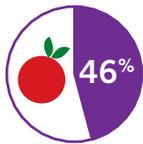




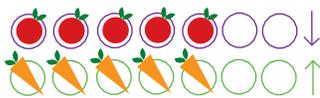
So Happy Together

Emerging scientific data shows increased fruit and vegetable intake to be predictive of improved happiness, life satisfaction, and well-being.¹

Are Americans eating enough fruit and vegetables?



46% are eating less fruit and 43% are eating less vegetables than MyPlate recommendations.²



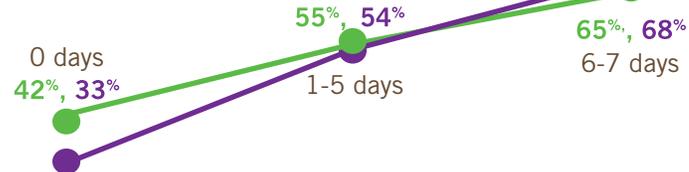
Americans eat fruit just under 5 days per week and veggies just over 5 days per week on average.²

There is a correlation between the number of days per week one eats fruit and vegetables and their reported level of life satisfaction and happiness.³

SATISFACTION:



HAPPINESS:



Those who eat fruit and vegetables 6-7 days per week report physical, emotional, and social benefits.³



Those who do not eat fruits and vegetables are significantly more likely to report a feeling of hopelessness and disengagement.³

"I don't feel engaged or interested in daily activities."

"I feel unable to make the most of each day."

What are the barriers to consumption?

Those who consume fruit and vegetables fewer than 6 days per week report the following barriers:³

"Physical limitations prevent me from eating them; they don't agree with me."

"It is hard to find fruit and vegetables that everyone in my household likes."

"I don't know how to prepare fruit or vegetables in different ways."

Yet...those who eat the most produce, and report being happy, are also significantly likely to face the same barriers — they have found ways to overcome them.³



All forms (fresh, frozen, canned, dried, 100% juice) can help overcome these barriers and close the consumption gap!² All forms:



WHAT IF we helped Americans embrace ALL the benefits of fruit and vegetable consumption and increase their intake by one more fruit and vegetable per day and one more day per week?

SOURCES:

1. Mujic R and Oswald AJ. *Evolution of Well-Being and Happiness After Increases in Consumption of Fruit and Vegetables*. Am J Pub Health. 2016; 106: 1504-1510.

2. Produce for Better Health Foundation. *Primary Shoppers' Attitudes and Beliefs Related to Fruit & Vegetable Consumption, 2012-2016*.

3. Produce for Better Health Foundation. *Novel Approaches to Measuring and Promoting Fruit and Vegetable Consumption, 2017*. (to be published)

4. Produce for Better Health Foundation. *Moms' Attitudes and Beliefs Related to Fruit & Vegetable Consumption, 2007-2015*.



Produce for Better Health Foundation