

Fruits & Veggies—More Matters

While research indicates that more than 50 percent of adult consumers know they need to eat five or more servings of fruits and vegetables per day, more than 90 percent of all Americans do not eat the recommended amount. To meet the new dietary guidelines, most consumers will have to more than double the amount they currently consume.

Closing the consumption gap requires a new national call-to-action, which is now the

Fruits & Veggies—More Matters campaign. 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 eating occasion.



Working closely with health experts at the Centers for Disease Control and Prevention, PBH conducted in-depth analyses of existing programs focused on encouraging healthy eating and conducted original research to better assess consumer's needs. The visual identity of the Fruits & Veggies—More Matters brand, seen above, was evaluated by a wide variety of consumers of varying ethnicities, income, geographic location, and age.

The research findings also demonstrated that moms, the primary gatekeepers to the family, are best reached in a way that is straight-talking, positive and supportive. The initiative's web site, www.fruitsandveggiesmorematters.org, offers recipes—including many from The Culinary Institutes of America—serving ideas, interactive sections and shopping advice. It includes activities and tips for getting children involved and exploring the different varieties 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 new dietary guidelines increasing the recommended amount of fruits and vegetables, a new consumer message was needed that would build on the awareness that 5 A Day successfully increased. The program will leverage the 5 A Day heritage and success to further inspire and support consumers to eat more, showcasing the unrivaled combination of great taste, nutrition, abundant variety, and various product forms – fresh, frozen, canned, dried and 100% juice. It also will build upon the body of science that indicates that increased daily consumption of fruits and vegetables may help prevent many chronic diseases.

The Fruits & Veggies—More Matters campaign 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 and www.cdc.gov/fruitsandveggies.

###

About Produce for Better Health Foundation

Produce for Better Health Foundation is a 15-year old nonprofit organization whose mission is to motivate people to eat more fruits and vegetables for a healthier America. The foundation is co-chair and member of the National Partnership, consisting of government agencies, nonprofit organizations, and industry working in collaboration to expand nationwide efforts to increase consumption of fruits and vegetables for improved public health.

About the CDC

The Centers for Disease Control and Prevention (CDC) is one of the 13 major operating components of the Department of Health and Human Services (HHS). CDC's mission is to promote health and quality of life by preventing and controlling disease, injury, and disability. CDC is a member and co-chair of the National Partnership and, among other functions, serves as the leading health authority for 5 A Day and its successor program, Fruits & Veggies—More Matters.