Great Taste Matters
Tastes change. Keep trying new fruits and veggies to find new favorites. Serve old favorites in a new and exciting way.

Try this
Blend frozen berries with non-fat vanilla yogurt and a splash of 100% orange juice for a quick and tasty treat.

How Much Matters?
The amount of fruits and veggies you need every day for optimal health depends on your age, gender, and level of physical activity.

Serving Examples

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<thead>
<tr>
<th>Gender/Age</th>
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<tbody>
<tr>
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<tr>
<td>1 cup</td>
<td>Did you know that all forms of fruits and veggies matter: fresh, frozen, canned, dried, and 100% juice? With all of the great choices available, incorporating fruits and veggies into your day is easy.</td>
</tr>
<tr>
<td>1 large banana</td>
<td>Fresh: Create a colorful salad with fresh fruits or veggies.</td>
</tr>
<tr>
<td>1 large orange</td>
<td>Frozen: Add frozen veggies to pasta dishes, sauces, meatloaf, and casseroles.</td>
</tr>
<tr>
<td>1 medium pear</td>
<td>Canned: Top hot or cold cereals with sliced fruits. Add veggies to soups or salads.</td>
</tr>
<tr>
<td>1 medium potato</td>
<td>Dried: Grab packs of dried fruits for a quick snack on the go.</td>
</tr>
<tr>
<td>1 large sweet potato</td>
<td>100% Juice: Quench your post-workout thirst or pack 100% juice boxes for school lunches.</td>
</tr>
<tr>
<td>1 large ear of corn</td>
<td>Nutrition Matters</td>
</tr>
<tr>
<td></td>
<td>Fruits and Veggies have nutrients that can help protect your health such as:</td>
</tr>
<tr>
<td></td>
<td>• Fiber: Diets rich in foods containing fiber such as fruits and vegetables may reduce the risk of coronary heart disease.</td>
</tr>
<tr>
<td></td>
<td>• Folate: Adequate intake may reduce a woman’s risk of having a child with a brain or spinal cord defect.</td>
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<tr>
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<td>• Potassium: Diets rich in potassium may help to maintain a healthy blood pressure.</td>
</tr>
<tr>
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<td>• Vitamin A: Keeps eyes and skin healthy and helps protect against infections.</td>
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<tr>
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<td>• Vitamin C: Helps heal cuts and wounds and keeps teeth and gums healthy.</td>
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Variety Matters
Try different textures. Some fruits are smooth, some veggies are crunchy.

Great Taste Matters
Have the same veggie in a different color such as purple carrots or potatoes.

Keep trying new things—because more matters!

It’s easier than you think to get the recommended amount:

• As a general rule, fill about half your plate with fruits and veggies at meals.
• Choose fruits and veggies for a tasty, convenient snack.

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Eating Colorful Fruits & Vegetables — More Matters

Variety Matters

Eating fruits and veggies in a variety of colors — red, orange, yellow, dark green, purple and white — provides the broadest range of nutrients. So eat a colorful variety every day!

Tip
Go to FruitsAndVeggiesMoreMatters.org for more tips and ideas... because more matters!

**BLUE/PURPLE**

Get a variety of blue/purple every day with foods such as:

**Fruits**
- Blackberries
- Blueberries
- Currants, Black
- Elderberries
- Fig, Purple
- Grapes, Purple
- Olives, Black
- Plums
- Prunes, Dried
- Raisins

**Vegetables**
- Asparagus, Purple
- Bell Pepper, White
- Peas, Green
- Spinach
- Zucchini

**GREEN**

Go green every day with a variety of fruits and vegetables like those:

**Fruits**
- Apple, Green
- Gooseberries
- Grapes, Green
- Honeydew
- Kiwi
- Limes
- Pear, Green

**Vegetables**
- Artichokes
- Asparagus, Green
- Broccoli
- Butternut Squash
- Collard Greens
- Kale
- Leeks
- Lettuce
- Okra
- Peas, Green
- Spinach
- Watercress

**WHITE**

Get all the health benefits of white by including a variety of foods such as:

**Fruits**
- Banana
- Date
- Lychee
- Nectarines, White
- Peaches, White
- Pears, Brown
- Tamarind

**Vegetables**
- Cauliflower
- Celery Root
- Corn, White
- Daikon (Japanese Radish)
- Garlic
- Ginger
- Gobo Root (Burdock Cabbage)
- Hearts of Palm
- Horseradish
- Jerusalem Artichokes
- Kohlrabi
- Mushrooms
- Onions
- Parsnips
- Potatoes, White
- Shallots
- Turnips

**YELLOW/ORANGE**

Every day, include a variety of yellow/orange foods like these:

**Fruits**
- Apple, Yellow
- Apricot
- Cantaloupe
- Carambola (Star Fruit)
- Fig, Yellow
- Gooseberries, Cape
- Grapefruit
- Grapefruit (Pink/Red)
- Mangoes
- Nectarines
- Oranges
- Papayas
- Peaches
- Pears, Yellow

**Vegetables**
- Beets, Yellow
- Carrots
- Corn, Sweet
- Peppers, Yellow
- Potatoes, Sweet
- Pumpkins
- Radishes
- Sweet Potato
- Summer Squash, Yellow
- Tomatoes, Yellow

**RED**

Get a variety of red every day by eating fruits and vegetables such as:

**Fruits**
- Apple, Red
- Cherry
- Cranberries
- Grapes, Red
- Grapefruit, Pink
- Pomegranate
- Pomegranate
- Raspberries
- Strawberries
- Watermelon

**Vegetables**
- Beets
- Onions, Red
- Peppers, Red
- Potatoes, Red
- Radishes
- Rhubarb
- Tomatoes