



Fruits & Veggies—More Matters

Fruits & Veggies—More Matters™ is a national public health initiative created to encourage Americans to eat more fruits and vegetables—fresh, frozen, canned, dried and 100% juice. The new initiative is a national call-to-action that is attainable and easy for people to understand—it is simply to eat more fruits and vegetables. More than 90 percent of Americans consume fewer fruits and vegetables than the daily amount recommended by the *Dietary Guidelines for Americans*, which ranges from 2 to 6 ½ cups.

Campaign Background

The development of Fruits & Veggies—More Matters was led by Produce for Better Health Foundation (PBH) and is a partnership with the Centers for Disease Control and Prevention (CDC). Other partners include the American Cancer Society, American Diabetes Association, American Heart Association, California Department of Health Services, National Alliance for Nutrition & Activity, National Cancer Institute, National Council of Fruit & Vegetable Nutrition Coordinators, Produce Marketing Association, United Fresh Produce Association and the U.S. Department of Agriculture.

This new national call-to-action was carefully researched and developed. The underlying research supporting it includes extensive qualitative and quantitative research among more than 1,000 consumers, including women, men, tweens and children. Formative research also included in-depth analyses of existing programs focused on encouraging healthy eating, as well as detailed interviews with public health and industry leaders, audience specialists and nutrition and health experts. The visual identity of Fruits & Veggies—More Matters was evaluated by a wide variety of consumers of varying ethnicities, income, age and place of residence, who described the initiative's look and feel as strong, positive, communicating energy and demonstrating the bountiful varieties available.

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. Moms understand their responsibility to their family's well-being and believe that "more" is better and will act on it. According to a new survey of Moms, conducted by PBH, over 90 percent of those questioned say it is important to include fruits and vegetables in their family meals.

New Generation of 5 A Day for Better Health Program

Fruits & Veggies—More Matters replaces the 5 A Day for Better Health program, which will be phased out by the end of 2008. In view of the new dietary guidelines released in 2005 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, as well as provide an

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emotional connection that leads to behavior change. Fruits & Veggies—More Matters 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, choice and product variety of fruits and veggies—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.

Campaign Resources and Activities

To commemorate March's National Nutrition Month and the one year anniversary of Fruits & Veggies—More Matters, PBH and the CDC are introducing strategies and tips called Get Smart! Fruits & Veggies—More Matters. These helpful, practical, easy to use tactics are designed to help Moms add more fruits and vegetables to their family's plate. The Get Smart! tips are available on www.fruitsandveggiesmorematters.org, which also offers recipes, serving ideas and shopping advice. Americans can also find the Fruits & Veggies—More Matters brand in retail settings and on approved products.

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About Produce for Better Health Foundation

Produce for Better Health Foundation is a nonprofit organization whose mission is to lead the way to achieving increased daily consumption of fruits and vegetables by leveraging private industry resources, leveraging public sector resources, influencing policy makers, motivating key consumer influencers, and promoting fruits and vegetables directly to consumers. To learn more, visit www.pbhfoundation.org.

About the Centers for Disease Control and Prevention

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), which is the principal agency in the United States government for protecting the health and safety of all Americans and for providing essential human services, especially for those people who are least able to help themselves. More information about Fruits & Veggies—More Matters is available online at www.cdc.gov.