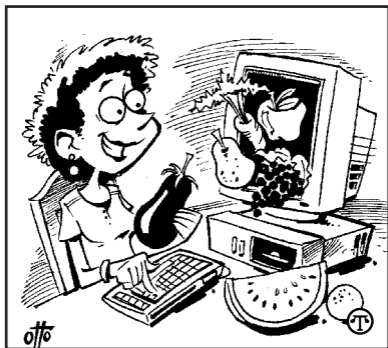


Pointers For Parents

Free Produce Advice Available On The Web

(NAPSA)—Did you know that fresh fruits and vegetables should only be washed with clean drinking water? Or that diets rich in fruits and vegetables have been shown to reduce blood pressure? If you have questions about produce, a helpful Web site may provide the answers.



A fact-filled Web site produces plenty of answers for people with questions about produce.

Created by the Produce Marketing Association, the site—aboutproduce.com—now includes an “Ask the Experts” feature where visitors can submit questions about fruits and vegetables and receive answers within 10 business days. Frequently asked questions (FAQs) are also posted on the site for the convenience of both new and current visitors.

In addition, a site-wide search engine has been added to allow visitors to search the entire site or limit searches to specific sections. The site also features a free e-mail recipe club, a food and nutrition dictionary, a searchable database full of fresh fruit and vegetable information, and more.

In 2000, aboutproduce.com won the bronze award in The World Wide Web Health Awards Program, which is organized by the Health Information Resource Center, a national clearinghouse for consumer health information programs and materials. This Web-based health award is an extension of the HIRC’s National Health Information Awards, the largest program of its kind in the United States.