healthy blood pressure. Some fruit and veggie sources of potassium are:

Bananas	Lima beans	Tomatoes
Broccoli	Pinto beans	White beans
Cherries	Potatoes	
Kiwifruit	Sweet potatoes	

VITAMIN A: keeps eyes and skin healthy and helps protect against infections. Some fruit and veggie sources of vitamin A are:

Apricots, dried	Leaf lettuce	Tomatoes
Cantaloupe	Mango	Watermelon
Carrots	Spinach	
Grapefruit	Sweet potatoes	

VITAMIN C: helps heal cuts and wounds and keeps teeth and gums healthy. Some fruit and veggie sources of vitamin C are:

Bell peppers	Collard greens	Summer squash
Blackberries	Kiwifruit	Strawberries
Broccoli	Oranges	
Cauliflower	Potatoes	

MAGNESIUM: supports normal muscle and nerve function, a steady heart rhythm, and a healthy immune system. Some fruit and veggie sources of magnesium are:

Artichoke hearts	Navy beans	White beans
Black beans	Okra	
Lima beans	Spinach	

