You know fruit and veggies are good for you and your family, but getting enough isn’t always easy. You want taste and convenience; you need variety and nutrition. You know that more fruit and veggies matter to your family, but how do you keep them coming back for more? Keep great T.A.S.T.E. in mind . . .

Try something new!
All forms of fruit and veggies count!
Shop smart! Look for the logo!
Turn it into a family activity!
Explore the bountiful variety!

**MORE Fruit and Veggies MATTER to Good T.A.S.T.E.**
Try something new!
Everyone's tastes change over time. Experiment and try new ways of preparing family favorites.

- Add excitement to favorite dishes with fruit and veggies—add shredded or canned veggies to meatloaf, add fresh, frozen, and canned veggies to soups and stews, or dried fruit to cereals, oatmeal, and rice dishes for extra texture and flavor.
- Have the same veggie in a different color such as purple carrots or orange cauliflower.
- Try fruit in new ways—make a mango salsa, add dried, chopped apricots or cranberries to chicken salad, or grill peaches or pineapple slices for dessert.

All forms of fruit & veggies matter! — fresh, frozen, canned, dried, and 100% juice
When you think of produce, don't just limit yourself to fresh. There are many great frozen, canned, dried, and 100% juice options, which make it so easy to include a colorful variety of fruit and veggies in daily meals and snacks. Try:

- Frozen berries in a delicious smoothie or as a cereal topping.
- Canned veggies to stir-fries.
- Dried fruit mixed with nuts to make a great on-the-go snack.
- 100% juice as an alternative to artificially sweetened beverages filled with empty calories.

Shop smart!
Plan your meals in advance and look for the Fruits & Veggies—More Matters® logo on packages!
Make a list of fresh fruit and veggies you will use in the next few days and then stock up on canned, frozen, and dried fruit and veggies for the rest of the week. This can help reduce spoilage and waste, which saves money. Be sure to look for the Fruits & Veggies—More Matters logo on packaging. The logo helps you to know that the product is healthy and nutritious for you and your family!

- As a general rule, plan on filling about half your plate with fruit and veggies at meals. This will help you get an idea of how much to purchase.
- To combat ‘snack attacks,’ stock up on extra fruit and veggies—they’re tasty and convenient!

On quick trips to the grocery store and stops at convenience stores, you can still shop smart! Check out the ready-to-eat and ready-to-use healthy fruit and veggie options such as:

- Pre-cut fruit & veggies
- Packaged salads (be sure to grab low-fat dressing to cut down on calories)
- Pre-cut washed bagged salad
- Canned and frozen items that can be re-heated quickly.

Turn it into a family activity!
Kids will adopt healthy eating habits quickly and easily when they are involved in meal planning, shopping, and cooking. Encourage them to try new proteins, fruit, and veggies.

- Make it fun!
- Be a good role model!

Explore the bountiful variety!
With over 200 varieties of ripe, juicy delicious fruit and crisp, savory veggies, there is an almost endless bounty to choose from.

When you think variety, think color. Eating fruit and veggies of different colors—red, dark green, yellow, blue, purple, white, and orange provides the broadest range of nutrients. Colorful fruit and veggies are dietary sources of important nutrients many people don’t get enough of, such as fiber, folate, potassium, vitamin A, vitamin C, and magnesium.

FIBER: diets rich in dietary fiber have been shown to have a number of beneficial effects, including decreased risk of coronary heart disease. Some fruit and veggie sources of dietary fiber are:

- Apples
- Blueberries
- Brussel sprouts
- Figs

FOLATE: healthful diets with adequate folate may reduce a woman’s risk of having a child with a brain or spinal cord defect. Some fruit and veggie sources of folate are:*  
- Artichoke
- Cantaloupe
- Asparagus
- Beets
- Blackberries

100% Orange juice

Folic acid from fortified foods or supplements is also recommended for women who may become pregnant.

MAgNESiuM: supports normal muscle and nerve function, a steady heart rhythm, and a healthy immune system. Some fruit and veggie sources of magnesium are:

- Artichoke hearts
- Black beans
- Lima beans

VITAMIN A: keeps eyes and skin healthy and helps protect against infections. Some fruit and veggie sources of vitamin A are:

- Apricots, dried
- Cantaloupe
- Carrots
- Grapefruit

VITAMIN C: helps heal cuts and wounds and keeps teeth and gums healthy. Some fruit and veggie sources of vitamin C are:

- Bell peppers
- Blackberries
- Broccoli
- Cauliflower

Kiwifruit

POtASSiuM: diets rich in potassium may help to maintain a healthy blood pressure. Some fruit and veggie sources of potassium are:

- Bananas
- Broccoli
- Cherries
- Kiwi fruit

- Lentils
- Onions
- Pears

- Raspberries
- Spinach

- Tomatoes
- White beans

- Potatoes
- Sweet potatoes

- Potatoes
- Sweet potatoes

- Lentils
- Raspberries

- Spinach

- Tomato

- Spinach

*Folic acid from fortified foods or supplements is also recommended for women who may become pregnant.