



Fruits & Veggies—More Matters™ Background

The *Dietary Guidelines for Americans* recommends adults consume 3.5 to 6.5 cups (7 to 13 servings) of fruits and vegetables daily and children eat 2 to 5 cups per day (4 to 10 servings) depending on their age. 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, Fruits & Veggies—More Matters™, which will launch in March 2007. 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.

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.

This new public health initiative to increase fruit and vegetable consumption replaces the 5 A Day program, which will be phased out by the end of 2008. 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, as well as provide an 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.

Fruits & Veggies—More Matters is being created 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.

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. The U.S. Department of Agriculture also is committed to helping Americans meet the dietary guidelines for fruit and vegetable intake.

PBH, CDC and the Partners' mission is to deliver a positive, consistent and clear message delivered through an integrated framework of marketing and education focused on changing consumers' behavior over the long term. The 2007 launch will be supported by a new consumer Web site, www.fruitsandveggiesmorematters.org, which will offer recipes, serving ideas and shopping advice for busy moms, who are the primary gatekeepers of the family's nutrition. It will include activities and tips for getting children involved and exploring the different varieties of fruits and veggies that the whole family loves to eat. Moms and dads will have the opportunity to share their own easy and fun serving ideas by submitting them online.

Outreach and education components of Fruits & Veggies—More Matters also will include efforts on the part of public health Fruit & Vegetable Nutrition Coordinators, who will lead state-wide efforts to encourage more fruit and vegetable consumption, along with the initiative's many industry and public health partners. Consumers also will see the Fruits & Veggies—More Matters brand in retail settings and on approved products.

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.

###