

## **Fruits & Veggies—More Matters Core Brand Messages**

### **New Positioning Statement**

Make fruits and veggies about half of what you eat, every time you eat.

### **Support Messages**

#### **Better Health Options**

- Combined with physical activity, eating the right amount of fruits and veggies can keep your family healthy and going strong.
- Every step taken towards eating more fruits and veggies and getting more physical activity helps families be at their best.

#### **Good Nutrition**

- Eating and drinking colorful fruits and veggies provides a natural variety of vitamins, minerals, phytonutrients and fiber that allow you to be your best everyday.
- Eating fruits and veggies matters in maintaining a healthy weight and may reduce the risk of many diseases.
- Eating a colorful variety of fruits and veggies provides a wide range of valuable nutrients like fiber, vitamins and potassium.

#### **Taste**

- Fruits & veggies provide naturally flavorful tastes and textures that satisfy everyone's palate – alone or in recipes.
- Fruits and veggies provide the unrivaled combination of great taste and abundant variety in multiple product forms.

#### **Simple To Do/Within Reach**

- No points. No complex program. Fruits and veggies offer a great value – good for your budget, good for your body.
- All product forms count – fresh, frozen, canned, dried, and 100 percent juice.