



# The Fruit & Vegetable Brand



Fruits & Veggies—More Matters is the nation's largest public-private fruit and vegetable nutrition education initiative. This program, a joint effort between Produce for Better Health Foundation (PBH) and the Centers for Disease Control and Prevention (CDC), reaches out to consumers, educators, and public health professionals. Our mission focuses on educating and motivating Americans to increase fruit and vegetable consumption for their better health.

## Top 5 Ways You Can Use Fruits & Veggies—More Matters Resources

### 1 Look for our logo on the foods you buy!

Over 2,400 fruit and vegetable products carry the Fruits & Veggies—More Matters® logo on their packaging. The logo is assurance that the product meets the strict nutrition guidelines set forth by CDC. The Fruits & Veggies—More Matters logo can be found on all forms of fruit and veggies—fresh, frozen, canned, dried, and 100% juice products.



How important is the logo on packaging? Surveys show that 45% of mothers (the primary food shoppers) say that they are more likely to purchase a product with the logo on it.



### 2 Rely on our Consumer Website for Information!

Our award-winning, consumer-oriented website, [FruitsAndVeggiesMoreMatters.org](http://FruitsAndVeggiesMoreMatters.org), provides a wealth of free information, resources, and tools. On this site, you'll find over 1,000 recipes, 300 informational videos, shopping tips, and meal planning ideas to help create quick and easy meals using fruit and vegetables.





## 3 Start Good Eating Habits Early!

Looking for resources to introduce young children to healthy cooking and help them establish good eating habits that include a variety of fruit and veggies? Look to FoodChamps.org, our website designed specifically for kids ages 2-8. Here, they can have fun, while learning in an interactive way about fruit and veggies. Activities include matching games, mazes, coloring sheets, activity pages, and kid-friendly recipes.

## 4 Use Our Social Media Tools to Stay Connected!

You can rely on our social media efforts to provide you with regular tips and ideas about fruit and veggies.

- Become a fan and follow us on Facebook



- Follow us on Twitter and retweet our tweets



- Like and share our pictures as you follow us on Instagram.



- Join us on Pinterest to see and share healthy meal ideas, quick recipes, seasonal favorites, etc.



- Opt-in to receive our bi-weekly e-newsletter, the Fruit & Veggie Voice.



- Check out our weekly Mom's blog, *Stem and Stalk . . . Let's Talk*—visit [FruitsAndVeggiesMoreMatters.org](http://FruitsAndVeggiesMoreMatters.org) and click on the blog icon at the bottom of the page.



## 5 Shop Online for Fruit & Veggie Resources and Products!

Looking for information about fruit and veggies to use at home, at school, or in the office? Visit [PBHCatalog.org](http://PBHCatalog.org), your go-to online store. We offer a wide range of products, including information handouts, interactive games, materials in Spanish, recipes, posters, etc. Developed by educators and registered dietitians, each of our products focuses on motivating children and adults to eat more fruit and vegetables for their better health.

