

# Fruits & Veggies—More Matters

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(NAPSA)—Research indicates more than 50 percent of adult consumers know they need to eat five or more servings of fruits and vegetables per day, but more than 90 percent of all Americans do not eat the recommended amount. To



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meet the dietary guidelines, most consumers need to more than double the amount they currently consume.

Closing the consumption gap requires a new national call to action: Fruits & Veggies—More Matters. This new call for a healthier America is attainable and easy for people to understand. It is simply to eat more fruits and veggies at every meal.

Working closely with health experts at the Centers for Disease Control and Prevention, Produce for Better Health Foundation conducted in-depth analyses of existing programs focused on encouraging healthy eating and conducted original research to better assess consumers' needs.

The initiative's Web site, [www.fruitsandveggiesmorematters.org](http://www.fruitsandveggiesmorematters.org), offers recipes—including many from The Culinary Institute of America—serving ideas, interactive sections and shopping advice. It includes activities and tips for getting children involved and exploring the different vari-



fruits & veggies  
**more  
matters™**



eties of fruits and veggies that the whole family loves to eat.

This new public health initiative to increase fruit and vegetable consumption replaces the 5 A Day program. In view of the dietary guidelines increasing the recommended amount of fruits and vegetables, a new consumer message was needed that would build on the awareness 5 A Day successfully increased. The program will further inspire and support consumers to eat more, showcasing the unrivaled combination of great taste, nutrition, choice and product variety of fruits and veggies—fresh, frozen, canned, dried and 100 percent juice. It will also build upon the body of science that indicates increased daily consumption of fruits and vegetables may help prevent many chronic diseases.

Fruits & Veggies—More Matters is designed to help Americans overcome common everyday barriers to eating fruits and veggies. These include differing tastes within a family, not knowing how to prepare them or keep them fresh, or simply not liking them. To learn more, visit [www.fruitsandveggiesmorematters.org](http://www.fruitsandveggiesmorematters.org).